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Travel factors and travel decision pattern segmentation of pleasure travel

Hsieh, Sheauhsing, Ph.D.

Purdue University, 1994

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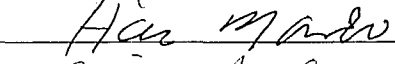
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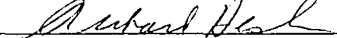
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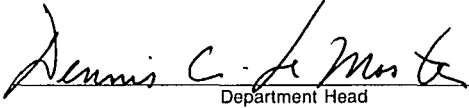
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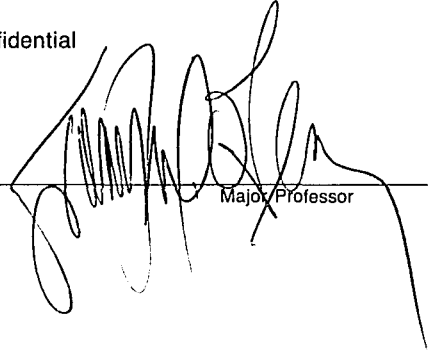
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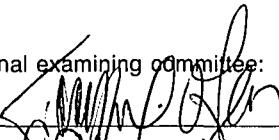This thesis ☒ is not to be regarded as confidential

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TRAVEL FACTORS AND TRAVEL DECISION PATTERN SEGMENTATION

OF PLEASURE TRAVEL

A Dissertation

Submitted to the Faculty

of

Purdue University

by

Sheauhsing Hsieh

In partial Fulfillment of the

Requirement for the Degree

of Doctor of Philosophy

August, 1994

To my parents, Hsi-Ai Hsieh & Hsiu-Ying Lo

For their everlasting love, support, and encouragement

to do anything I dream

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Without the efforts and help of many people, I would not be able to accomplish this dream and I would like to express my appreciation for their support.

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ABSTRACT

Hsieh, Sheauhsing, Ph.D., Purdue University, August, 1994. Travel Factors And Travel Decision Pattern Segmentation Of Pleasure Travel. Major Professor: Joseph T. O'Leary.

The purpose of this research is to develop a travel decision model using sociodemographics, travel characteristics, and psychographic factors and identify the different types of travel decision patterns in Japanese and West German travel markets. A secondary analysis of data from the Pleasure Travel Markets Survey for Japan and West Germany in 1989 was used. The major findings supported the proposition that models of a travel decision consisting of sociodemographics, travel characteristics and psychographics variables fit the observed data very well. Sociodemographics and travel characteristics were significantly related to psychographics variables and further predict the travel decision. The results also showed that travel decision pattern segmentation (travel philosophy - travel benefit sought - travel product preference) is a viable approach to identify different types of travel decision patterns in Japanese and West German travel markets. Implications of the findings are discussed and future research directions are suggested for this important area.

I. INTRODUCTION

Tourism today has become one of the world's most powerful agents of economic development (Smith, 1989; Waters, 1990). Tourism not only provides education and recreational values, it also contributes to the overall economy. Thus, many countries have established tourism development as a high-priority concern. However, the vacation travel market has become highly competitive. Increases in discretionary time and money, as well as the variety of vacation packages, have given the potential traveler more flexibility of choice. As a result, the factors influencing traveler decisions have become more complex and several marketing strategists have called attention to the importance of learning how consumers make decisions. That is, if the travel or tourism organization wants to influence travel decisions and change travel behavior, it needs to understand who is making the decision and how that decision is made.

Consumer Decision Factors

A "decision process" is described as a simple association between a stimulus and a response; it is also described as a very complex interaction among many behavior determinants (Nicosia, 1966). Therefore, a travel decision-making model can be formed by the important factors (e.g., sociodemographic, sociological, and psychographic) affecting the decision making and the relationships between them. Since travel behavior

is a special form of consumption behavior, due to the intangible nature of the service and their on site consumption, travel decisions may be affected by more factors such as travel characteristics, destination attributes, and past travel patterns. One of the key steps in tourism planning and marketing is to develop travel behavior choice models by analyzing these travel factors. Until now, sociodemographic variables and travel characteristics have been used most often to predict vacation choices (Silberman, 1985; Sheldon & Mak, 1987; Witt & Martin, 1987). However, as more tourism managers begin to focus on travelers' needs, attitudes, and decision processes, it may be more effective to consider travel behavior not only in terms of sociodemographic attributes or travel characteristics but also in terms of the decision maker's psychographic characteristics. Thus, understanding the significance of the variables used to make travel choices in each market will help tell travel service providers what potential visitors wish to see, what they wish to do, where they wish to do it, what advertising and promotional vehicles to utilize, and when to place various advertisements.

Travel Decision Patterns as a Market Segmentation Base

Davidson and Wiethaupt (1989) suggested that planners and marketers need a better understanding of the travel decision process in order to provide products and services that meet clients' needs and wants. Most recreation and tourism businesses serve a wide variety of clients and these businesses could be more effective if they targeted their marketing efforts toward a limited number of or well-defined market segments (Stynes, 1983; Dickson & Ginter, 1987). Several researchers have conducted studies of

the decision process used to choose destinations or vacation activities (van Raaij et al, 1984; Woodside & Lysonski, 1989, Um & Crompton, 1990). However, travel behavior is complex and people are diverse. Not everyone makes travel decisions based on the same attitudes or reasons even though they follow a similar decision process. Thus, there may be a need to identify different travel decision patterns to better understand markets and provide products and services that meet clients' needs and wants. In the past, travel researchers have applied various combinations of life style, socioeconomic, and demographic variables in attempts to identify the characteristics of travel segments (Anderson & Langmeyer, 1982; Woodside & Jacobs, 1985; Pitts & Woodside, 1986). An important research question is which segmentation base is the most appropriate for travel and tourism activity. Bronner and de Hong (1985) first suggested that the way people decide, "their decision style," is an important base for segmentation studies. They suggested that the differences between people's choice-process characteristics should be taken into account in planning a marketing strategy. Woodside and Carr (1988) further supported the idea that consumers can be grouped or segmented according to their decision styles - the alternatives considered, benefits sought, decision rules used, and sensitivity to changes in attitudes. van Raaij (1986) suggested that searching for the relevant behavior, finding the basic dimensions of the relevant behavior, segmenting tourists along those dimensions, and describing segments with antecedent or consequent variables were the procedures needed to classify tourists.

In the travel decision process, different travel philosophies/attitudes (the feeling toward an overseas vacation) may cause different behavior such as travel benefits sought and perceptions toward the choice of travel products. Thus, different travel decision

patterns composed of travel philosophies, benefits and products can be considered subaggregrates of total travel market. Understanding travelers' travel philosophies, satisfying travelers' motivations and providing proper sets of activities and products by identifying different kinds of travel decision patterns seems to offer significant advantages as a competitive strategy and as a guide to market planning and promotional strategies.

Statement of Problem

Although a better understanding of how travel decisions are made can lead to more potential travelers, and efficient management, and planning and promotional strategies, there is little research that examines this issue. Thus, there is a need to focus on travel choice behavior models and different decision patterns in the travel decision process.

Studying the important factors affecting travel decisions may help planners and marketers gain a better understanding of travel behavior. Traditionally, sociodemographic variables and travel characteristics were used to understand the choice of vacation types, destinations, and accommodation or to predict the characteristics of travel such as length of stay. However, potential travelers' decisions may be more informative for tourism planners and marketers who have begun to focus on travelers' needs, attitudes, and decision processes. The decision to take a trip is complicated and affected by many factors. Although sociodemographics and travel characteristics can aid in understanding who is making the decision and how past travel characteristics affect future decisions, marketers and planners still do not understand why and how travelers make these decisions. Therefore, psychographic variables with an impact on the travel decision making process are becoming more important in understanding travel behavior as well as

marketing plans and promotional strategies. Few models of behavioral choice in tourism have focused on constructing decision models based on travel decision factors such as sociodemographics, travel characteristics, and psychographics. Thus, it is important to examine the relationship among sociodemographics, travel characteristics, psychographic factors and travel decisions. Therefore, in this study a structural model was developed and tested and is depicted in Figure 1 (see page 8).

Much work has gone into understanding the process of consumer decision making. Researchers in the travel and tourism area have applied some of these concepts in studies of the travel decision process. If managers and marketers want to efficiently target and provide needed services to their customers, they need to understand customers' decision-making patterns. From an applied marketing perspective, market segmentation is a key concept in applied tourism research. It is essential that models of travel decision making incorporate measures of market segmentation. That is, travelers following a similar travel decision process (presented in the dot-line box in Figure 2, page 9) can be divided into patterns of decision making (such as pattern A, pattern B, etc. in Figure 2). Each pattern is constructed based on travel philosophies, benefits sought, and travel product preferences with high intercorrelation. Knowing the variety in travel decision patterns helps not only with marketing strategies through the understanding of travelers' philosophies and benefits sought, but also in tourism planning by examining travelers' preferences by different activities, features, and amenities.

Traditionally, travel market have been divided by a single characteristic such as age, income, benefit sought, value, activity, or purpose of trip. However, markets can be better understood by using multiple dimensions of travelers' decisions such as travel

philosophies, benefits sought, and travel preferences. The different decision patterns will then allow greater flexibility in examining those travelers' characteristics and travel behavior important to each segment. In addition, because of limited resources, most of the studies of travel decision behavior have been based on domestic rather than international travelers. It is doubtful that Japanese or West German travelers will have similar travel choice behavior as U.S. domestic or other international travelers. Factors such as safety, cost, length of trip, age, income, which affect travel decisions, may be more complex for international travel than domestic travel.

Finally, this study presents three travel psychographic scales - travel philosophy, travel benefit sought, and travel product preference. Although a number of studies have classified travel motivation/benefit sought scales in the travel and tourism field (Goodrich, 1977; Crompton, 1979; McIntosh, 1990), there is no scale which has been identified as underlying travel behavior, especially for international travel. Since little research has been done in this area, the opportunity exists in this study to examine scales for travel philosophy, travel benefit sought, and travel product preference to improve our understanding of international travel behavior.

Therefore, this study, a secondary analysis of data from 1989 Pleasure Travel Markets Survey for both Japanese and West German travelers was to improve the understanding of travel markets through the development of models of travel decisions, and to segment international travelers using decision patterns in order to develop new knowledge about this behavior and an understanding of international travelers.

Objectives

The primary objectives of this study were to:

(1) Develop travel behavior decision models using sociodemographics, travel characteristics, and psychographic factors for both the outbound Japanese and West German travel markets;

(2) Identify the important factors affecting outbound Japanese and West German travelers' decisions;

(3) Segment Japanese and West German travel markets by using travel decision pattern segmentation;

(4) Develop three separate travel psychographic scales - travel philosophy, travel benefit sought, and travel product preference scales;

(5) Provide recommendations for travel/tourism groups interested in the outbound Japanese and West German travel markets.
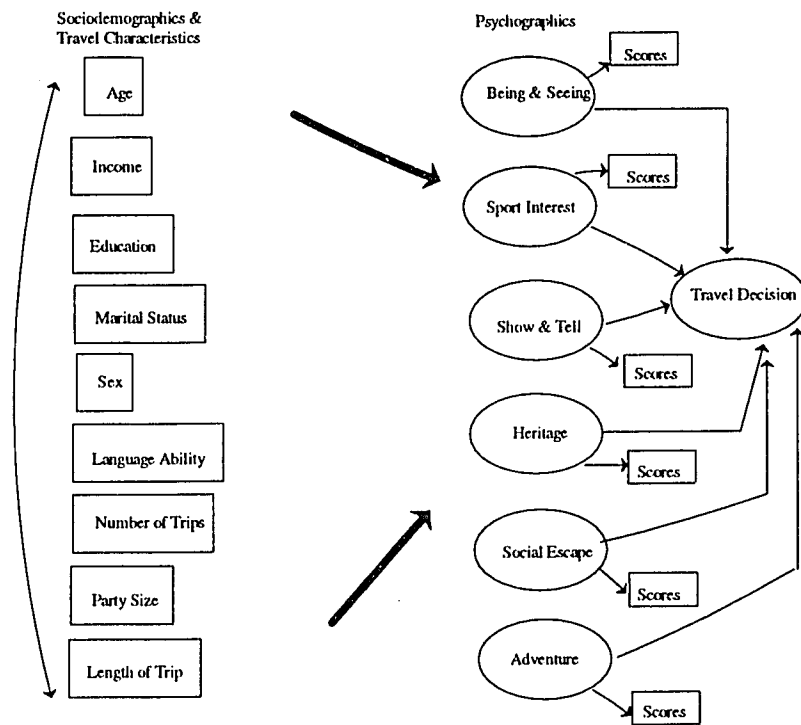
Figure 1 Hypothesized Model of a Travel Decision

Travel Decision Process
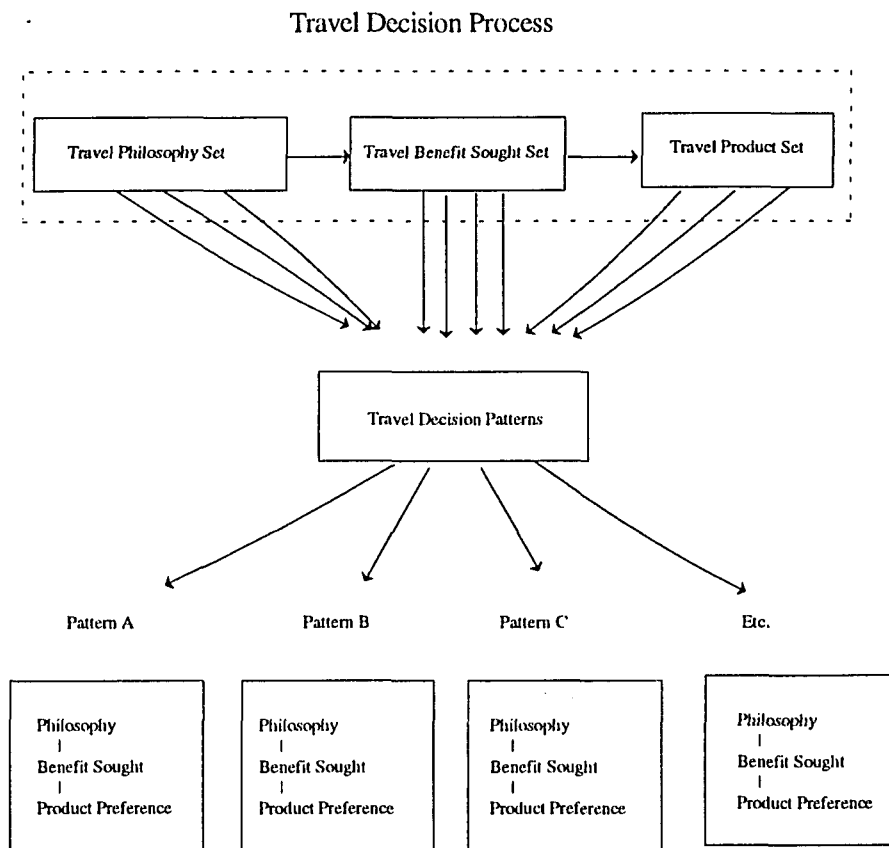
Figure 2 Model of Travel Decision Patterns

II. BACKGROUND AND HYPOTHESES

Model of a Travel Decision

Consumer behavior can be viewed as the study of how, why, and how often individuals make decisions to spend their available resources (e.g., money, time, energy) on consumption-related items (Schiffman & Kanuk, 1990). Many factors affect the consumer decision process. Factors can come from marketing (e.g., product quality, price, distinctiveness), social sources (e.g., family, reference groups), individual differences (e.g., sociodemographics, lifestyle, personality), or psychological processes (e.g., motivation, perception) (Engel et al., 1990; Schiffman & Kanuk, 1990).

Sociodemographics, travel characteristics, and psychographic variables have been recognized as important factors influencing travel decisions. One of the strategic approaches in tourism planning and decision making is to develop travel choice models by analyzing these travel factors. Models can be defined as "systems of hypotheses relating one or more dependent variables . . . to several independent variables" (Mazanec, 1989:63). In studying travel and tourism, dependent variables could be the choice of a tourist destination, hotel, accommodation, the likelihood of taking a future trip, the length of stay, or the total visits. On the other hand, independent variables could include factors such as sociodemographics, psychographics, travel characteristics, destination attributes, or economic variables. These independent variables then are used to examine the

relationship with vacation choices and forecast the tourism demand.

Many variables have been identified as important indicators of travel decisions. The following (Model I: Model of a Travel Decision) is a theoretical accounting model based on previous research finding.

Demographic Characteristics

Consumer characteristics such as demographics, lifestyle, and personality may also affect consumer needs and attitudes toward product choice (Assael, 1987; Engel et al., 1990; Schiffman & Kanuk, 1990). These characteristics are generally easy to identify and to measure. Furthermore, they can often be associated with the use of specific products and with media (Schiffman & Kanuk, 1990). Schul and Crompton (1983) used sociodemographics including age, marital status, sex, education, regional representation, and travel-specific lifestyles to predict and explain external search travel behavior of a sample of international vacationers. Sheldon and Mak (1987) presented a model that explained a traveler's choice of independent travel versus travel on package tours by using logistic analysis and survey data on travel to the Hawaiian Islands. The results indicated that traveler for vacation mode decisions were related to certain sociodemographic attributes. For example, purchasers of package tours were likely to be elderly, intended on visiting several destinations, contained few people in the party, made short visits, and tended be first-time visitors to Hawaii. Later, Hsieh et al. (1992) found that in the choice of activity participation by the Hong Kong travel market, younger and well-educated travelers tended to participate in the "full-house activity set" (many different activities) and older travelers focused on sightseeing activities. Further, Hsieh

et al. (1994) found for British travelers that female travelers, as opposed to male travelers, tended to take more overseas package tours and travelers in the lower income level sought independent travel more often than travelers in the high income level.

Hypothesis Set 1 in Model of a Travel Decision:

Travel decisions (the likelihood of taking a trip in the next two years) are affected by sociodemographic attributes of respondents (see Figure 1, page 8).

H_{1A}: Age is positively related to the travel decisions of outbound Japanese and West German international travelers.

H_{1B}: Income is positively related to the travel decisions of these Japanese and West German travelers.

H_{1C}: Education is positively related to the travel decisions of Japanese and West German travelers.

H_{1D}: Single Japanese and West German travelers are more likely to make travel decisions than married Japanese and West German travelers.

H_{1E}: Male Japanese and West German travelers are more likely to make travel decisions than female Japanese and West German travelers.

H_{1F}: Language ability is positively related to the travel decisions of Japanese and West German travelers.

Travel Characteristics

The travel and hospitality industry is different from the retail/sales industry. Travel characteristics such as package travel, destinations, travel party size, and travel lengths of trips, may affect travelers' choices. Witt and Martin (1987) examined

econometric models for forecasting international tourism demand. These models were developed for visits from West Germany and United Kingdom to their respective tourist destinations (e.g., Austria, France, Greece, etc.) by examining the sociodemographic and price variable. The results showed differences between Germans and British when they taking international vacations. The British were more likely to regard foreign holidays as "luxuries" whereas the Germans were more likely to regard them as "necessities." Since German residents have a lower level of brand loyalty, destinations can compete more effectively on the basis of price and quality. In addition, Silberman (1985) estimated the effects of demographic, economic, vacation, and destination characteristics on the length of stay of individuals on summer vacation trips to Virginia Beach, Virginia. Variables such as cost, effect of the recession, numbers of trips to Virginia Beach were negatively associated with the length of stay; however, variables such as distance and income were positively related with the length of stay using the Ordinary Least-Square statistical method. Since many resorts are confronted with policy issues such as the direction and targeting of advertising campaigns, the possibility of changing sales taxes paid primarily by tourists, and the planning of capital improvement projects, Silberman further suggested that information about the travel characteristics such as the length of stay can help resort managers make effective operating and planning decisions.

In international travel, Hsieh et al. (1992) found that the travel party size had an impact on the choice of activity participation among Hong Kong travelers. Hong Kong travelers who liked to participate in the "full house" (participating in the variety of activities) and "entertainment" (nightlife, gambling/casino, theme park, etc.) activity sets tended to travel in larger party sizes. Lang (1991) examined the overseas activities of the

Australia travel market and found that active travelers participating in the "combo" (many different activities) activity set tended to take longer trips than other groups. Dybka (1988) compared overseas travelers from four countries (Japan, West Germany, United Kingdom, and France) to Canada. Dybka's findings indicated that an ideal overseas destination for the Japanese would probably combine the main elements that made for an enjoyable touring trip experience -- sightseeing in cities, shopping, dining out, guided tours, and visiting scenic landmarks, with a place where they can enjoy beautiful sights. In addition, Japanese travelers liked to take long-haul pleasure trips using all-inclusive packaged vacations. On the other hand, West German travelers embarked on resort trips involving beaches, skiing, golf and/or tennis, as well as visiting friends and relatives. Host countries could possibly attract more tourists by carefully developing vacation packages according to specific travel characteristics of the countries' target markets. Thus, tourism organizations should combine unique product/service mixes and travel characteristics in promoting potential travelers to take vacations.

Hypothesis Set 2 in Model of a Travel Decision:

Travel decisions (the likelihood of taking a trip in the next two years) may be affected by the travel characteristics of respondents (see Figure 1, page 8).

H_{2A}: The number of traveler's previous trip(s) is positively related to the travel decisions of Japanese and West German travelers.

H_{2B}: The size of the travel party on previous trip(s) is positively related to the travel decisions of Japanese and West German travelers.

H_{2C}: The length of stay of traveler's previous trip(s) is positively related to the travel decisions of Japanese and West German travelers.

Psychographic (Travel Benefits Sought) Variables

In the past, survey research has focused on demographic factors because they were easy to identify, quite useful for interpretation, and readily understood by most people. Nevertheless, people having the same demographic attributes may make different vacation choices in terms of destinations, transportation, or accommodation. The only way to find out why they choose different vacation styles may be to understand their psyches (Plog, 1987). Through understanding of psychological factors influencing travel, tourism organization can serve travelers more effectively and profitably than focusing only on sociodemographic factors. Psychological factors can actually determine whether an individual will travel, the specific destination to which he will travel, how he will get there, and what he will do when he arrives (Mayo & Jarvis, 1981; Plog, 1987). In addition, psychographic variables may be more predictive and can be used to support such tourism decisions as the development of destinations and supporting services, product positioning, advertising, promotion and packaging the products, and so on (Plog, 1987). Psychographic researchers assume that people have different sets of motives and behaviors in the market so that unique appeals can be developed for each of the separate psychographic groups (Plog, 1987).

An early study conducted by Woodside and Pitts (1976) found that lifestyle information may be more important in predicting foreign and domestic travel behavior than demographic information. Similarly, Abbey (1979) concluded that tour travelers prefer tours designed based upon vacation lifestyle information more than tour designs based on demographic information. Travel suppliers then can create packages that are

more compatible with the motivations, attitudes, and opinions of tour travelers. Later, Schul and Crompton (1985) used two separate multiple regression procedures to examine the relative effects of six psychographic variables and the sociodemographics on two measures of external search behavior-travel planning time and the number of external travel organizations consulted by British travelers. They found that the travel-specific psychographics would be more effective than sociodemographics for predicting external search behavior. Thus, they suggested that the use of psychographic information by tour suppliers and marketers should be given a higher priority in the development of effective copy and promotional themes as well as in the selection of appropriate media for advertising.

In terms of studies of travel benefit sought, Goodrich (1977) found four major benefits sought factors (entertainment, purchase opportunities, climate for comfort, and cost) influencing a group of American Express international travelers. Crompton (1979) identified seven socio-psychological motives: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression (less constrained behavior), enhancement of kinship relationships, and facilitation of social interaction on the selection of a particular type of vacation or destination in preference to all the alternatives of which the tourist is aware. Later, McIntosh (1990) suggested that basic travel motivation can be divided into four categories: physical, cultural, interpersonal, and status & prestige motivators.

In the Pleasure Travel Market to North America study conducted by U.S. Travel and Tourism and Tourism Canada (MFCL, 1989), West Germans were divided into four different groups: adventure, escape, social, and being and seeing (traveling through places

important in history, experiencing a foreign destination, and seeing as much as possible). The benefits sought by Japanese travelers while overseas were being and seeing, adventure getaway (looking for thrills and excitement and being daring and adventuresome), family getaway (being together as a family, getting away from the demand of home) and physical activity (being a participant or as a spectator and participating in sports related activities). The advantages of segmenting markets by benefits were that this approach offered a significant and competitive strategy and a guide to market planning and promotional strategies.

Hypothesis Set 3 in Model of a Travel Decision:

Travel decisions (the likelihood of taking a trip in the next two years) are affected by psychographic characteristics (travel benefits sought: being & seeing (traveling through places important in history, experiencing a foreign destination, and generally seeing as much as possible in the time available,) physical sports (being a sports participant or a spectator), show & tell (traveling to places friends haven't been to and talking about trip after return home), heritage (visiting friends and relatives and places their family came from), social escape (getting away from the demands of home, getting a change from a bush job, and escaping from the ordinary), and adventure (experiencing a new experience, different lifestyle, and excitement)) of respondents (Figure 1).

H_{3A}: There is a positive relationship between the "being & seeing" benefit and the travel
decisions of Japanese and West German travelers.

H_{3B}: There is a positive relationship between the "physical sports" benefit and the travel
decisions of Japanese and West German travelers.

H_{3C}: There is a positive relationship between the"show & tell" benefit and the travel

decisions of Japanese and West German travelers.

H_{3D}: There is a positive relationship between the "heritage" benefit and the travel

decisions of Japanese and West German travelers.

H_{3E}: There is a positive relationship between the "social escape" benefit and the travel

decisions of Japanese and West german travelers.

H_{3F}: There is a positive relationship between the "adventure" benefit and the travel

decision of Japanese and West German travelers.

Relationship Between Sociodemographics, Travel Characteristics,
and Psychographic Variables

van Raaij and Francken (1984) stated that sociodemographic factors may affect

psychological factors (e.g., attitudes, expectations, aspirations, values, needs, experiences)

of individuals and the households (e.g., lifestyle, traditional/modern, time orientation,

decision-making style, role power structure). In addition, these individual and household

factors exert an influence on vacation choices. Woodside and Lysonski (1989) presented

a general model of travel destination awareness and choice. This model showed that two

exogenous variables, travel characteristics and marketing variables, influence traveler

destination awareness. In addition, psychological processes also were considered to be

important factors in consumer behavior in their study. Um and Crompton (1990)

proposed a tourism destination choice model. In this model, external inputs consisted of

social interactions and marketing communications to which potential pleasure travelers

are exposed. Internal inputs, derived from the sociopsychological set of the potential

traveler, included the socio-psychological set, personal characteristics, motives, values, and attitudes. It was argued that beliefs about a destination's attributes are formed by the traveler being exposed to the external stimuli display, but the nature of these beliefs varies according to the traveler's socio-psychological background.

Hypothesis Set 4 in Model of a Travel Decision:

The psychographics (travel benefits sought) of respondents are affected by the sociodemographic and travel characteristics of respondents (see Figure 1, page 8).

H_{4A}: There is a positive relationship between age and the "being & seeing" benefit of Japanese and West German travelers.

H_{4B}: There is a negative relationship between age and the "physical sports" benefit of Japanese and West German travelers.

H_{4C}: There is a negative relationship between age and the "adventure" benefit of Japanese and West German travelers.

H_{4D}: There is a positive relationship between income and the "show & tell" benefit of Japanese and West German travelers.

H_{4E}: There is a negative relationship between single/married and the "heritage" benefit of Japanese and West German travelers.

H_{4F}: There is a negative relationship between single/married and the "social escape" benefit of Japanese and West German travelers.

H_{4G}: There is a positive relationship between male/female and the "physical sports" benefit of Japanese and West German travelers.

H_{4H}: There is a positive relationship between male/female and the "adventure" benefit of Japanese and West German travelers.

H_{4I}: There is a positive relationship between language ability and the "being & seeing" benefit of Japanese and West German travelers.

H_{4J}: There is a positive relationship between length of trip and the "being & seeing" benefit of Japanese and West German travelers.

H_{4K}: There is a negative relationship between travel party size and the "social escape" benefit of Japanese and West German travelers.

Model of Travel Decision Patterns

Market Segmentation

The purpose of market segmentation is to group individual consumers in such a way that individuals within the groups have relatively homogeneous needs, while substantial differences between groups are still recognizable (Doyle & Hutchinson, 1976). A great variety of factors can be used to segment markets. The decision on which variables to use in segmenting a market is complex. No single variable or set of variables can be applied uniformly across all markets or all marketing applications. A number of market segmentation approaches have been developed and can be classified into four general categories for tourism: socioeconomic and demographics, product-related, psychographic, and geography (Morrison, 1989; Stynes, 1983). Only demographic, product, and psychographic segmentation, which are used in this study, are discussed below.

Demographics Segmentation

Demographics and socioeconomics appear to be the most prevalent form of market

segmentation. A number of socioeconomic characteristics of the household as well as the individual have been used to identify population segments; these include such characteristics as the ages, and sexes of household members, income, education, occupation, ethnicity, and the length of experience within a particular area (Anderson & Langmeyer, 1982; Graham & Wall, 1978).

Product Segmentation

Product-related segmentation in recreation and tourism has been based upon three categories of variables: participation in recreation or travel activities, frequency or volume of use, and equipment ownership (Stynes, 1983; Morrison, 1989). In studies of travel and tourism, Bryant and Morrison (1980) segmented the recreational activities and opportunities of Michigan travelers into four distinct groups, - young sports activities, outdoorsman/hunters, winter/water types, and resort types. In international travel and tourism research by the U.S. Travel and Tourism Administration and Tourism Canada, the travel markets of different countries have been segmented by philosophy, benefit, and product-related segmentation. For the product-related segmentation, the Japanese travel market (MFCL, Japan 1989) was divided into the sports and entertainment, developed resort, culture and nature, and culture and comfort segments product segments. West Germans (MFCL, Germany 1989) were clustered into the culture and nature, rural beach, sports and entertainment, developed resort, and culture and comfort product segments. Thus, recreation and tourism businesses can target selected product segments and design appropriate activities and facilities according to customers/travelers' needs. In addition, recreation and tourism activity has been linked to equipment. For example, Michigan

campers were aggregated into four major segments (tent, camping travelers, travel trailers, and motor home, etc.) based on the type of equipment utilized on each trip (Mahoney & Stynes, 1986). Further, the-purpose-of trip segmentation can be selected as a primary segmentation base for the travel/tourism industry. Morrison (1989) suggested that travel markets can be split into two groups - the business travel market and the pleasure and personal travel market. He further commented that the number of times a service is purchased (e.g., use-frequency) can be a useful segmentation base. Additionally, some of the population tend to purchase specific services or products more frequently than others. Some researchers use the term "volume" or "heavy-half" segmentation instead of use "frequency". Stynes and Mahoney (1980) segmented the downhill ski market in Michigan into heavy-half and light-half skiers by the number of days spent skiing. Therefore, using product-related segmentation is a way of describing customer groups with needs and wants that correspond to certain types of hospitality and travel services.

Psychographic Segmentation

The psychographic classification of consumers is based upon personality, attitudes/philosophy, opinions, motivations, and benefits sought. Psychographics, as used in life-style segmentation (AIO) research, measure (1) people's activities (how they spend their time); (2) their interests (the importance they place on their immediate surroundings); (3) their opinions (their view of themselves and the world around them)(Schewe & Calantone, 1978; Morrison, 1989; Schiffman & Kanuk, 1990). For example, Davis and Wiethaupt (1988) segmented Florida residents with respect to their AIO (attitudes, interests, and opinions) toward tourism. The existence of a strong anti-

tourism, anti-growth segment in the state seemed to indicate that the state government should devote a portion of the state's tourism promotion efforts toward enlightening residents about the positive multiplier effect of tourism. There are many alternative ways of defining and describing psychographic or lifestyle segments such as VALS (Values and Lifestyles).

With travel attitude/philosophy and benefit segmentation, marketers attempt to identify what the consumer is seeking in a tourism product or experience. Travelers differ significantly in their travel attitudes/benefits. Some travelers like to move around; others, to stay in the same place. Attitudes toward money may be different among travelers; some travelers may expect their vacations to be luxurious and organized by agents, while others may be interested in handling all the details themselves. A study conducted by the Gilmore Research Group (1989) for GTE Travel Enterprises found that American travelers can be categorized into seven attitude groups: adventure-seekers, older stay-at-homes, fun-seekers, family travel planners, solitude-seekers, intense travelers, and no-nonsense travelers. Demographics, travel behavior, and vacation activities were different across these seven categories.

Many marketing experts consider benefit segmentation to be the best segmentation base. It groups customers according to similarities in the benefits that they look for in specific products or services. Goodrich (1977) found four major benefits sought factors (entertainment, purchase opportunities, climate for comfort, and cost) influencing a group of American Express international travelers to consider their vacation plans. Thus, he suggested that the finding can be useful for designing tourism advertising appeals for the regions and provide the insights about types of tourism facilities and amenities to

construct for tourism marketers. Later, Crompton (1979) suggested that it is possible to identify more specific directive motives guiding tourists toward the selection of a particular type of vacation or destination in preference to all the alternatives of which the tourist is aware. He then identified seven socio-psychological motives: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression (less constrained behavior), enhancement of kinship relationships, and facilitation of social interaction. In studies of international travel and tourism, Woodside and Jacobs (1985) applied different market positioning strategies to the Japanese, mainland U.S.A., and Canadian market segments based on different travel benefits realized. Taylor (1986) segmented the Canadian travel market into 42 valid submarkets from the resultant three-dimensional matrix (philosophy, benefits, and activities/interests). The results were used as an aid to marketing either by selecting appropriate segments for a particular product, or by extracting for further analysis a sub-sample showing a common characteristic vital to the user.

A Multiple Segmentation Approach

The literature review, thus far, focuses on only a single segmentation base. Many travel decision-making variables such as travelers' perceptions, preferences, sociodemographics, information acquisition, and marketing variables may affect the awareness of destination choice, activity participation, transportation and accommodation choice, etc (van Raaij, 1984; Woodside & Lysonski, 1987). Since more than one variable seems to affect travel decision-making, the travel market should be segmented by a multiple segmentation approach. Rusk (1974) observed that the same consumer or

household buying center, may consider a short list of vacation decisions that are different from one another such as the sun and beach in Hawaii and skiing in Austria. Thus, there is a strong relationship between benefit sought and destination choice. Later, Woodside and Carr (1988) hypothesized that vacation travelers can be segmented meaningfully by consumer decision - making variables. Gartner (1989) suggested that the choice of a final destination will be based on the benefit package and unique attributes of the destination. Motivation/benefit sought can be thought of as the driving force behind travel behavior that influences a person when he/she makes decisions.

Variables such as attitudes/philosophies, motivation/benefit, destination, product preference or activity sets can be used as a travel decision pattern (e.g,, benefit - destination, benefit- product preference, or philosophy - benefit sought - product preference that combines factors that influence travel choice). Therefore, there may be a multiple segmentation approach that includes travel philosophy, travel benefit sought and travel product preferences to segment the travel market efficiently and meaningfully.

Variables Associated with Segments

In market segmentation, many variables might be related to the segments. Travel and tourism marketers always want to identify the important variables for which there are significant differences among customer groups in order to provide proper services and marketing mixes for these groups. Researchers have identified certain demographics and psychographics that are associated with specific benefits and activity sets. Tatham and Dornoff (1971) showed that distinct sets of activities are pursued by different groups who have similar socioeconomic characteristics. Romsa (1973) used cluster analysis to

identify activity types with associated profile variables such as income, education, age, and other socioeconomic factors. Gitelson and Kerstetter (1990) concluded that a relationship does exist between some sociodemographic variables and the benefits vacation travelers seek. However, for international travel markets, travel decision-making patterns may be associated with a greater variety of variables such as language capacity, information sources, transportation mode, travel party, etc. Thus, all these variables including sociodemographic, travel characteristics, information sources, language capacity, and travel party may have a significant influence on international travel decision patterns.

Hypothesis Set 5 in Model of Travel Decision Patterns:

In travel decision pattern segmentation, relationships are frequently determined between membership in groups with similar travel decisions and indirect attributes such as age, income, life cycle, past travel patterns, etc. That is, people in different travel decision pattern group vary not only in terms of travel philosophy, benefits sought and product preference, but also in sociodemographic and travel characteristics.

H_5: Groups of Japanese and West German travelers with similar travel philosophies, benefits sought, and product preferences can be identified and differentiated on the basis of travel decision patterns of segment members.

H_{5A}: Travel decision pattern groups for both Japanese and West German travelers have different age distributions.

H_{5B}: Travel decision pattern groups for both Japanese and West German travelers have different income distributions.

H_{5C}: Travel decision pattern groups for both Japanese and West German travelers have different marital status.

H_{5D}: Travel decision pattern groups for both Japanese and West German travelers have different life cycle stages.

H_{5E}: Travel decision pattern groups for both Japanese and West German travelers have different education distributions.

H_{5F}: Travel decision pattern groups for both Japanese and West German travelers have different gender distributions.

H_{5G}: Travel decision pattern groups for both Japanese and West German travelers have different occupation distributions.

H_{5H}: Travel decision pattern group for both Japanese and West German travelers have different English ability.

H_{5I}: Travel decision pattern groups for both Japanese and West German travelers have different party sizes.

H_{5J}: Travel decision pattern groups for both Japanese and West German travelers have different package tour participation.

H_{5K}: Travel decision pattern groups for both Japanese and West German travelers have different numbers of trips taken before.

H_{5L}: Travel decision pattern groups for both Japanese and West German travelers have different number of nights away from home.

H_{5M}: Travel decision pattern groups for both Japanese and West German travelers have different choices of trip destinations.

H_{5N}: Travel decision pattern groups for both Japanese and West German travelers have different trip types.

H_{5O}: Travel decision pattern groups for both Japanese and West German travelers have different levels of activity participation.

Travel Psychographic Scales

Factors in Psychographic Scales

The psychographic classification of consumers is based on personality, attitude/ philosophy, opinions, motivation/benefits sought, and preferences. Nunnally (1978) suggested that the study of personality concerns two broad issues: (1) what people are like at any point in time and (2) how they got that way. To explain how an individual developed a particular set of traits, attitudes, or characteristics, the measurement of personality, attitude, or benefit sought needs to be developed. There are many ways to develop the measurement of personality traits such as self-inventories, observational methods, projective techniques, physiological variables, perceptual-judgmental variables, and a mixture of "other" approaches (Nunnally, 1978). However, the most frequently employed approach to personality measurement is printed tests in which individuals are required to describe themselves (Nunnally, 1978).

Although there exists a variety of instruments that measure psychographic behavior, few of them have been related to travel behavior. For example, Davis and Cosenza (1988) segmented Florida residents with respect to their AIO (attitudes, interests, and opinions) toward tourism. Schul and Crompton (1983) found six scales of AIO travel

statements by factor analysis; cultural interest, comfort, familiar/convenience, activity, opinion leadership, and knowledge-seeker. In addition, there are many alternative ways of defining and describing psychographic or lifestyle segments such as VALS (Values and Lifestyles). VALS includes nine American lifestyles based on a large research study conducted between 1978 and 1981 (Morrison, 1989). They are survivor, sustainer, belongers, emulator, achiever, I-am-me, experiential, societally conscious, and integrated lifestyles. Shih (1986) used VALS in Pennsylvania to determine why people travel, how they think, and what their values and attitudes are. He concluded that the key VALS segments - belonger, achievers, and the societally-conscious - provide valuable information about market segmentation, advertising copy appeals, and media selection. Thus, VALS provides new insights into consumer behavior relating to tourism development, enabling a state tourism office to have a better understanding of market conditions and to improve the marketing strategies (Shih, 1986).

Travel motivations/benefits sought may be the most analyzed topic in psychographic behavior. Maslow (1943) suggested a "hierarchy of needs" as one of the "cognitive" theories of human motivation. The five categories of needs are physiological, safety, belonging (social), esteem, and self-actualization. In studies of travel and tourism, Goodrich (1977) found four travel motivation factors (physical, cultural, interpersonal, and status & prestige motivations) by factor analysis. Later, Crompton (1979) identified seven socio-psychological motives: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression (less constrained behavior), enhancement of kinship relationships, and facilitation of social interaction.

With travel product preferences, most research has focused on activity participation

during the trip instead of including the features and amenities of destination choice. For example, Bryant & Morrison (1980) segmented recreation activities and opportunities of Michigan travelers into four distinct groups - young sports activities, outdoorsman/hunters, winter/water types, and resort types. In terms of international travel, Hsieh et al. (1992) identified five groups of Hong Kong outbound travelers on the base of activity segmentation. They were "visiting friends/relatives", "outdoor sports", "sightseeing", "full-house activity" (participating in the variety of activities), and "entertainment".

In summary, it is difficult to say how many factors have been found to predict travelers' behavior from travel attitudes/philosophies, travel benefits sought/motivations, and travel product preferences. First, there is a lack of good theory to construct a self-inventory of items for travel psychographic measurement. The existing psychographic theories may not apply to studies of travel and tourism. Second, the statistical evidence for some of the factors from previous literature are weak. Finally, different types of items and scales were created under the same heading of travel psychographics by different researchers. It is thus difficult to compare factors reported by different research studies.

The Pleasure Travel Markets Studies

Research on factors in travel psychographic behavior has gone on for many years. Many new scales have been derived from old items, and many new items, have been added to measure travel behavior. Questions from the Pleasure Travel Markets Study for 14 international countries were developed to measure travel philosophy, travel benefits sought, and travel product preferences (MFCL, 1989). Different scales under three travel psychographic behavior were found to emerge from different countries. Four country

studies conducted in 1989 are used as examples here.

In terms of their travel philosophies, British travelers were groups into package (travelers shows a preference for traveling on packages and guided tours), independent (travelers enjoy making their own travel arrangements), and guarded travelers (they usually choose places they have been to before and stay put rather than travel from place to place. The French groups included reluctant (traveling is less of a priority to this group as they feel they don't have to travel to enjoy a vacation and they would spend their money on other things), affirmed package (this group much prefers vacation packages and guided tours to making their own arrangements), and budget independent (this group usually travel on reduced fares and indicate that inexpensive travel to the destination is important) travelers. West Germans were grouped into affirmed package, enthusiastic independent (this group enjoy traveling and also has an independent orientation to travel), and reluctant travelers. Japanese travelers were segmented into reluctant, affirmed package, and budget independent travelers. In terms of travel benefits sought, British travelers preferred to seek adventure, social safety, and getaway benefits. French travelers were identified as physical activity, adventure, luxury getaway, and social safety travelers. West Germans were segmented into adventure, social, being & seeing, and escape travelers. Finally, Japanese were found to pursue physical activity, being & seeing, family getaway, and adventure getaway benefits during the trips.

For travel product preferences, six groups of British travelers were identified: culture & nature, beach, developed resort, comfort & culture, sports & entertainment, and outdoors & native cultures travelers. The French preferred travel products such as budget beach, outdoors, sports & entertainment, culture & nature, and developed resort products.

Five product segments were identified in West Germany: culture & nature, culture & comfort, rural beach, sports & entertainment, and developed resort travelers. Finally, Japanese travelers preferred sports & entertainment, developed resort, culture & nature, and culture & comfort products on choosing overseas destinations.

In sum, different scales developed above were grouped from the same items of travel philosophy, benefit sought, and travel product preference for all 14 countries. However, it is difficult to compare factors or sub-scales among different countries under the same headings (philosophy, benefits sought, product preferences). Therefore, what is actually needed is to create travel psychographic scales that actually measure variables of traveler behavior and can be applied to different countries. It is thus suggested that travel psychographic scales (including three separate scales: philosophy, benefit sought, and product preference) can be developed from an extensive consideration of the published literature related to travel behavior.

Conclusions

The study of consumer behavior is concerned not only with how travelers behave but with why they behave as they do. However, only a few researchers (van Raaij & Francken, 1984; Woodside & Lysonski, 1989; Um & Crompton, 1990) have developed travel destination or activity choice models by examining the travel decision process. However, they have not further explored travel factors affecting travelers' decisions to take trips. Factors such as sociodemographic and travel characteristics have been used frequently to predict the choice of vacation type but not to predict travel decisions or behavior. Recently, psychographic factors have been received more attention and been

suggested as key additions to better explain the decision-making process. Therefore, the opportunity appears to be ripe to develop travel decision models by examining the relationship between sociodemographics, travel characteristics, psychographics (travel benefits sought) and travel decisions. The information regarding the relative importance of these travel factors and decisions may provide new insights for tourism planning and marketing strategies and for the development of travel decisions.

Researchers have paid attention to the traveler's decision-making process from different perspectives. In fact, travelers can be better understood by examining their different travel decisions in detail. Many researchers have employed market segmentation to identify and understand target markets by using sociodemographic, psychological, geographic, and product-related factors. However, these researchers have focused on only a single segmentation variable such as benefits sought or activities rather than using travel decision patterns. The suggestions from recent studies are that consumers' decision-styles can be used to understand travel behavior and decision process. Thus, using different travel decision patterns defined by travel philosophies, benefits sought, and travel preferences may be a powerful segmentation base for understanding travel behavior as well as the composition of different segments by incorporating different ways that Japanese and West German travelers make travel decisions.

III. METHODOLOGY

Background

In 1986 the U.S. Travel and Tourism Administration and Tourism Canada made a five-year agreement to undertake a jointly funded market research program of mutual interest in overseas countries. By combining resources, the national tourism organizations of the two countries foresaw an ability to produce better market information. Therefore, it is possible for agencies in both Canada and the United States to select their target markets with a good deal more precision than had been possible in the past. In addition, through the research results, they would be able to have a clear idea of what their strengths and weakness were in the minds of consumers and develop a better tourism product to appeal their consumers (MFCL, 1990). Over 14 potential travel markets have been investigated. Japan and West Germany are the countries chosen in this study.

Both Japan and Germany have emerged as the strongest countries in terms of current account surpluses and lead both the Asia-Pacific region and European countries respectively in becoming the fastest-growing economics in the world. In the 1980s, Japanese overseas travel experiences tremendous growth. Japan became one of the world's top spenders for international tourism in 1988 following the United States and West Germany (Waters, 1990). Travel & Leisure's World Travel Overview (1990) forecasted that Japanese international trips would double from 7.1 to 15.6 million and

expenditures increase from 6.8 to 12.5 billions U.S. dollars in next few years (1986-1995).
The West Germany tourism market is also viewed optimistically and the West Germans
have often been called the "world champions in travel" (Pfafflin, 1987). This attribute
is reflected in the 25 billion Mark annual negative currency balance (from 1980 on) as
well as the fact that West Germany makes up almost one fifth of all international tourism
originating in the OECD (Organization for Economic Cooperation and Development)
countries (Becker, 1987). The 24,038 million Marks in expenditures by West Germany
in the international tourism in 1988 ranked them in second place in the world (Waters,
1990). Travel & Leisure's World Travel Overview (1990) further forecasted that German
trips would increase from 120.1 to 229.8 million, and the travel expenditures would also
increase from 16.6 to 26.1 billion Marks in the next few years (1985-1995).

There is no visible trend or phenomenon which is likely to halt the rapid
expansion of international travel by Germans and Japanese in the future. But the distinct
difference in the cultures and social systems in Japan and Germany, then, make it
important to examine travel behavior and travel decision processes for these two
countries.

Data Collection and Sampling

Data from the Pleasure Travel Markets Survey for Japan for this study were
collected in 1989. A total of 1,199 (Japan) and 1,212 (West Germany) personal in-home
interviews averaging 50 minutes in length were conducted. All respondents were people
18 years of age or older who had taken overseas vacations in the past three years or who
intended to take such a trip in the next two years. However, only respondents who took

overseas vacations in the past three years were analyzed in this study (724 respondents

for West Germany and 916 respondents for Japan).

Descriptions of the data collection and sampling procedures for Japan and West

Germany were taken from Pleasure Travel Markets To North America (MFCL, 1989).

Japan

In Japan, interviewing was conducted in seven major centers proportionate to the

population as follows:

Total respondents (1,199)	%
Tokyo & vicinity	52.6%
Osaka and vicinity	28.7%
Nagoya	5.4%
Fukuoka/Kitakyusha	5.3%
Sapporo	3.7%
Hiroshima	2.6%
Sendai	1.7%

Within each of the seven survey areas, adjacent pairs of Enumeration Districts

were randomly drawn with a probability of selection proportional to their population.

Enumeration Districts consisted of approximately 50 households, so that each pair of EDs

consisted of approximately 100 households. A total of 300 ED pairs were selected

altogether. Households were screened by interviewers who followed pre-determined walk

patterns from randomly-selected starting points within each ED pair. In households with

more than one qualified respondent, a random selection was made using the next birthday

method, subject to a 50/50 male/female quota. The incidence of qualified respondents

was determined by recording the results of these screening procedures. Fieldwork was

conducted from May 18 to June 15, 1989 (MFCL Japan, 1989:3).

West Germany

Personal in-home interviews were conducted throughout West Germany excluding only the most sparsely populated rural areas. Households were screened by interviewers who followed pre-determined walk patterns from a total of 315 computer-selected starting points. In households with more than one qualified respondent, a random selection was made using the next birthday method. The incidence of qualified respondents was determined by recording the results of these screening procedures. Fieldwork was conducted from May 9 to June 16, 1989. Interviews were conducted in 11 regions as follows: (WFCL West Germany, 1989:3):

Total respondents (1,212)	%
Nordrhein-Westfalen	27.7%
Bayern	17.7%
Baden-Wurttemberg	13.4%
Niedersachsen	11.4%
Hessen	10.5%
Rheinland-Pfalz	5.0%
Berlin	4.3%
Holstein	4.0%
Schleswig	3.0%
Saarland	1.7%
Bremen	1.3%

Questionnaires

The questionnaire, designed originally in English, was translated into Japanese and German. The interviewers spoke the local language and conducted in-home interviews averaging 50 minutes in length for the 23 page questionnaire (see Appendices). The survey collected information on:

(1) socioeconomic and demographic variables -- age, gender, income, education,

occupation, and life cycle;

(2) travel characteristics -- type of trip package, trip description, ever visited both

Canada/U.S., region, and people traveled with on the trip;

(3) destinations visited and destination most like to visit;

(4) ever visited/interest in visiting Canada/U.S.;

(5) modes of transportation used within Canada/U.S., and region;

(6) activities engaged in on the most recent trip;

(7) the most important information sources for planning overseas trips;

(8) provinces and miscellaneous destinations in Canada interested in visiting;

(9) states and census regions in the U.S. interested in visiting;

(10) U.S. tourism regions and miscellaneous destinations in the U.S. interested in

visiting;

(11) travel philosophy, benefit sought, and product segments;

(12) media habits: daily newspapers, Sunday papers, weekly periodicals/magazines,

and magazines;

(13) perception of U.S. and Canada.

Selection of Variables

Model of a Travel Decision

For the model-testing hypotheses, the exogenous variables include both

sociodemographics and travel characteristics. Since some variables were recoded by the

Market Facts of Canada for users, variables (e.g., age, income, language ability, travel

party size) were categorically formatted. Sociodemographics were indicated by observed variables such as age, income, education, marital status, gender, and language ability (Table 1). The age distribution was coded into six groups: 18-24 years, 25-34 years, 35-44 years, 45-54 years, 55-64 years, 65 years or more. Variables such as marital status, sex, and language ability were coded as dummy variables. Marital status was "single" or "not single". Sex was "male" or "not male (female)". Language ability (English) was classified as "good" or "not good". In addition, the classification of education and income level varied between Japanese and West Germans. The education levels of West Germany were from primary school, junior high school, technical school, high school to university; whereas junior high school, senior high school, technical/vocational, junior college, university/postgraduate were used for Japan. The income variable was defined as the respondent's total household income before taxes including all wages, salary, pensions and income from other sources. Coding for income was different for West Germany and Japan because of different currency bases. The income levels for Germans ranged from one to seven: under 26,000 DM, 26,000 - 29,249 DM, 29,250 - 32,499 DM, 32,500 - 38,999 DM, 39,000 - 51,000 DM, 52,000 - 64,999 DM, 65,000 DM - 77,999 DM, 78,000 - 90,999 DM, and 91,000 DM or over. There were seven different income levels for Japanese: under 4 million Yen, 4 - 6 million Yen, 6 - 8 million Yen, 8-10 million Yen, 10-15 million Yen, 15-20 million Yen, and over 20 million Yen.

Table 1
Sociodemographic Variables of Travelers from Japan and West Germany.

Income (Japan)
Under 4 million Yen
4-6 million Yen
6-8 million Yen
8-10 million Yen
10-15 million Yen
15-20 million Yen
Over 20 million Yen

Income (West Germany)
Under 26,000 DM
26,000-29,249 DM
29,250-32,499 DM
32,500-38,999 DM
39,000-51,999 DM
52,000-64,999 DM
65,000-77,999 DM
78,000-90,999 DM
91,000 DM or more

Marital Status*
Single
Married
Living together
Divorced/ separate/ widowed

Education (Japan)
Junior high school
Senior high school
Technical/ vocational
Junior college
University/ postgraduate

Education (West Germany)
Primary school
Junior high school
Technical school
High school
University

Life Cycle
Living alone/ under 55
Living alone/ 55+
Live with one adult/ under 55
Live with one adult/ 55 and over
Single with children
Couple with children
Other

Occupation
Owner
Manager/ executive
Professional/technical
Clerical sales
Skilled worker
Unskilled worker
Farming/ fishing/ forestry
Military
Student
Retired
Homemaker (Housemaker)
Other

Sex**
Male
Female

Language Ability
Yes (Good)
No (Not good)

Age Group

18-24 yrs.
25-34 yrs.
35-44 yrs.
45-54 yrs.
65 yrs. or older

*: Marital Status was coded as "single" and "not single" in the model of a travel decision.
**: Sex was coded as "male" and "not male (female)" in the model of a travel decision.

The indicators of travel characteristics were the number of trips taken before, the party size, and the length of trip (Table 2). Party size was from 1 to 9 or more persons in each individual travel party. Both "number of trips taken before" and "number of nights away from home" were continuous variables. The range of "number of trips taken before" was from 1 to 99 trips; while "number of nights away from home" ranged from 4 to 365 nights.

The endogenous variables were the travel decision and travel benefits sought. The travel decision is the likelihood of taking a future trip to fly to somewhere outside of the countries entirely or in part for vacation or pleasure and stay away from home at least four nights. Respondents were asked to respond to the likelihood on a one to five Likert scale (ranging from 5: "definitely take such a trip," 4: "very likely to take such a trip," 3: "somewhat likely to do so," 2: "might or might not take such a trip," and 1: "are not likely to take such a trip."

For the other endogenous variable, the "benefits sought" items were based on the importance ratings (four-point scales: ranging from 1: not at all important, 2; not very important, 3: somewhat important, 4: very important) given to a series of 25 items relating to reasons why people might want to go on a vacation, and to experiences sought (Table 3). The 25 travel benefits sought were subsequently grouped into six scales. These six scales were named by the components describing each group.

Table 2
Travel Characteristics of Travelers from Japan and West Germany.

Party Size	Trip Destination (Japan)
1	North America
2	Central America
3	Asia
4	Australia
5	Hawaii
6	Middle East
7	Europe
8	
9 or more	Trip Type (Japan)
	Visiting friends & relatives
Whether A Package Vacation	Touring trip
Yes	City trip
No	Outdoor trip
	Resort trip
Number of Trips Taken Before	Theme parks
1 - 99 trip(s)	Cruise
	Business & pleasure trip
Number of Nights Away From Home	Honeymoon
4 -365 nights	Other
Trip Destination (West Germany)	Trip Type (West Germany)
North America	Visiting friends & relatives
Central America	Touring trip
Africa	City trip
Asia	Outdoor trip
Australia	Resort trip
Hawaii	Theme parks
	Cruise
	Business & pleasure trip
	Other

Table 2
Travel Characteristics of Travelers from Japan and West Germany (continued).

<u>Activity</u>

Attending concerts/live theater
Attending festivals/special events
Attend sporting event
Hiking/hiking
Getting to know inhabitants
Restaurants/dining out
Fishing
Short guided excursions
Golfing/tennis
Horse-riding
Hunting
Observe wildlife/bird watching
Sampling local foods
Shopping
Sightseeing in cities
Snow skiing
Sunbathing/beach activity
Swimming
Taking pictures/films
Tour countryside
Visit wilderness areas
Visit amusement/theme parks
Visit casinos/gambling
Visit friends/relatives
Visit galleries /museums
Visit mountains
Visit national parks/forests
Visit entertainment places
Visit seaside
Visit places historical important
Visit sites commemorating important people
Visit places of archeological interest
Visit places of importance in military history
Visit scenic landmarks
Water sports
Visit health spas
Taking a day cruise
Taking a cruise one day or more

Table 3
Travel Benefit Sought Variables.

Getting away from the demands of home
Reliving past good times
Experiencing new and different lifestyles
Trying new foods
Traveling through places that are important in history
Being free to act the way I feel
Finding thrills and excitement
Experiencing a simpler lifestyle
Being together as a family
Seeing and experiencing a foreign destination
Going places my friends haven't been
Talking about the trip after I return home
Participating in sports
Watching sports event
Seeing as much as possible in the time available
Rediscovering myself
Visiting friends and relatives
Visiting places my family came from
Being physically active
Getting a change from a busy job
Being daring and adventuresome
Doing nothing at all
Learning new things increasing my knowledge
Escaping from the ordinary
Feeling at home away from home

Note: Scale measurement was: 1: not at all important, 2: not very important, 3: somewhat important, 4: very important.

Model of Travel Decision Patterns

Variables used in this model were divided into "cluster" and "descriptive" variables. Cluster variables include three sets of factors: travel philosophy, travel benefits sought, and travel product preferences (Tables 3, 4, 5). The "philosophy items" (see Table 4) were based on a series of 16 statements relating to how people think about travel in an overall sense as well as how they prefer to travel. The statements took in a variety of issues ranging from making travel arrangements to preferences for different kinds of trips. Respondents were asked on a 4-point scale how much they agreed or disagreed with each statement in order to obtain an overall profile of their travel philosophies or attitudes. The "benefit sought items" (see Table 3) were based on the importance ratings (four-point scales) given to a series of 25 items relating to reasons why people might want to go on a vacation, and to experiences sought. Finally, "travel product preference items" (see Table 5) were based on the importance ratings (four point scales) of 52 different activities, features, and amenities that are important in the selection of a vacation destination.

These three sets of psychographic variables were grouped into three separate Travel Psychographic Scales. The names of each sub-scales under Philosophy, Benefit Sought, and Travel Product Preference Scales were analyzed according to the components of each sub-scale.

Table 4
Travel Philosophy Variables.

I like to have all my travel arrangements made before I start out on vacation
Making arrangements for major trips can be such a bother that I end up not traveling
I would just as soon spend my money on things other than vacation travel
Once I get to my destinations, I do not like to stay out
I prefer to go on guided tours when vacationing overseas
I don't have to travel to enjoy a vacation
I don't have to spend a lot of money to enjoy a vacation
I like to go to a different place on each new vacation trip
It is important that the people I encounter on a vacation trip speak my language
I usually travel on reduced air fares
I usually use a travel agent to help me decide where to go on vacation
I prefer to leave the organizing to the people I'm traveling with
I usually buy vacation packages which include both accommodation and transportation
When visiting another country, I like to travel from place to place rather than spending my whole
    vacation in one area
Inexpensive travel to the destination country is important to me
I usually travel on all-inclusive package vacations

Note: Scale measurement was: 1: strongly disagree, 2: disagree somewhat, 3: agree somewhat, 4:
strongly agree.

Table 5
Travel Product Preference Variables.

High quality restaurants
Budget accommodation
Seaside
Golf and tennis
Big modern cities
Historic old cities
Nightlife and entertainments (bars, clubs, dancing)
Outstanding scenery
Shopping
Reliable weather
Standards of hygiene and cleanliness
Mountainous areas
Local cuisine
Personal safety, even when traveling alone
Snow skiing (down hill/cross-country)
Interesting small towns and villages
Beaches for swimming and sunning
Casinos and gambling
Campgrounds and trailer parks
Local festivals
Amusement or theme parks
Museums and art galleries
Warm, sunny climate
Wilderness and undisturbed nature
Interesting and friendly local people
Wide open spaces to get away from crowds
Local crafts and handiwork
Outdoor activities such as hiking, climbing
Inexpensive restaurants
Public transportation such as airlines, railways, local transit systems
Live theater and concerts
Resort areas
Unique or different native cultural groups such as Eskimo and Indian
Unique or different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S., and
        so on
National parks and forests
Inexpensive travel in the destination country

Table 5
Travel Product Preference Variables (continued).

Exotic atmosphere
Warm welcome for tourists
Lakes and rivers
Culture different from my own
Fishing
Hunting
First class hotels
Spectator sporting events
Historical, archeological or military sites and buildings
Chance to see wildlife and birds I don't usually see
Opportunities to increase one's knowledge
Manageable size so I can see everything I want to see
Water sports such as surfing, water skiing, sailing, scuba diving
Fast food restaurants
Environmental quality of air, water and soil
Cruises of one or more nights

Note: Scale measurement was: 1: not at all important, 2: not very important, 3: somewhat important, 4: very important.

Descriptive variables were grouped into two categories: sociodemographics and travel characteristics. Sociodemographics were indicated by observed variables such as age, income, education, marital status, gender, life cycle, occupation, and language ability (Table 1). In addition to variables such as age, income, education, gender, and language ability described in the previous model, marital status was classified into single, married, living together, and divorced/separate/widowed. Life cycle was composed of 7 groups: living alone/under 55, living alone/55 and over, live with one adult/ 55 and over, single with children, couple with children, and other. Finally, occupation included owner, manager/executive, professional/technical, clerical sales, skilled worker, unskilled worker, farming/fishing/forestry, military, student, retired, homemaker (housemaker), and other (Table 1).

The indicators of travel characteristics were the number of trips taken before, the party size, the length of trip, trip types (e.g., sightseeing, touring, visiting friends & relatives, resort), trip destinations (e.g., Asia, North America, Africa), and use of package vacations, and activity participation during the holiday (Table 2). Besides variables such as the number of trips taken before, the party size, and the length of trip were defined in the model of a travel decision. The most recent trip type included nine representative vacations for West Germans: visiting friends & relatives, touring, city, outdoor resort, theme parks, cruise, business & pleasure trip, and others. However, in addition to the trip types described above, Japanese travelers had one more vacation type: Honeymoon. The destinations included for the most recent trip were North America, Central America, Africa, Asia, Australia, and Hawaii for West Germans; while the destination choice for Japanese travelers were North America, Central America, Asia, Australia, Hawaii, Middle

East, and Europe. Finally, the dichotomous variable "whether took a package tour on vacation" and 38 activities participated in during the holiday were answered by "yes" or "no" (Table 2).

Japanese and West German Travel Markets

Sociodemographics

Except for income and education, other variables such as marital status, sex, life cycle, and occupation were comparable between Japanese and West German travelers. Japanese travelers tended to be younger than West Germans. International travel attracted more German travelers (21.5%) whose ages were from 45-54 than the Japanese (15.7%). In addition, the distributions by life cycle between Japanese and West Germans were different. There was a high proportion of Japanese travelers who were couples with children (37.3%). However, West German travelers tended to "live alone/under 55 years old" (22.2%) or "live with one adult under 55 years old" (25.6%). In terms of occupation, most Japanese travelers were working clerical/sales positions (31.7%) or were homeworkers (houseworkers) (22.9%). On the other hand, the West German travel market had large numbers of professional/technical people (28.7%) and students (14.0%). Japanese with low or middle income and West Germans with middle income appeared more likely to travel overseas. Finally, the percentage of Japanese travelers who had a college education was higher than for West Germany (Table 6).

Table 6
Sociodemographics of Japanese and W. German Travel Markets.

Variable	Japan	W. Germany
	%	
Age Group		
18-24	19.4	13.3
25-34	28.2	26.4
35-44	19.2	19.1
45-54	15.7	21.5
55-64	10.7	11.5
65 or more	6.8	8.3
Marital Status		
Single	29.2	33.3
Married	67.2	49.3
Living together	0.2	3.7
Div./sep./widowed	3.4	13.7
Life Cycle		
Living alone/under 55	4.9	22.2
Living alone/ 55+	0.8	7.0
Live with one adult/ 55-	11.5	25.6
Live with one adult/ 55+	6.4	9.8
Single with children	8.8	4.1
Couple with children	37.3	15.3
Other	30.2	15.9
Occupation		
Owner	10.8	7.2
Manager/executive	6.6	8.3
Professional/technical	9.6	28.7
Clerical sales	31.7	4.6
Skilled worker	5.9	9.8
Unskilled worker	1.1	0.8
Farming/fishing/forestry	0.1	1.0
Military	0.1	9.9
Student	8.6	14.0
Retired	2.7	9.4
Homework (housework)	22.9	5.4
Other	0.0	1.0

Table 6
Sociodemographics of Japanese and W. German Travel Markets (continued).

Variable	Japan	W. Germany
	%	
Sex		
Male	48.7	52.9
Female	51.3	47.1
Income		
Under 4 million Yen	12.6	
4-6 million Yen	16.4	
6-8 million Yen	18.4	
8-10 million Yen	13.4	
10-15 million Yen	14.5	
15-20 million Yen	5.9	
Over 20 million Yen	5.1	
Refused	13.6	
Income		
Under 26,000 DM		9.1
26,000-29,250 DM		5.8
29,250-32,500 DM		7.0
32,500-39,000 DM		12.4
39,000-52,000 DM		22.4
52,000-65,000 DM		17.7
65,000-78,000 DM		11.5
78,000-91,000 DM		6.6
91,000 or over		4.7
Refused		2.8
Education		
Junior high school	3.9	
Senior high school	36.5	
Technical/ vocational	8.7	
Junior college	15.4	
Univ./ postgraduate	35.5	
Education		
Primary school		26.0
Junior high school		28.7
Technical school		9.0
High school		21.5
University		14.8

Travel Characteristics

West Germans liked to travel in small parties, especially alone or with one other person, while Japanese tended to travel with another person or in large parties with more than nine people. Most Japanese travelers took package tours (79.7%) and spent only 11.3 nights while traveling overseas. West German travelers had better English skills (84.4%) and took longer trips, averaging 24.6 nights. In terms of trip destinations, Hawaii, followed by Asia and North America were the most popular destinations for Japanese. On the other hand, North America was the most visited destination by West Germans. Both touring and city trips attracted more Japanese travelers. West Germans were more interested in visiting friends & relatives, and taking touring and resort trips. Finally, the activity participation of the Japanese and West Germans seemed to be different. Shopping, followed by sightseeing in cities and sampling local foods, were the top three activities participated in by the Japanese. However, West German travelers preferred to participate in restaurants/dining out, taking pictures/films, and getting to know inhabitants during their holidays (Table 7).

Table 7
Travel Characteristics of Japanese and W. German Travel Markets.

Variable	Japan	W. Germany
	%	
Party Size (Number of People)		
1	10.7	33.2
2	44.2	45.0
3	9.6	9.3
4	10.2	6.6
5	2.9	1.3
6	2.5	0.4
7	1.5	0.1
8	1.6	0.1
9 or more	16.8	3.8
Whether A Package Tour		
Yes	79.7	44.7
No	20.3	55.3
English Ability		
Yes	56.3	84.4
No	43.7	15.6
	Mean	
Number of Trips	1.6	1.4
	(1.3)	(0.8)
Number of Nights	11.3	24.6
	(30.5)	(21.0)

Note: Standard deviations are in parentheses.

Table 7
Travel Characteristics of Japanese and W. German Travel Markets (continued).

Variable	Japan	W. Germany
	$\%^a$	
Trip Destinations		
North America	16.2	49.7
Central America	0.4	12.0
Africa	0.2	10.1
Asia	29.6	14.8
Australia	6.4	14.8
Hawaii	29.5	6.4
Middle East	0.7	N.A.
Europe	13.9	N.A.
Trip Types		
Visiting friends & relatives	5.1	23.8
Touring trip	47.3	25.0
City trip	11.6	6.6
Outdoor trip	0.9	1.4
Resort trip	9.2	27.6
Theme parks	0.4	2.6
Cruise	0.0	0.7
Trips combined business & pleasure	8.7	5.5
Honeymoon trip	5.8	N.A.
Other	1.5	N.A.

Note: "N.A." represents as "Not Available".

Table 7
Travel Characteristics of Japanese and W. German Travel Markets (continued).

Activities	Japan	W. Germany
	$\%^a$	
Shopping	87.3	74.9
Sightseeing in cities	85.1	73.5
Sampling local foods	64.8	66.6
Short guided excursions	47.6	42.3
Taking pictures/films	44.8	78.6
Restaurants/dining out	40.9	80.0
Visit scenic landmarks	39.5	63.0
Visit places historical important	34.0	49.6
Sunbathing/beach activity	32.7	53.8
Swimming	31.0	62.3
Visit galleries /museums	29.8	22.3
Tour countryside	28.6	64.9
Getting to know inhabitants	23.1	77.2
Visit entertainment places	23.1	27.1
Attending festivals/special events	21.3	42.6
Visit national parks/forests	20.7	51.8
Visit amusement/theme parks	17.4	42.2
Water sports	14.3	18.9
Golfing/tennis	14.2	10.1
Visit commem. places	14.2	39.2
Visit seaside	13.4	55.3
Taking a day cruise	12.7	14.2
Visit friends/relatives	12.6	33.4
Visit historic military pl.	12.2	17.0
Attending concerts/live theater	11.8	16.4
Visit casinos/gambling	10.9	10.8
Visit archol. places	10.1	30.5
Hiking/hiking	7.3	20.4
Visit mountains	5.7	25.7
Observe wildlife/bird watching	4.8	34.3
Visit wilderness areas	4.5	41.6
Attend sporting event	4.4	10.9
Fishing	2.7	10.7
Horse-riding	2.3	5.5
Taking a cruise one day or more	1.6	3.4
Snow skiing	1.5	1.5
Visit health spas	1.4	4.4
Hunting	0.8	2.2

[a]: Multiple responses, total percentages do not add up 100%.

Development of Travel Psychographic Scales

The Summative Model

In order to scale people with respect to travel psychographic traits, the summative model is applied in this study. This method assumes that individual items are related to underlying traits and that a summation of item scores is approximately linearly related to the trait (Nunnally, 1978). Likert (1932) and Nunnally (1978) suggested that the advantages of using summative scales over other methods are: they follow from an appealing model, are highly reliable and easy to construct, can be adapted to different attitude measurement, and have produced meaningful results in many studies to date.

For the summative model, the total scores are achieved by adding scores on individual items. If there is a negative attitude in the trait, the score of this item needs to be reversed. For example, the statement "like to stay put in a vacation destination" in the Travel Philosophy set is a negative view towards "active" travel philosophy; therefore, the score of this statement will be reversed to represent the statement "do not like to stay put vacation destination". After the directions for scoring are established and total scores over all items in each item pool are summed, Cronbach's Alpha is computed over the total item pool to measure the scale homogeneity. If Cronbach's Alpha is sufficiently high, the items under the same item pool can be accepted as the final scale. In the construction of summative scales of attitudes, usually 20 statements will have a reliability above 0.80 (Nunnally, 1978). However, the size of the reliability relates to the number of scale steps for the rating scale used with each statement (Nunnally, 1978) and the standard regarding what is an adequate level of reliability depends on the purpose to

which the scale will be put (e.g., research, counseling, screening, or predicting performance).

Item Analysis

The Travel Psychographic Scales consisted of Travel Philosophy, Travel Benefit Sought, and Travel Product Preference Scales. The components of each set were discussed in previous sections. An early version of three psychographic sets ranged from 25 to 54 items. In order to develop the scales, the summative model was applied. The item analysis was performed by deleting items that had low correlation with their own scales, a high correlation with another scale, or a poor distribution of responses. Finally, there were 16 items of travel philosophy, 25 items of travel benefit sought, and 52 items of travel product preference (Table 3, 4, 5). These three sets of variables were used in constructing the four Travel Philosophy Scales, six Travel Benefit Sought Scales, and seven Travel Product Preference Scales (Tables 8, 9, 10).

Travel Psychographic Scales

Scale Description

The travel psychographic scales included three major concepts of travel behavior. They were Travel Philosophy, Travel Benefit Sought, and Travel Product Preference. The items constructed for scales were from the questionnaire design of the Pleasure Travel Markets In North America Survey. These scales were then developed from a consideration of the published literature about travel behavior and psychographic

characteristics. In order to have a better understanding of the three Travel Psychographic Scales, the detailed characteristics of each scale are described below.

Travel Philosophy Scales

Travel Philosophy Scales were developed to measure how people think about travel in an overall sense as well as how they prefer to travel. This scale measures 4 descriptive facets of travel philosophy: package, active, reluctant, and budget (Table 8).

Package. This trait shows a preference to travel on package arrangements versus independently. The high scorers indicate a strong preference for package tours, while low scorers represent independent travelers.

Active. This differentiates between people who prefer single-destination trips versus multiple-destination trips. Some people like traveling from place to place on each trip (high scores) rather than staying in a single destination (low scores).

Reluctant. Travelers with high scores feel that it is not important to take vacations, that making travel arrangements are a bother, and that they would just as soon spend money on other things. People who score low on this scale could be considered to enjoy travel by making their own arrangement and spending money on vacations.

Budget. This scale is related to the attitude towards travel spending. People with high scores are budget conscious, and prefer to travel on reduced fares. On the other hand, a high scorer may not be bothered by travel cost and the level of expenditure.

Table 8
Travel Philosophy Scales

Travel Philosophy	Japan Mean	Alpha	W. Germany Mean	Alpha
Package		0.75		0.83
Usually buy vacations with accom./trans. Inc.	2.98		2.58	
Prefer guided tours on overseas vacation	2.54		2.59	
Usually travel on all-inclusive vacations	2.81		2.31	
Prefer leaving others to do organizing	2.29		2.13	
Like to have things arranged before I go	3.08		3.01	
Usually use travel agent to decide place	2.08		2.71	
Important that people speak my language	2.38		2.19	
Active		0.62		0.60
Like different place on each new vacation	3.05		2.93	
Do not like to stay put vacation destination	2.75		2.78	
Prefer traveling place to place	3.02		2.64	
Reluctant		0.65		0.57
Manage trips arrangement a bother/do not travel	2.06		1.64	
Rather spend money on things beside travel	1.98		1.71	
Do not have to spend a lot of money to enjoy	2.30		2.75	
Do not have to travel to enjoy vacation	2.01		2.19	
Budget		0.43		0.53
Inexpensive travel to country is important	3.53		3.03	
Usually travel reduced air fares	2.84		2.67	

Travel Benefit Sought Scales

Travel Benefit Sought Scales were related to reasons why people might want to go on a vacation, and to the experience sought. Six sub-scales were constructed for the Travel Benefit Sought Scales: being & seeing, interest sports, show & tell, heritage, social escape, and adventure (Table 9).

Being & Seeing. Travelers with high scores are interested in traveling to places important in history, experiencing a foreign destination, and generally seeing as much as possible in the time available. A low scorer is more conservative, and cautious towards travel.

Interest Sports. A high scorer on this scale is likely to be a sports participant or a spectator. Travelers with low scores may not be very interested in physical sports activities.

Show & Tell. Travel is usually considered as a symbol of wealth or social class. Some people desire the recognition, attention, and good reputation associated with taking trips. High scorers think that travel to places friends haven't been and talking about their trips after return my home are the major benefits of traveling.

Heritage. Visiting friends and relatives usually is a major travel motivation for people, especially those who are from Europe and North America. Heritage scales measure the strength of the heritage orientation in terms of the benefits travelers seek. Travelers who score high like to visit friends, relatives, and places their family came from. They enjoy being together as a family and reliving past good times.

Social Escape. Travel behavior reflects the individual's way of life. Some travelers seek a break from the stresses of daily life while traveling. Social escapees with

high scores want to get away from the demands of home, get a change from a busy job, and generally escape from the ordinary. Travel for them means relaxing and doing nothing at all as well as the chance to be free to act the way they feel.

Adventure. People desire to explore the unknown. Travel for some people is to have a new experiences, a different lifestyle, and excitement. Travelers who score high are looking for thrills and excitement, and want to be daring and adventuresome. Low scorers consider safe travel as an important factor in terms of travel benefits.

Table 9
Travel Benefit Scales

Travel Benefit	Japan		W. Germany	
	Mean	Alpha	Mean	Alpha
Being & Seeing		0.69		0.72
Seeing & experiencing a foreign destination	3.38		3.28	
Seeing as much as possible	3.35		3.13	
Learning new things/increase knowledge	3.35		3.21	
Trying new foods	2.95		2.89	
Experiencing new & different lifestyles	3.23		3.30	
Traveling to places historically important	2.78		2.88	
Interest Sports		0.74		0.74
Sports participation	1.97		2.18	
Sports spectating	1.76		1.80	
Physical activity	2.09		2.40	
Show & Tell		0.70		0.58
Talking about trip after return home	1.92		2.52	
Going places friends haven't been	1.88		2.90	
Heritage		0.50		0.71
Visit friends/relatives	1.81		2.21	
Reliving past good time	1.81		1.98	
Visit places family came from	1.40		1.74	
Family is together	2.31		2.39	
Social Escape		0.75		0.70
Getaway from demands of home	2.00		2.96	
Change from busy job	3.14		3.20	
Escaping from the ordinary	2.95		3.14	
Rediscovering myself	2.82		2.71	
Being free to act the way I feel	2.65		3.26	
Experiencing simpler lifestyle	2.34		2.67	
Feeling at home away from home	3.14		2.73	
Doing nothing at all	2.75		2.65	
Adventure		0.67		0.68
Finding thrills/excite	2.49		3.21	
Being daring & adventuresome	2.48		3.01	

Travel Product Preference Scales

Travel Product Preference Scales measure the attitudes and preferences for different activities, features, and amenities that are important in the selection of a vacation destination. Since the characteristics of each scale can be identified, the different needs and wants associated with different markets can also be identified. A different strategy may be appropriate and can be developed for a potential market. Travel Product Preference Scales consist of seven sub-scales as described in the following section: outdoor sports, destination attributes, nature & scenic, culture & historical, luxury & entertainment, budget, consumptive activity (Table 10).

Outdoor Sports. People who score high have an interest in a variety of sports activities such as water sports, golf and tennis, snow skiing, and swimming.

Destination Attributes. When choosing an overseas destination, some people are very conscious of destination attributes. A high scorer pays more attention to the destination environment (e.g., standards of hygiene/cleanliness, reliable weather, public transportation, or the ability to see everything) and hospitality (e.g., personal safety, warm welcome, friendly local people).

Nature & Scenic. Seeing the natural scenery might be the most popular travel activity for travelers. Travelers who score high on this scale are interested in a number of nature-related features such as wildlife and birds, wilderness and undisturbed nature, national parks and forests, mountainous areas, and outstanding scenery. They want to get close to nature and are looking for campgrounds and trailer parks, and wide open spaces to get away from crowds.

Culture & Historical. High scorers are more interested in historical, archeological

and military sites and buildings, museums and art galleries, and historic old cities. In addition, they like to see native cultural groups, immigrant cultural groups, cultural activities in local destinations, and generally aspects of cultures different from their own.

Luxury & Entertainment. Some people think travel is indulging in luxury and activities that occupy and entertain. Travelers may be looking for facilities and activities to keep them occupied even at night. Resort trips which can provide luxury facilities and entertainment activities usually become their top choice. The high scorers are interested in nightlife, entertainment, casinos, and gambling. They also want first-class hotels, high-quality restaurants, and good shopping.

Budget. When people are budget conscious, they may pay more attention to inexpensive travel and destinations with inexpensive travel opportunities. They look for the destinations with inexpensive and fast food restaurants, and budget accommodations.

Consumptive Activity. Outdoor recreation activities can be divided into consumptive and non-consumptive activities. A high scorer on this scale prefers participating in consumptive activities such as hunting and fishing.

Table 10
Travel Product Scales

Travel Product	Japan		W. Germany	
	Mean	Alpha	Mean	Alpha
<u>Outdoor Sports</u>		0.77		0.67
Water sports	2.19		2.05	
Golf and tennis	2.11		1.68	
Snow skiing	1.79		1.59	
Good beaches for swimming/sunning	2.78		3.02	
Spectator sporting events	2.32		1.70	
Outdoor activity	2.19		2.13	
<u>Destination Attributes</u>		0.84		0.73
Standards of hygiene/cleanliness	3.40		3.22	
Reliable weather	3.25		3.19	
Personal safety, even when traveling alone	3.23		3.20	
Environment quality of air, water soil	3.31		3.28	
Warm welcome for tourists	3.27		3.30	
Interesting/friendly local people	3.26		3.39	
Warm, sunny climate	3.15		3.30	
Public transportation	3.11		2.87	
Exotic atmosphere	2.96		2.85	
Manageable size/able to see everything	2.90		2.62	
<u>Nature & Scenic</u>		0.78		0.67
Mountainous areas	2.26		2.47	
Wilderness & undisturbed nature	2.70		3.18	
National parks & forests	2.85		3.04	
See wildlife/birds I don't usually see	2.76		2.89	
Lakes & rivers	2.99		3.02	
Campgrounds and trailer parks	1.80		1.78	
Outstanding scenery	3.63		3.32	
Wide open space to get away from crowds	2.94		2.97	
Seaside	2.24		2.75	

Table 10
Travel Product Scales (continued).

Travel Product	Japan		W. Germany	
	Mean	Alpha	Mean	Alpha
Culture & Historical		0.83		0.79
Museums/art galleries	2.84		2.52	
Historic old cities	2.90		2.77	
Historical/military/archeological sites	2.94		2.58	
Unique/different native cultural groups	2.16		2.90	
Unique/different immigrant culture	2.22		2.60	
Local crafts/handiwork	2.61		2.40	
Culture different from my own	3.01		3.02	
Live theater/concerts	2.46		2.09	
Local festival	2.74		2.44	
Local cuisine	3.10		3.10	
Interesting small towns/villages	2.92		2.94	
Opportunity to increase knowledge	3.31		3.20	
Luxury & Entertainment		0.76		0.77
Resort areas	2.91		2.87	
Nightlife & entertainment	2.32		2.13	
High quality restaurant	2.13		2.77	
First class hotels	2.61		1.92	
Good shopping	3.17		2.62	
Big modern cities	2.39		2.12	
Amusement/theme parks	2.45		2.38	
Casinos and gambling	1.77		1.64	
Cruises of one or more nights	2.19		1.99	
Budget		0.68		0.60
Inexpensive restaurant	2.59		2.81	
Budget accommodation	2.53		2.98	
Fast food restaurant	2.29		2.02	
Inexpensive travel in destination country	3.09		3.22	
Consumptive Activity		0.81		0.85
Good fishing	1.71		1.60	
Good hunting	1.59		1.48	

Scale Homogeneity

The Cronbach measure of scale homogeneity was calculated for each scale. For the Travel Philosophy Scales, the Cronbach alpha ranged from 0.43 to 0.75 (Japan) and 0.53 to 0.83 (West Germany). In terms of Travel Benefit Scales, the Japanese had Cronbach alpha values from 0.50 to 0.75, while the Germans had 0.58 to 0.74. Finally, the Cronbach alpha for the Travel Product Preference Scales ranged from 0.68 to 0.84 for the Japanese and 0.60 to 0.85 for the Germans. Among these three Travel Psychographic Scales, Travel Product Preference followed by Travel Benefit Sought and Travel Philosophy, had the highest reliability scores (Tables 8, 9, 10).

Relations Among the Scales

Tables 11 to 16 present the intercorrelations among three Psychographic Scales for the Japanese and West Germans. This procedure is helpful in checking whether the scales are so highly correlated with each other that they should be collapsed into fewer scales for efficiency. The correlations among the Travel Philosophy Scales were lower than the other two scales. A different directional (sign) of correlation was found in the matrices. For example, the relationship between the package and active scales for the Japanese was positive, while a negative relationship was found for the West Germans.

Table 11
Correlations Among 4 Travel Philosophy Scales for Japanese Travelers.

	Package	Active	Reluctant	Budget
Package	1.00			
Active	0.22	1.00		
Reluctant	0.19	-0.06	1.00	
Budget	-0.04	0.09	-0.00	1.00

Table 12
Correlations Among 4 Travel Philosophy Scales for West German Travelers.

	Package	Active	Reluctant	Budget
Package	1.00			
Active	-0.25	1.00		
Reluctant	0.06	-0.06	1.00	
Budget	-0.12	0.07	0.09	1.00

70

Table 13
Correlations Among 6 Travel Benefit Sought Scales for Japanese Travelers.

	BS	IS	ST	H	SE	I
Being & Seeing	1.00					
Interest Sports	-0.05	1.00				
Show & Tell	0.15	0.30	1.00			
Heritage	0.12	0.36	0.24	1.00		
Social Escape	0.32	0.33	0.27	0.43	1.00	
Adventure	0.27	0.33	0.23	0.21	0.51	1.00

Table 14
Correlations Among 6 Travel Benefit Sought Scales for West German Travelers.

	BS	IS	ST	H	SE	I
Being & Seeing	1.00					
Interest Sports	-0.06	1.00				
Show & Tell	0.24	0.15	1.00			
Heritage	-0.15	0.26	0.02	1.00		
Social Escape	0.19	0.19	0.19	0.11	1.00	
Adventure	0.36	0.11	0.18	-0.15	0.42	1.00

Table 15
Correlations Among 7 Travel Product Preference Scales for Japanese Travelers.

	OS	DA	NS	CH	LE	B	CA
Outdoor Sports	1.00						
Destination Attributes	0.32	1.00					
Nature & Scenic	0.49	0.53	1.00				
Culture & Historical	0.19	0.51	0.64	1.00			
Luxury & Entertainment	0.56	0.48	0.37	0.28	1.00		
Budget	0.41	0.44	0.48	0.38	0.32	1.00	
Consumptive Activity	0.47	0.08	0.32	0.16	0.33	0.25	1.00

Table 16
Correlations Among 7 Travel Product Preference Scales for West German Travelers.

	OS	DA	NS	CH	LE	B	CA
Outdoor Sports	1.00						
Destination Attributes	0.15	1.00					
Nature & Scenic	0.28	0.34	1.00				
Culture & Historical	0.19	0.27	0.56	1.00			
Luxury & Entertainment	0.59	0.41	0.15	0.26	1.00		
Budget	0.21	0.32	0.27	0.15	0.20	1.00	
Consumptive Activity	0.56	-0.04	0.21	0.18	0.39	0.12	1.00

<u>Data Analysis Procedures</u>

The data analysis was conducted using the Statistical Analysis System (SAS) and Linear Structural Relations (LISREL). The different hypotheses that were tested are described in the following parts with the corresponding statistical methods.

Hypothesis Sets 1 to 4

<u>Model Development</u>

Causal modeling is a technique that is suggested for improving our ability to make causal inferences from field-study data. A causal model presumes that two or more independent variables influence the same dependent variable; thus the model allows one to express the idea of joint causation (Biddle & Marlin, 1987). The common method for assessing a causal model was regression analysis based on ordinary least-squares assumptions. The advantages of using ordinary least-squares regression analysis for are (1) the technique is widely available, easy to understand, makes (relatively) few assumptions about the data and is inexpensive to apply. However, regression analysis requires that we assess a causal model in several stages of analysis and provides no inferential statistic that indicates "how well" our model fits the data as a whole (Biddle & Marlin, 1987). Thus, the Linear Structural Relation (LISREL VII) program which arrives at estimates of the model parameters using the method of maximum likelihood (Joreskog & Sorbom, 1989). LISREL not only provides optimal estimates for each parameter, but simultaneously solves for all parameters in the model and produces information about the overall goodness of fit of the model. Further, it provides

modification indices that suggest ways to improve the model's fit. Therefore, the travel decision model which was constructed by the first four hypotheses was be analyzed by LISREL.

The model consists of two parts: (1) the structural equation model and (2) the measurement model. The structural equation model indicates the relations among latent or unobserved exogenous and endogenous variables. In addition, the measurement model specifies the relations between unobserved and observed variables. After specifying the model, estimation of the model begins with the set of known relationships among the measured variables. These relationships are arranged in a variance-covariance matrix.

A Chi-square measure that is statistically insignificant indicates a good fit of the model to the data. The Chi-square statistic assumes multivariate normality (which is difficult to assure) and is sensitive to sample size. While the ratio of Chi-square to degree-of-freedom often is cited by researchers as an alternative indicator of fit, there is no accepted criterion of an adequate Chi-square/d.f. ratio. The GFI measure is not affected by sample size and is robust against departure from normality (Lavee, 1988). It may range, theoretically, from 0 to 1.0, but the exact statistical distribution of this statistic is not known. It have been suggested that a GFI greater than 0.90 indicates a good fit. A small difference between the GFI and AGFI (adjusted for degrees of freedom) may also indicate that the model fits well, but no criterion of how small a difference is small enough is available. The RMSR is a measure of the mean discrepancy between the data and the implied (reproduced) variances and covariances. The lower the index, the better the fit of the model to the data. The RMSR, however, is a valuable index only when the mean data variance-covariance is known; it is harder to evaluate

when an unstandardized variance-covariance matrix is being used. Therefore, there is no single acceptable criterion for judging the overall goodness of model' multiple measures are always needed.

In addition, the model being tested constitutes multiple hypotheses regarding causal relationships between constructs (exogenous and endogenous variables), as well as the relationships between constructs and their measured indicators. These hypotheses are tested by assessing the statistical significance of each parameter. The statistical significance of each parameter is determined by a t statistic at the 0.05 alpha level. Therefore, the hypothesis sets 1 to 4 (path coefficients) were tested by a t statistic.

Hypothesis Set 5

Cluster Analysis

Cluster analysis used in this study provides a measurement that indicates the extent to which some groups of things are alike and the extent to which the groups are different from each other (Lewis, 1985). In other words, cluster analysis is a technique to minimize variations within groups at the same time that it maximizes variations between groups. A number of statistical methods can be used to create clusters but "Ward's (1963) minimum variance method" was used in this study. The Ward's method begins with t clusters, each containing one object, and ends with one cluster containing all objects. At various clustering steps, the method produces clusters that result in the smallest increase in the variance (Romesburg, 1984). The distance between two clusters is the ANOVA sum of squares between two clusters added up over all the variables. At

each generation in the cluster history, the within sum of squares is minimized over all partitions obtainable by merging two clusters from the previous generation (SAS, 1990).

There is no satisfactory method for determining the appropriate number of clusters (Everitt, 1980; Lewis, 1985). Lewis (1985) suggested that plugging different numbers of clusters into the data until repeated clustering iterations give the "best" number of clusters. However, in the field of consumer research, it is difficult to obtain perfectly clear, well-defined, discrete clusters. The guideline provided by SAS (1990) for determining the number of clusters is based on three decision rules: the cubic clustering criterion (the CCC criterion), the pseudo F, and the pseudo t^2. It is advisable to look for a consensus among the three statistics, that is, local peaks of the CCC and pseudo F statistics combined with a small value of the pseudo t^2 statistic and a larger pseudo t^2 for the next cluster fusion (SAS, 1990).

The labels (names) that are given to different clusters are determined by examining the variables within each cluster. A number of indicators can be used such as the variable means for each cluster, crosstabulation of the variables with the clusters, and through discriminant analysis. Finally, once all clusters have been formed and identified, their relative sizes are noted. Then, the results can be interpreted and recommendations made for application to the marketing problem at hand.

Travel Decision Patterns

The four scales of travel philosophy (package, active, reluctant, and budget), the six scales of travel benefit sought (being & seeing, interest sports, show & tell, heritage, social escape, and adventure) and the seven scales (outdoor sports, destination attributes,

nature & scenic, culture & historical, luxury & entertainment, budget, and consumptive activity) of product preference toward vacation destinations were grouped by cluster analysis. As noted earlier, the CCC, pseudo F and pseudo t^2 were the three decision rules used to decide the number of clusters to be included in a classification scheme. Thus, the Japanese and West German travel markets were segmented by cluster analysis into groups that were called travel decision patterns. Once the variables were clustered into the distinct groups for these two travel markets, significant differences in the sociodemographic and travel characteristics for Japanese and West German travel markets were tested by ANOVA (for continuous variables) and Chi-square (for categorical variables). The alpha significance level was defined at 0.05 and 0.01.

IV. RESULTS AND DISCUSSIONS

Model of a Travel Decision

Model Fit

A model of a travel decision was analyzed for both the Japanese and West German data. Tables 17 and 18 show the correlation matrices, means, and standard deviations of the measured variables. Each of the analyses was executed with the use of an unstandardized variance-covariance matrix, which was computed by the LISREL program from the input correlation matrix and a vector of standard deviations. Maximum likelihood estimates of goodness of fit measures, including a Chi-square value, associated degree of freedom, probability level, Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI) and Root Mean Square Residual (RMSR) for the model are given in Tables 19 and 20.

For the Japanese travel decision model, the measures of the overall fit of the model to the data were good. That is, the travel decision was affected by sociodemographics, travel characteristics, and psychographic variables. The Chi-square value with 64 degrees of freedom is 80.56 (p=0.08) (Table 18). Dividing the Chi-square valued by the degrees of freedom provides a measure of the difference between the observed and predicted covariances among the observed variables. Small values relative

to the degree of freedom indicate that the model predicts the covariance matrix well. The ratio of the Chi-square value to the degrees of freedom for the Japanese was 1.23. In addition, the Goodness of Fit Adjusted for degrees of freedom is the relative amount of the variance and covariance jointly accounted for by the model and should be close to 1.0 for a good fit. The results show that the Goodness of Fit Index (GFI) is 0.99 and the Adjusted Goodness of Fit Index was 0.97. Furthermore, the Root Mean Square Residual indicates the average of the residual variances and covariances. The lower the index, the better the fit of the data. The Root Mean Square Residual for the Japanese travel market was 0.90. However, there is no single acceptable criterion for judging the overall goodness of a model; multiple measures are always needed.

For West German travelers (Table 19), the analysis of the travel decision model indicates that it also fitted the data well. The Chi-square measure of goodness of fit, with 71 degrees of freedom was 83.16 (p=0.15). The Goodness of Fit (GFI) was 0.99, and the Adjusted GFI is 0.97. Finally, the Root Mean Square Residual was 0.60. Based on these measures, the overall fit of the West German model to the data was good (Table 18).

Table 17
Correlation Matrix, Sample Sizes, Standard Deviations, and Means for the Japanese Model.

Variable	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
Travel Decision(1)	1.00															
Being & Seeing(2)	0.01	1.00														
Interest Sports(3)	0.04	-0.05	1.00													
Show & Tell(4)	-0.03	0.15	0.30	1.00												
Heritage(5)	-0.07	0.12	0.36	0.24	1.00											
Social Escape(6)	-0.02	0.32	0.33	0.27	0.43	1.00										
Adventure(7)	0.02	0.27	0.33	0.23	0.21	0.51	1.00									
Age(8)	0.11	0.05	-0.35	-0.05	-0.12	-0.27	-0.35	1.00								
Income(9)	0.19	0.10	-0.10	-0.07	-0.12	0.00	-0.06	0.11	1.00							
Education(10)	0.07	0.05	0.13	-0.04	0.08	0.10	0.14	-0.22	0.07	1.00						
Single(11)	0.15	0.03	0.17	0.08	-0.07	0.13	0.23	-0.57	0.05	0.10	1.00					
Male(12)	0.03	-0.06	0.03	-0.02	-0.01	-0.07	0.06	0.13	-0.05	0.19	-0.12	1.00				
Language(13)	0.10	0.10	0.17	0.05	0.10	0.13	0.18	-0.28	0.08	0.36	0.22	0.03	1.00			
No. of Trip(14)	0.30	-0.03	-0.03	-0.03	-0.07	-0.03	-0.08	0.16	0.15	0.03	-0.04	0.06	0.00	1.00		
Party Size(15)	0.04	-0.01	-0.05	0.07	-0.10	-0.10	-0.07	0.15	0.11	-0.08	-0.01	0.09	-0.08	-0.02	1.00	
Length of Trip(16)	-0.02	0.07	-0.01	0.02	0.03	0.09	0.08	-0.06	0.00	0.06	0.16	0.02	0.07	0.03	-0.10	1.00
Sample Size	916	915	915	915	915	915	915	916	791	912	916	916	916	887	875	885
Standard Deviation	1.24	3.05	2.15	1.51	2.17	4.54	1.69	1.50	1.72	1.39	0.45	0.50	0.50	1.31	2.74	30.51
Mean	3.44	18.99	5.80	3.79	7.31	21.76	4.95	2.90	3.45	3.42	0.29	0.49	0.56	1.62	3.72	11.33

Table 18
Correlation Matrix, Sample Sizes, Standard Deviations, and Means for the West German Model.

Variable	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)
Travel Decision(1)	1.00															
Being & Seeing(2)	0.12	1.00														
Interest Sports(3)	0.03	-0.06	1.00													
Show & Tell(4)	-0.06	0.24	0.15	1.00												
Heritage(5)	0.01	-0.15	0.26	0.02	1.00											
Social Escape(6)	-0.03	0.19	0.19	0.19	0.11	1.00										
Adventure(7)	0.02	0.36	0.11	0.18	-0.15	0.42	1.00									
Age(8)	0.03	0.00	-0.21	-0.05	0.10	-0.21	-0.28	1.00								
Income(9)	0.13	-0.01	0.14	0.11	0.05	0.08	0.00	0.08	1.00							
Education(10)	0.10	0.12	0.01	-0.12	-0.14	-0.01	0.14	-0.20	0.15	1.00						
Single(11)	-0.02	0.11	0.06	0.06	-0.23	0.09	0.20	-0.57	-0.23	0.21	1.00					
Male(12)	0.00	-0.08	0.15	-0.01	-0.05	0.01	0.05	-0.06	0.13	0.17	0.07	1.00				
Language(13)	0.08	0.09	0.11	0.02	-0.07	0.02	0.09	-0.24	0.11	0.44	0.14	0.04	1.00			
No. of Trip(14)	0.28	0.08	0.00	-0.07	-0.01	-0.04	0.03	0.06	0.15	0.16	-0.04	0.01	0.10	1.00		
Party Size(15)	-0.07	-0.02	-0.01	-0.08	-0.02	-0.07	0.04	-0.04	0.00	-0.03	-0.03	-0.03	-0.14	0.01	1.00	
Length of Trip(16)	0.08	0.08	0.08	0.05	0.07	0.02	0.08	-0.03	-0.08	0.05	0.06	-0.05	0.04	0.05	-0.09	1.00
Sample Size	719	724	724	724	724	724	724	724	704	724	724	724	724	678	678	678
Standard Deviation	1.28	2.95	2.06	1.57	2.90	3.93	1.40	1.48	2.12	1.43	0.47	0.50	0.36	0.84	1.67	21.05
Mean	3.65	18.67	6.38	5.42	8.32	23.30	6.20	3.16	4.99	2.70	0.33	0.53	0.84	1.36	2.24	24.60

Table 19
Goodness of Fit Measures for the Structural Equation Model (Japan).

Goodness of Fit Measure	Value
Chi-Square Value	80.56
Degrees of Freedom	64
p-value	0.08
Chi-Square / D.F.	1.23
Goodness of Fit Index	0.99
Adjusted Goodness of Fit Index	0.97
Root Mean Square Residual	0.90

Table 20
Goodness of Fit Measures for the Structural Equation Model (West Germany).

Goodness of Fit Measure	Value
Chi-Square Value	83.16
Degrees of Freedom	71
p-value	0.15
Chi-Square / D.F.	1.17
Goodness of Fit Index	0.99
Adjusted Goodness of Fit Index	0.97
Root Mean Square Residual	0.60

Examination of the Model's Parameter Estimates

The structural equation model relates the unobserved exogenous and endogenous variables. In this model, it was hypothesized that 9 exogenous variables (sociodemographics (Table 1) and travel characteristics (Table 2)) are causally related to psychographics (6 factors of travel benefits sought (Table 3)) and the travel decision. LISREL (standardized and unstandardized) estimates, standard error, and t-test of the structural parameters in both the Japanese and West German models are in Tables 21, 22, 23, 24.

Hypothesis Set 1: Causal Relationships Between Sociodemographics and Travel Decisions

The travel decision (the likelihood of taking a trip in the next two years) was first hypothesized to relate to sociodemographic variables for both the Japanese and West Germans. An examination of Table 21 indicates that age, income, marital status, and language ability have a direct influence on the travel decisions in the Japanese travel market. That is, Japanese travelers who were older, single, and with better income and language ability were more likely to choose to travel. On the other hand, West German travelers in high income groups tended to be more disposed to travel in the future (Table 22). Therefore, hypotheses 1A, 1B, 1D, and 1F in Figure 3 (age, income, and language ability are positively related to travel decisions; single Japanese are more likely to make travel decisions) for the Japanese and hypothesis 1B in Figure 4 (income is positively related to travel decisions) were supported for West German travelers.

Hypothesis Set 2: Causal Relationships Between Travel Characteristics and Travel Decisions

Besides sociodemographics, travel characteristics were causally related to the travel decision. Travel characteristics such as "number of trips taken before" were positively related to Japanese travel decisions (Table 21). Similarly, as shown in Table 22, the variable "number of trips taken before" was positively related to the travel decisions, while "travel party size" showed a negative relationship with the travel decision of West Germans. That is, West German travelers who traveled frequently and with a smaller party size tended to be more disposed to travel in the future. Hypothesis 2A in Figures 3 and 4 (the number of traveler's previous trip(s) is positively related to travel decisions) were therefore supported for both Japanese and West German travelers.

Table 21
Maximum Likelihood Estimates of the Effects of the Exogenous Variables on the Endogenous Variables (Japan).

Dependent Variables (Endogenous Variables)	Travel Decision			Being & Seeing			Interest Sports			Show & Tell			Heritage			Social Escape			Adventure		
	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML	SE	T	ML	SE	T
Age	0.25 (0.30)	0.04	6.72*	0.21 (0.10)	0.09	2.34*	-0.60 (-0.42)	0.06	-9.52*	—	—	—	—	—	—	—	—	—	-0.42 (-0.40)	0.04	-10.03*
Income	0.08 (0.11)	0.02	3.18*	—	—	—	—	—	—	-0.11 (-0.12)	0.04	-2.99*	-0.14 (-0.11)	0.05	-2.65*	—	—	—	—	—	—
Education	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Single	0.78 (0.28)	0.11	7.10*	—	—	—	—	—	—	0.30 (0.09)	0.14	2.17*	-1.60 (-0.33)	0.24	-6.60*	-1.30 (-0.13)	0.38	-3.44*	—	—	—
Male	—	—	—	—	—	—	0.35 (0.08)	0.16	2.19*	—	—	—	-0.50 (-0.11)	0.22	-2.27*	-1.54 (-0.17)	0.38	-4.02*	0.50 (0.15)	0.13	3.86*
Language Ability	0.22 (0.09)	0.08	2.57*	0.95 (0.16)	0.23	4.07*	—	—	—	—	—	—	—	—	—	—	—	—	0.27 (0.08)	0.11	2.40*
Number of Trip Taken Before	0.24 (0.25)	0.03	7.66*	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Travel Party Size	—	—	—	—	—	—	—	—	—	0.05 (0.09)	0.02	2.14*	—	—	—	—	—	—	—	—	—
Length of Trip	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0.00 (0.07)	0.00	2.36*

Note: Standardized solutions are in parentheses.
Only significant relationships are presented; "—" represents an insignificant relationship between variables.

*: p<0.05

Table 22
Maximum Likelihood Estimates of the Effects of the Exogenous Variables on the Endogenous Variables (West Germany).

Dependent Variables (Endogenous Variables)	Dependent Variables (Endogenous Variables)																				
	Travel Decision			Being & Seeing			Interest Sports			Show & Tell			Heritage			Social Escape			Adventure		
	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML	SE	T	ML	SE	T
Age	—	—	—	—	—	—	-0.39 (-0.28)	0.07	-5.48*	—	—	—	—	—	—	—	—	—	-0.36 (-0.38)	0.04	-9.33*
Income	0.07 (0.12)	0.02	3.05*	—	—	—	0.10 (0.10)	0.04	2.29*	0.18 (0.24)	0.04	4.85*	—	—	—	—	—	—	—	—	—
Education	—	—	—	—	—	—	—	—	—	-0.29 (-0.26)	0.05	-5.43*	—	—	—	—	—	—	—	—	—
Single	—	—	—	0.71 (0.11)	0.27	2.65*	-0.46 (-0.11)	0.24	-1.96*	0.44 (0.13)	0.17	2.61*	-1.47 (-0.24)	0.27	-5.50*	—	—	—	—	—	—
Male	—	—	—	-0.70 (-0.12)	0.24	-2.88*	0.68 (0.17)	0.18	3.81*	—	—	—	-0.63 (-0.11)	0.25	-2.53*	—	—	—	—	—	—
Language Ability	—	—	—	0.84 (0.10)	0.34	2.52*	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Number of Trip Taken Before	0.37 (0.24)	0.06	6.33*	—	—	—	—	—	—	-0.20 (-0.11)	0.09	-2.29*	—	—	—	—	—	—	—	—	—
Travel Party Size	-0.06 (-0.08)	0.03	-2.30*	—	—	—	—	—	—	-0.09 (-0.10)	0.04	-2.14*	—	—	—	-0.21 (-0.09)	0.10	-2.16*	—	—	—
Length of Trip	—	—	—	—	—	—	0.01 (0.12)	0.00	2.77*	—	—	—	—	—	—	—	—	—	—	—	—

Note: Standardized solutions are in parentheses.
Only significant relationships are presented; "—" represents an insignificant relationship between variables.

*: $p < 0.05$

Hypothesis Set 3: Causal Relationships Between Psychographic Variables
and Travel Decisions

In regard to the relations hips among endogenous variables (travel decisions and

6 travel benefits sought), the "sport interests" benefit motivated Japanese to take future

trips while the "show & tell" benefit was negatively associated with the travel decision

(Table 23). It is worth noting from Table 23 that the "being & seeing" benefit had a

significantly positive effect on "sport interests" and "show & tell". In addition, "show &

tell" was positively related to "sport interests". These relationships indicate that there

exists some indirect effects from other endogenous variables on the travel decision. For

West German travelers (Table 24), the "being & seeing" benefit was the driving force in

making travel decisions. Similarly, the travel decision was negatively related to the

"show & tell" benefit. The "being & seeing" benefit had an indirect influence on the

travel decision through the "show & tell" benefit. Hypothesis 3A in Figure 4 (there is a

positive relationship between the "being & seeing" benefit and travel decisions) was

supported for the West Germans as well as hypothesis 3B in Figure 3 (there is a positive

relationship between the "sport interests" benefit and travel decisions) for the Japanese.

Hypothesis Set 4: Causal Relationships Among Sociodemographics, Travel Characteristics,
and Psychographics

In terms of the relationship between sociodemographics, travel characteristics, and

psychographics, Japanese travelers who were older and with better language ability liked

to pursue the "being & seeing" benefit (Table 21). Similarly, West German travelers who

were single, female, and with better language skills tended to seek "being & seeing"

(Table 22). Japanese who were male and young as well as West German travelers who

were young, married, male, with higher incomes and took longer trips, preferred the "sport interests" benefit during trips. The "show & tell" benefit motivated the Japanese travelers who were single, with lower incomes, and traveled with a larger party size, as well as German travelers who were single, less educated, with better incomes, and who took fewer trips with a smaller party size. For the "heritage" benefit, Japanese travelers tended to be described as female, married, and with lower incomes, while the West Germans were more likely to be female and married. Furthermore, married and female Japanese as well as the West Germans traveling with a smaller party size, tended to be "social escapees" in trips. Finally, adventure trips attracted Japanese, who were young, male, with a better language capacity, and on longer trips, as well as young West Germans. Therefore, the examination of the data in Tables 21 and 22 indicated that hypotheses 4A (a positive relationship between age and the "being & seeing" benefit), 4B (a negative relationship between age and the "sport interests" benefit), 4C (a negative relationship between age and the "adventure" benefit), 4E (a negative relationship between single/married and the "heritage" benefit), 4F (a negative relationship between single/married and the "social escape" benefit), 4G (a positive relationship between male/female and the "sport interests" benefit), 4H (a positive relationship between male/female and the "adventure" benefit), and 4I (a positive relationship between language ability and the "being & seeing" benefit) for the Japanese and hypotheses 4B (a negative relationship between age and the "sport interests" benefit), 4C (a negative relationship between age and the "adventure" benefit), 4D (a positive relationship between income and the "show & tell" benefit), 4E (a negative relationship between single/married and "heritage" benefit), 4G (a positive relationship between male/female and the "sport

interests" benefit), 4I (a positive relationship between language ability and the "being & seeing" benefit), and 4K (a negative relationship between travel party size and the "social escape" benefit) for West German travelers were supported. The parameter estimates for the Japanese and West German travel decision models are presented as arrow lines in Figures 3 and 4.

In sum, a travel decision model was developed in order to examine how, who, and why travelers make travel decisions. The travel decision models were found to have an adequate fit for both the Japanese and West German travel markets. That is, travel decisions were found to be affected by sociodemographics, travel characteristics, and psychographic variables.

This model also indicated that psychographic variables have a significant impact on travel decisions. This finding supports the model of tourism destination choice tested by Um and Crompton (1990). However, this study found that there are some indirect effects from other psychographic variables on travel decisions. For example, the "being & seeing" benefit had an indirect influence on West Germans' travel decisions through the "show & tell" benefit.

Table 23
Maximum Likelihood Estimates of the Effects of the Endogenous Variables (Japan).

Dependent Variables (Endogenous Variables)	Dependent Variables (Endogenous Variables)																				
	Travel Decision			Being & Seeing			Interest Sports			Show & Tell			Heritage			Social Escape			Adventure		
	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML	SE	T	ML	SE	T
Travel Decision	—	—	—	—	—	—	0.09 (0.16)	0.03	3.17*	-0.08 (-0.10)	0.04	-2.10*	—	—	—	—	—	—	—	—	—
Being & Seeing	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Interest Sports	—	—	—	0.31 (0.44)	0.07	4.40*	—	—	—	0.61 (0.43)	0.07	9.17*	—	—	—	—	—	—	—	—	—
Show & Tell	—	—	—	0.11 (0.23)	0.03	4.59*	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Heritage	—	—	—	—	—	—	0.38 (0.38)	0.07	5.45*	—	—	—	—	—	—	—	—	—	0.73 (0.57)	0.14	5.38*
Social Escape	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	2.68 (0.99)	0.18	14.71*
Adventure	—	—	—	—	—	—	—	—	—	0.28 (0.25)	0.04	6.47*	—	—	—	—	—	—	—	—	—

Note: Standardized solutions are in parentheses.

Only significant relationships are presented: "—" represents an insignificant relationship between variables.

*: p<0.05

Table 24
Maximum Likelihood Estimates of the Effects of the Endogenous Variables (West Germany).

Dependent Variables (Endogenous Variables)	Travel Decision			Being & Seeing			Interest Sports			Show & Tell			Heritage			Social Escape			Adventure		
	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML Est.	SE	T-Test	ML	SE	T	ML	SE	T
Travel Decision	—	—	—	0.07 (0.16)	0.02	3.18*	—	—	—	-0.11 (-0.14)	0.05	-2.48*	—	—	—	—	—	—	—	—	—
Being & Seeing	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Interest Sports	—	—	—	—	—	—	—	—	—	0.34 (0.27)	0.08	4.26*	—	—	—	—	—	—	—	—	—
Show & Tell	—	—	—	0.22 (0.41)	0.03	7.42*	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Heritage	—	—	—	—	—	—	0.62 (0.44)	0.07	8.62*	—	—	—	—	—	—	—	—	—	-0.48 (-0.23)	0.10	-4.51*
Social Escape	—	—	—	—	—	—	—	—	—	0.34 (0.14)	0.13	2.51*	0.41 (0.30)	0.07	5.86*	—	—	—	1.82 (0.65)	0.15	11.91*
Adventure	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—

Note: Standardized solutions are in parentheses.
Only significant relationships are presented; "---" represents an insignificant relationship between variables.
*: p<0.05

The other finding is that there are significant relationships between sociodemographics, travel characteristics, and psychographics. That is, sociodemographic factors and travel characteristics affect psychological factors. All these findings support the early studies conducted by Woodside and Pitts (1976), Abbey (1979), and Schul & Crompton (1985). That is, travel-specific psychographics are affected by sociodemographic characteristics and past travel experience. However, compared with previous research, this study provides a unique way to further examine the interrelationship between these variables using a multivariate method. Thus, the results suggest that using psychographic information should become increasingly important for tour suppliers and marketers in the development of effective copy and promotional themes as well as in the selection of appropriate media for advertising.

Another unique finding is that sociodemographic variables and travel characteristics not only have a direct but also indirect impact on travel decisions. Earlier research has most often focused on the direct relationship between sociodemographics, travel characteristics and the travel decision. However, the interrelationship among variables in the model suggest that travel decisions can be affected by sociodemographics and travel characteristics through psychographic variables. In the example of the Japanese travel market, age has an impact on travel decisions directly and indirectly through the "sport interests" benefit. This finding should alert researchers to view the relationship between these variables differently and to be more sensitive to their interrelationships.

In sum, the structural model provides a new approach to examining a model of travel choice behavior. The results of this study provide important information for marketing strategies. By understanding the travel decision process of potential travelers,

marketing managers can be in a better position to develop promotional and planning strategies.

Model of Travel Decision Patterns

For both the Japanese and West German travel markets, the travel decision patterns are described through the definition of each cluster, and the accompanying profiles of sociodemographic and travel characteristics. Finally, a summary of the Japanese and West German travel markets is presented.

Japan

For clarity and purposes of identification, each of the six Japanese clusters was given a name according to the characteristics of each cluster that describes its travel decision pattern. These were: active outdoor recreation travelers, tropical vacationers, independent/solo travelers, touring travelers, indifferent travelers, and destination-intensive travelers (Table 25).

Table 25
Cluster Analysis of the Travel Decision Patterns (Japan).

Items	Cluster[a]					
	1	2	3	4	5	6
N	259	106	126	157	166	99
%	28.4	11.6	13.8	17.2	18.2	10.8
Travel Philosophy						
Package	17.69	19.09	13.17	20.18	17.75	21.19
Active	8.71	8.41	8.14	9.23	8.69	9.61
Reluctant	8.25	9.45	7.99	7.94	8.46	7.79
Budget	6.56	5.87	6.57	6.14	5.95	6.78
Travel Benefit Sought						
Being & Seeing	19.59	17.34	18.32	19.64	17.07	22.25
Interest Sports	6.83	7.62	5.30	4.50	4.68	5.75
Show & Tell	4.17	4.22	3.32	3.57	3.01	4.60
Heritage	8.53	7.44	6.98	6.27	6.27	7.84
Social Escape	24.42	22.26	21.15	19.24	18.56	24.47
Adventure	5.70	5.17	5.00	4.13	3.99	5.63
Travel Product						
Outdoor Sports	15.95	15.64	12.15	11.34	9.93	14.57
Destination Attributes	34.10	29.88	28.53	34.17	26.10	37.80
Nature & Scenic	26.30	22.46	23.21	24.57	19.01	29.53
Culture & Historical	34.73	28.91	33.63	34.61	26.37	41.85
Luxury & Entertainment	24.42	24.06	18.15	21.17	17.98	26.02
Budget	11.54	10.07	10.45	10.36	8.24	12.26
Consumptive Activity	3.90	3.72	3.06	2.71	2.67	3.61

[a]: cluster1: Active outdoor recreation travelers, cluster2: Tropical vacationers, cluster3: Independent/solo travelers, cluster4: Touring travelers; cluster5: Indifferent travelers, cluster6: Destination-intensive travelers.

Active outdoor recreation travelers (cluster 1)

As you can see in Tables 26 and 27, Travelers in this group liked to travel from place to place, visit friends & relatives, and participate in outdoor sports activities such as fishing and climbing/hiking. They also pursued the "being and seeing" benefit and were conscious of destination attributes.

The group accounted for 28.4 percent of the Japanese travel market. They tended to be younger and with lower incomes than other groups. Twenty-nine percent of these travelers were under 25 years of age, and sixteen percent of them earned under 4 million Yen in 1988. About one-third of them were married, with children and under 45 years of age. Forty-two percent of this group had college degrees. Female travelers (54.8%) were more evident than males (45.2%), and most of the travelers were in clerical/sales jobs (39.1%), or were homeworkers (houseworkers) (19.9%), or students (12.9%) (Table 26). In terms of travel characteristics, they averaged 15.5 nights away from home and about half of them traveled with only one other person. They also preferred to take package tours for touring or city trips. Hawaii and Asia were their favorite destinations. Apart from outdoor activities, travelers in this group enjoyed taking pictures/films and visiting amusement/theme parks, entertainment places, the seaside, and taking a day cruise.

Tropical vacationers (cluster 2)

The travel choice of this group tended to be a tropical vacation. Over half of travelers took short vacations to Hawaii. Compared with the other groups, they preferred to participate in water-based activities (e.g., sunbathing/beach activity, swimming, water

sports), shopping, and golf/tennis. They were also reluctant in making travel arrangements.

This group of travelers represented about 11.6% of the Japanese travel market. Young people (under 35 years old) accounted for 69 percent of this group. Travelers in this group tended to be better educated (34.9% in the college category) with lower incomes (34.9% under 6 million Yen). Travelers who were single, with no children and under 45 years of age represented 31.7% of the Japanese travel market. In addition, clerical/sales and homework were their major occupations. The percentage of skilled workers (11.4%) was higher than other groups (Table 26). The average length of trip (7.0 nights) and the number of trips taking in the past three years were shorter and fewer than for the other groups. Forty-five percent of them traveled with another person. Finally, travelers in this group liked to take touring or resort trips (Table 27).

Independent/solo travelers (cluster 3)

The most significant characteristics for this group were that they tended to travel independently and alone. They preferred non-package vacations and tended to be budget-conscious travelers. Based on these characteristics, they had a higher rate of participation in community-based activities (e.g., attending concerts/live theater, getting to know inhabitants, sampling local foods, touring countryside) as well as visiting friends and relatives.

Over 13 percent of the Japanese travel market were in this group. About 24 percent of them were middle-aged (35-44), and over half of them were in the middle-income categories (6-15 million Yen). Compared with others, this group were better

educated, with 46% of them having completed college. Sixty percent of them worked in professional/technical jobs, clerical/sales, and homework equally (Table 26).

Their trip length averaged about 17 nights, which was longer than most groups. They also liked to travel alone (22.9%) or with only one other person (38.1%). Travelers in this group tended to take non-package tours (43.3%). Popular trip types for them were city and business combined with pleasure. Asia, North America, and Europe were the most popular trip destinations (Table 27).

Touring travelers (cluster 4)

This group of people liked touring from place to place on packaged vacations. They were motivated to see and experience cultural or historically different places. They also paid more attention to environmental quality and the local hospitality in the destination. Compared with other groups, they had the highest participation rate in short, guided excursions.

This group had more middle- to older-age travelers. Over 30 percent of them were married, with no children, and more than 45 years of age. A high percent (22.3%) refused to report their income. Over three-fourth of them were married and almost 48 percent had a senior high school education. Clerical/sales (24.8%) and homeworker (29.4%) occupations represented over half the travelers in this group. These people also felt comfortable in speaking, reading, or writing English (Table 26).

A large percentage of travelers traveled on package vacations with large party sizes (9 people or more). However, forty percent of them still liked to travel with one other person only. Asia and Hawaii were the most visited destinations. Finally, the

average length of trip (8.2 nights) was shorter than most groups (Table 27).

Indifferent travelers (cluster 5)

Respondents in this group were generally indifferent travelers and accounted for 18.2 percent of the Japanese travel market. There were no significant characteristics in their travel decision patterns. Relatively speaking, they had lower motivation levels to pursue the benefits of travel and no particular preference for any travel product.

They were married (72.7%) and had college educations (35.0%). Male travelers (53.6%) were slightly more than females (46.4%). In terms of life cycle, they tended to be married with children, under 45 years old (26.7%), as well as married, with no children, and more than 45 years of age (26.1%). Most of them worked in clerical/sales jobs (34.6%) or were homeworkers (18.5%) (Table 26).

They took trips that averaged 8.9 nights and traveled in small groups (less than 2 people). In addition, travelers in this group preferred to take package vacations on touring trips to Hawaii or Asia. The average number of trips previously taken was about two in the past 3 years, which was higher than the other groups (Table 27).

Destination-intensive travelers (cluster 6)

Travelers in this group preferred destination intensive vacations and traveled on package tours. On their vacations, they tended to visit historical sites, national parks/forests, and landmarks, as well as sightseeing in cities. They pursued multiple travel benefits and participated in the variety of activities and chose different destination

products.

This group only accounted for 10.8 percent of the Japanese travel market. They were much older than the other groups. About 34 percent of the travelers were over 55 years. They were married and in the middle-income categories. Female travelers (55.6%) were more likely than males (44.4%) to be in this cluster. Homeworkers (28.9%), clerical/sales (22.7%), and owners (13.4%) represented the largest occupational groups in this pattern (Table 26).

Over 90 percent of them had taken package tours before. A large percentage of travelers in this group (26.3%) preferred group travel with 9 people or more. Hawaii and Asia were the most popular destinations for touring trips. Finally, people in this group took shorter trips than most groups, averaging 7.7 nights (Table 27).

Table 26
Sociodemographic Profile of the Travel Decision Pattern (Japan).

Items	Cluster[a]						Chi-Sq.
	1	2	3	4	5	6	
Age Group	%						159.3**
18-24	28.6	23.6	23.0	9.6	12.1	14.1	
25-34	35.1	45.3	24.6	17.8	26.5	16.2	
35-44	19.3	17.0	23.8	19.8	19.9	14.1	
45-54	8.9	11.3	23.0	18.5	17.5	21.2	
55-64	6.2	0.9	4.8	19.8	15.1	19.2	
65 years or more	1.9	1.9	0.8	14.7	9.0	15.2	
Income (1988)							55.9*
Under 4 million Yen	15.8	15.1	8.7	7.6	14.5	11.1	
4-6 million Yen	18.9	19.8	12.7	16.6	12.7	17.2	
6-8 million Yen	19.7	19.8	15.1	12.7	24.1	17.2	
8-10 million Yen	12.4	13.2	18.3	11.5	12.7	13.1	
10-15 million Yen	10.0	16.0	18.3	16.6	12.7	20.2	
15-20 million Yen	5.4	4.7	5.6	8.9	3.6	8.1	
Over 20 million Yen	5.0	1.9	5.6	3.8	9.0	4.0	
Refused	12.7	9.4	15.9	22.3	10.8	9.1	
Marital Status							42.2**
Single	37.8	39.6	31.8	17.2	22.4	22.5	
Married	59.9	57.6	66.7	76.4	72.7	73.5	
Living together	0.4	0.9	0.0	0.0	0.0	0.0	
Div./Sep./widowed	1.9	1.9	1.6	6.4	4.9	4.1	
Life Cycle							61.9**
Single/with child/<45	9.3	10.6	7.9	3.8	8.5	6.1	
Single/with child/>=45	0.4	0.0	0.8	3.2	1.2	1.0	
Single/no child/<45	28.8	31.7	24.6	12.7	14.6	17.4	
Single/no child/>=45	1.2	0.0	0.0	3.8	3.0	2.0	
Married/with child/<45	32.3	25.0	28.6	24.2	26.7	17.4	
Married/with child/>=45	4.7	5.8	15.9	15.3	10.9	16.3	
Married/no child/<45	12.5	18.3	10.3	6.4	9.1	4.1	
Married/no child/>=45	10.9	8.7	11.9	30.6	26.1	35.7	
Education							55.4**
Junior high school	3.1	0.9	0.8	8.3	3.7	7.1	
Senior high school	27.4	38.7	35.7	47.8	40.5	34.7	
Technical/vocational	8.9	9.4	5.6	7.6	9.2	11.2	
Junior college	18.5	16.0	11.9	12.1	11.7	22.5	
Univ./postgraduate	42.1	34.9	46.0	24.2	35.0	24.5	

Table 26
Continued.

Items	Cluster[a]						Chi-Sq.
	1	2	3	4	5	6	
	%						
English Ability							49.4**
Yes	30.1	39.6	34.9	59.2	54.2	51.5	
No	69.9	60.4	65.1	40.8	45.8	48.5	
Sex							3.9
Male	45.2	49.1	50.8	49.7	53.6	44.4	
Female	54.8	50.9	49.2	50.3	46.4	55.6	
Occupation							121.3**
Owner	9.4	6.7	9.8	15.7	10.5	13.4	
Manager/executive	5.1	4.8	8.9	7.2	9.3	3.1	
Professional/technical	8.2	3.8	20.3	3.9	11.7	11.3	
Clerical sales	39.1	41.0	20.3	24.8	34.6	22.7	
Skilled worker	4.3	11.4	6.5	4.6	4.9	6.2	
Unskilled worker	0.4	1.0	0.8	2.6	1.9	0.0	
Farming/fishing/forestry	0.0	0.0	0.0	0.7	0.0	0.0	
Military	0.0	1.0	0.0	0.0	0.0	0.0	
Student	12.9	5.7	11.4	4.6	5.6	8.3	
Retired	0.8	0.0	0.8	6.5	3.1	6.2	
Homework	19.9	24.8	21.1	29.4	18.5	28.9	

[a]: cluster1: Active outdoor recreation travelers, cluster2: Tropical vacationers, cluster3: Independent/solo travelers, cluster4: Touring travelers; cluster5: Indifferent travelers, cluster6: Destination-intensive travelers.

*: p <=0.05, **: p <=0.01.

Table 27
Travel Characteristics Profile of the Travel Decision Pattern (Japan).

Items	Cluster[a]						Chi-Sq.
	1	2	3	4	5	6	

%

Party Size (Number of People)
85.2**

1	11.8	8.0	22.9	6.6	9.5	5.1	
2	49.2	45.0	38.1	40.4	44.3	44.4	
3	11.4	6.0	10.2	11.3	7.6	9.1	
4	9.4	18.0	10.2	8.6	8.9	9.1	
5	3.7	6.0	2.5	1.3	2.5	1.0	
6	1.6	2.0	0.9	5.3	2.5	3.0	
7	0.4	1.0	4.2	1.3	2.5	0.0	
8	0.4	2.0	0.0	2.0	3.8	2.0	
9 or more	12.2	12.0	11.0	23.2	18.4	26.3	

Whether A Package Vacation 61.0**

Yes	75.7	85.9	56.7	89.3	83.2	90.8	
No	24.3	14.1	43.3	10.7	16.8	9.2	

Trip Destinations

North America	17.8	12.3	22.2	14.0	14.5	15.2	6.0
Central America	0.8	0.0	0.0	0.0	0.6	1.0	3.2
Asia	23.6	20.8	29.4	33.1	35.5	38.4	16.0**
Africa	0.4	0.0	0.0	0.0	0.6	0.0	2.5
Australia	8.1	6.6	4.8	5.7	4.2	9.1	4.4
Hawaii	34.0	50.9	12.7	27.4	28.9	21.2	46.6**
Middle East	0.4	0.0	3.2	0.0	0.6	0.0	14.9**
Europe	11.2	5.7	23.0	17.8	11.5	15.2	19.4**

Trip Types

Visit friends/relatives	6.6	3.8	4.8	1.3	7.8	5.1	8.8
Touring trip	50.2	46.2	38.1	66.2	50.0	67.7	34.2**
City trip	10.4	13.2	14.3	13.4	12.1	6.1	5.0
Outdoor trip	0.8	1.9	2.4	0.6	0.0	0.0	7.0
Resort	10.8	18.9	6.4	2.6	9.6	8.1	22.4**
Theme parks	0.8	0.0	0.0	0.6	0.6	0.0	2.4
Cruise	0.0	0.0	0.0	0.0	0.0	0.0	N.A.
Business/pleasure trip	6.6	5.7	16.7	8.3	9.0	7.1	13.2*
Honeymoon	7.3	5.7	10.3	3.2	3.0	5.1	10.2
Other	1.5	0.0	2.4	0.6	3.0	1.0	5.7

Table 27
Travel Characteristics Profile of the Travel Decision Pattern (Japan) (continued).

Items	Cluster[a]						F-Test
	1	2	3	4	5	6	
			Mean				
Number of Trips Taken Before							2.4*
	1.5	1.3	1.8	1.7	1.8	1.7	
	(1.0)	(0.8)	(1.5)	(1.6)	(1.6)	(1.3)	
Number of Nights Away From Home							2.9*
	15.5	7.0	16.6	8.2	8.9	7.7	
	(50.5)	(5.5)	(34.9)	(8.5)	(9.7)	(5.3)	

Table 27
Travel Characteristics Profile of the Travel Decision Pattern (Japan) (continued).

| Activities | Cluster* | | | | | | |
	1	2	3	4	5	6	Chi-Sq.
			%				
Concerts/live theater	10.0	6.9	17.5	14.9	8.8	14.1	10.3
Festivals/spec. events	25.3	9.8	23.3	24.7	16.9	22.2	13.7*
Attend sporting event	4.4	5.9	7.5	2.6	3.8	3.0	5.1
Climbing/hiking	10.0	4.9	10.0	5.8	3.8	8.1	8.4
Know inhabitants	22.5	16.7	44.2	14.3	19.4	25.3	40.7**
Restaurants/dining out	43.8	35.3	37.5	39.6	35.0	54.6	12.8*
Fishing	5.2	3.9	2.5	0.7	1.9	0.0	12.2*
Short guided excursions	45.4	40.2	36.7	59.1	46.9	57.6	20.6**
Golfing/tennis	20.1	21.6	14.2	6.5	12.5	7.1	23.6**
Horse-riding	4.0	2.0	2.5	1.3	1.3	1.0	5.6
Hunting	0.8	1.0	2.5	0.0	0.6	0.0	6.6
Observe wildlife/bird	4.8	2.9	3.3	6.5	3.8	7.1	3.8
Sampling local foods	62.7	53.9	76.7	65.6	58.8	75.8	21.0**
Shopping	88.4	91.2	80.0	89.6	84.4	89.9	9.9
Sightseeing in cities	86.4	86.3	80.8	87.7	81.3	88.9	5.9
Snow skiing	2.0	0.0	4.2	0.7	0.6	1.0	9.7
Sunbathing/beach activity	43.8	44.1	29.2	20.1	21.9	35.4	40.4**
Swimming	39.0	49.0	29.2	16.9	27.5	23.2	41.0**
Taking pictures/films	47.0	35.3	46.7	46.1	44.4	43.4	4.6
Tour countryside	23.3	12.8	44.2	29.9	26.9	41.4	38.4**
Visit wilderness areas	3.2	2.9	7.5	5.8	3.8	5.1	4.9
Visit amuse./theme pk.	25.3	14.7	16.7	20.1	7.5	13.1	24.3**
Visit casinos/gambling	10.0	13.7	16.7	8.4	9.4	10.1	6.5
Visit friends/relatives	13.7	3.9	30.8	5.8	11.3	10.1	50.4**
Visit galler./museums	26.1	15.7	37.5	35.1	26.3	41.4	24.1**
Visit mountains	4.0	2.0	11.7	5.8	4.4	9.1	14.4**
Visit nat. pks./forests	14.1	13.7	25.0	30.5	16.3	31.3	28.8**
Visit entertainment pl.	32.5	22.6	21.7	17.5	20.6	15.2	19.3**
Visit seaside	16.1	11.8	13.3	10.4	13.1	14.1	3.0
Visit places historic.	24.9	12.8	41.7	48.1	30.6	53.5	64.0**
Visit commem. places	10.8	6.9	21.7	14.9	8.8	29.3	34.7**
Visit archol. places	8.8	2.9	10.8	11.7	6.9	22.2	24.6**
Visit historic military pl.	11.2	4.9	11.7	14.9	10.0	22.2	16.4**
Visit scenic landmarks	34.1	25.5	38.3	51.3	37.5	53.5	28.8**
Water sports	23.3	25.5	12.5	5.2	10.0	4.0	48.3**
Visit health spas	0.8	1.0	1.7	0.7	1.3	4.0	6.7
Taking a day cruise	20.5	9.8	7.5	9.1	11.3	11.1	19.5**
Taking a cruise(>=1 ngts.)	1.6	2.0	5.0	0.0	0.0	2.0	14.3**

Note: Standardized deviations are in parentheses.

*: cluster1: Active outdoor recreation travelers, cluster2: Tropical vacationers, cluster3: Independent/solo travelers, cluster4: Touring travelers; cluster5: Indifferent travelers, cluster6: Destination-intensive travelers.

*: p <=0.05, **: p <=0.01.

West Germany

Four decision patterns emerged for West German travelers (package resort travelers, VFR/destination-intensive travelers, younger adventure experiencers, and independent/indifferent travelers). These are explained below (Table 28).

Table 28
Cluster Analysis of the Travel Decision Patterns (West Germany).

Items	Cluster[a]			
	1	2	3	4
N	357	73	108	185
%	49.4	10.1	14.9	25.6
Travel Philosophy				
Package	19.65	21.29	13.74	14.13
Active	7.91	8.34	9.18	8.68
Reluctant	8.14	9.59	7.59	8.45
Budget	5.66	5.53	5.83	5.75
Travel Benefit Sought				
Being & Seeing	18.08	20.40	20.83	17.84
Interest Sports	6.26	7.88	6.67	5.85
Show & Tell	5.48	6.25	5.89	4.69
Heritage	8.18	10.42	8.56	7.63
Social Escape	22.85	25.86	24.98	22.12
Adventure	6.05	6.81	6.85	5.87
Travel Product				
Outdoor Sports	12.11	16.21	12.26	10.60
Destination Attributes	31.83	34.75	32.29	27.94
Nature & Scenic	24.51	29.26	28.45	23.69
Culture & Historical	31.87	40.00	36.81	28.48
Luxury & Entertainment	21.09	26.64	20.02	16.92
Budget	10.98	12.03	11.71	10.26
Consumptive Activity	2.98	4.67	3.07	2.66

[a]: cluster1: Package resort travelers, cluster2: VFR/destination-intensive travelers, cluster3: Younger adventure experiencers, cluster4: Independent/indifferent travelers.

Package resort travelers (cluster 1)

As you can see in Tables 29 and 30, this group of travelers revealed a strong preference for traveling on packages and guided tours. They tended to take resort trips and indulged in luxury pursuits during trips. High-quality restaurants, first-class hotels, good shopping, and visiting big cities were important to them when choosing foreign destinations.

This group of travelers represented almost half of the West German travel market (49.4%). People in this segment were older than those in the other three groups. This group had a higher portion (16.5%) whose marital status was divorced, separated, or widowed. They were less well educated, with 32 percent having only a primary school education. Most of their occupations were professional/technical (27.2%), students (16.8%), or retired (10.4%). Their language ability was relatively poor compared with the other groups (Table 29).

In terms of travel characteristics, they usually traveled in small groups (less than 2 people); however, about 6 percent of them traveled in large groups (9 people or more). In addition, these travelers preferred package tours (61.6%) to North America for resort or touring trips, and had an average trip length of 23.1 nights (Table 30).

VFR/destination-intensive travelers (cluster 2)

Since travelers in this group felt that making travel arrangements was a bother, this group showed a preference for traveling on package and guided tours on relatively short vacations. They usually traveled on all-inclusive vacations and bought trips with accommodations/transportation included. They pursued different types of travel benefits

such as *sport interests, heritage, social escape,* or *show & tell.* They also participated in different activities and enjoyed various travel products. It is relevant to note that over one-third of them visited friends and relative while traveling overseas.

This group of travelers only accounted for 10.1 percent of the West German travel market. Respondents in this group tended to be middle aged, married, with middle-income and high school educations. Most of them were retired or skilled workers. They liked to travel in small party sizes (less than 2 people) to North America to visit friends & relatives or on resort trips. Their average length of trip (21.9 nights) was shorter than the other groups (Tables 29 and 30).

Younger adventure experiencers (cluster 3)

Travelers in this group were young, active and liked traveling from place to place on each trip. They also felt that inexpensive travel was important. They usually traveled on reduced air fares. This group wanted to be daring and adventuresome and looked for *thrills and excitement. They were interested in experiencing different life styles and cultures from their own.* In addition, they liked to participate in outdoor activities (e.g., climbing/hiking, fishing, horse-riding, hunting, observing wildlife/bird watching), visit historic sites, sightseeing, and community-based activities (e.g., festivals/special events, concerts/live theater) .

This group accounted for almost 15% of the West German travel market. Respondents in this group were relatively young with middle incomes. Some 39.2 percent of them were single, with no children, and under 45 years of age. Forty percent of them had professional/technical jobs. They had better language ability than other groups (Table

29). Apart from North America, adventure destinations such as Asia and Australia were their popular choices. Finally, they tended to travel more frequently (1.6 times) and longer (30.4 nights) than other groups on touring trips (Table 30).

Independent/indifferent travelers (cluster 4)

Respondents in this group were generally less committed. They tended to travel independently and participated in visiting friends and relatives and community-based activities (e.g., restaurants/dining out, and sampling local foods).

This group of people represented about one-quarter of the West German travel market. They were younger than other groups; fifty-four percent were less than 35 years old. They were single, better educated, with lower incomes. There were male travelers (58.9%) were more prevalent than females (41.1%). Forty-two percent of them were single, with no children, and under 45 years of age. Apart from professional/technical jobs (29.2%), a large proportion (20 percent) of them worked in the military (Table 29).

With regard to travel characteristics, they liked to travel alone (35.6%) or with one other person (46.3%) on non-package vacations. Their popular travel destinations were North America, Asia, and Central America. They took trips that averaged 25.4 nights for touring, visiting friends & relatives, and going on resort trips (Table 30).

Table 29
Sociodemographic Profile of the Travel Decision Patterns (West Germany).

Items	Cluster[a]				
	1	2	3	4	Chi-Sq
			%		
Age Group					35.0**
18-24	10.4	12.3	12.0	19.5	
25-34	21.6	23.3	30.6	34.6	
35-44	20.7	19.2	23.2	13.5	
45-54	23.0	26.0	21.3	17.3	
55-64	15.1	12.3	7.4	6.5	
65 years or more	9.2	6.9	5.6	8.7	
Income (1988)					55.9**
Under 26,000 DM	6.2	0.0	9.3	17.8	
26,000-29,250 DM	5.0	8.2	9.3	4.3	
29,250-32,500 DM	7.8	5.5	4.6	7.6	
32,500-39,000 DM	11.5	12.3	10.2	15.7	
39,000-52,000 DM	24.4	21.9	19.4	20.5	
52,000-65,000 DM	19.9	12.3	18.5	15.1	
65,000-78,000 DM	10.9	20.6	13.9	7.6	
78,000-91,000 DM	6.2	13.7	6.5	4.9	
91,000 or over	4.8	5.5	4.6	4.3	
Refused	3.4	0.0	3.7	2.2	
Marital Status					33.1**
Single	27.5	27.4	40.7	42.2	
Married	53.8	56.2	43.5	41.6	
Living together	2.2	0.0	5.6	7.0	
Div./Sep./Widowed	16.5	16.4	10.2	9.2	
Life Cycle					32.4*
Single/with child/<45	3.2	1.4	5.9	2.9	
Single/with child/>=45	0.9	1.4	1.0	1.2	
Single/no child/<45	25.5	28.8	39.2	42.4	
Single/no child/>=45	15.5	12.3	7.8	8.7	
Married/with child/<45	13.8	15.1	6.9	11.6	
Married/with child/>=45	3.4	2.7	1.0	3.5	
Married/no child/<45	9.7	9.6	14.7	8.1	
Married/no child/>=45	28.1	28.8	23.5	21.5	
Education					55.2**
Primary school	32.2	27.4	16.7	18.9	
Junior high school	31.7	31.5	24.1	24.3	
Technical school	9.5	9.6	14.8	4.3	
High school	14.0	24.7	29.6	30.3	
University	12.6	6.9	14.8	22.2	

Table 29
Sociodemographic Profile of the Travel Decision Patterns (West Germany) (continued).

Items	Cluster*				Chi-Sq
	1	2	3	4	
			%		
English Ability					6.4
Yes	81.2	87.7	89.8	86.5	
No	18.8	12.3	10.2	13.5	
Sex					3.8
Male	51.5	48.0	50.9	58.9	
Female	48.5	52.0	49.1	41.1	
Occupation					76.0**
Owner	6.7	6.9	7.4	8.1	
Manager/executive	9.2	5.5	11.1	6.0	
Professional/technical	27.2	16.4	40.7	29.2	
Clerical sales	5.0	4.1	4.6	3.8	
Skilled worker	9.8	19.2	5.6	8.7	
Unskilled worker	0.8	1.4	0.0	1.1	
Farming/fishing/forestry	1.1	0.0	1.9	0.5	
Military	5.3	8.2	9.3	20.0	
Student	16.8	15.1	8.3	11.4	
Retired	10.4	19.2	7.4	4.9	
Homemaker	6.2	2.7	2.8	6.5	
Other	1.4	1.4	0.9	0.0	

*: cluster1: Package resort travelers, cluster2: VFR/destination-intensive travelers, cluster3: Younger adventure experiencers, cluster4: Independent/indifferent travelers.

*: p <=0.05, **: p <=0.01.

Table 30
Travel Characteristics Profile of the Travel Decision Patterns (West Germany).

Items	Cluster[a]				
	1	2	3	4	Chi-Sq.
			%		
Party Size (Number of People)					18.9
1	33.3	34.3	27.6	35.6	
2	43.8	44.3	46.9	46.3	
3	9.0	12.9	10.2	7.9	
4	6.3	5.7	10.2	5.7	
5	0.9	1.4	3.1	1.1	
6	0.3	0.0	0.0	1.1	
7	0.3	0.0	0.0	0.0	
8	0.3	0.0	0.0	0.0	
9 or more	5.7	1.4	2.0	2.3	
Whether A Package Vacation					83.3**
Yes	61.6	42.9	27.6	23.2	
No	38.4	57.1	72.5	76.8	
Trip Destinations					
North America	43.4	60.3	52.8	56.2	12.5**
Central America	14.9	8.2	7.4	10.8	6.1
Africa	11.2	11.0	10.2	7.6	1.8
Asia	18.5	5.5	10.2	14.1	10.8**
Australia	4.8	11.0	9.3	6.0	5.7
Hawaii	2.0	0.0	1.9	2.2	1.5
Trip Types					
Visiting friends/relatives	19.6	35.6	27.8	24.9	10.1*
Touring trip	23.0	15.1	32.4	28.7	9.1*
City trip	6.7	5.5	4.6	8.1	1.5
Outdoor trip	0.6	1.4	1.9	2.7	4.3
Resort	35.9	27.4	15.7	18.9	26.7**
Theme parks	2.2	4.1	1.9	3.2	1.4
Cruise	0.6	1.4	0.9	0.5	0.7
Business & pleasure	3.9	5.5	5.6	8.7	5.2

Table 30
Travel Characteristics Profile of the Travel Decision Patterns (West Germany)(continued).

Items	Cluster[a]				F-Test
	1	2	3	4	
		Mean			
Number of Trips Taken Before					2.5
	1.3	1.3	1.6	1.3	
	(0.8)	(0.8)	(1.1)	(0.7)	
Number of Nights Away From Home					3.5*
	23.1	21.9	30.4	25.4	
	(24.1)	(8.8)	(23.8)	(15.6)	

Table 30
Travel Characteristics Profile of the Travel Decision Patterns (West Germany)(continued).

Activities		Cluster[a]				
		1	2	3	4	Chi-Sq
			%			
Concerts/live theater	13.0	20.0	20.4	19.2	5.6	
Festivals/special events	41.4	44.3	48.0	41.2	1.6	
Attend sporting event	10.6	17.1	8.2	10.7	3.6	
Climbing/hiking	16.6	21.4	29.6	22.0	8.4*	
Know inhabitants	77.3	70.0	85.7	75.1	6.5	
Restaurants/dining out	81.0	72.9	76.5	83.1	4.2	
Fishing	8.2	15.7	18.4	9.0	10.7**	
Short guided excursions	52.0	42.9	38.8	26.0	32.5**	
Golfing/tennis	10.6	17.1	7.1	7.9	5.8	
Horse-riding	3.0	8.6	14.3	4.0	20.6**	
Hunting	1.2	2.9	6.1	1.7	8.8*	
Observe wildlife/bird	32.6	41.4	44.9	28.8	9.2*	
Sampling local foods	65.3	54.3	69.4	72.3	8.0*	
Shopping	78.6	64.3	72.5	73.5	7.0	
Sightseeing in cities	71.3	67.1	80.6	76.3	5.5	
Snow skiing	1.8	2.9	0.0	1.1	2.8	
Sunbathing/beach activity	58.9	40.0	53.1	50.3	9.7*	
Swimming	65.3	67.1	57.1	57.6	4.7	
taking pictures/films	79.2	72.9	80.6	78.5	1.7	
Tour countryside	68.3	57.1	71.4	58.2	8.8*	
Visit wilderness areas	34.1	48.6	56.1	44.6	18.2**	
Visit amusement/theme parks	40.5	65.7	44.9	34.5	20.9**	
Visit casinos/gambling	10.6	15.7	15.3	6.8	6.8	
Visit friends/relatives	30.5	27.1	36.7	39.6	6.0	
Visit galler./museums	18.4	25.7	25.5	26.6	5.8	
Visit mountains	22.1	38.6	28.6	26.0	8.8*	
Visit nat. pks./forests	48.6	55.7	67.4	47.5	12.6*	
Visit entertainment pl.	27.8	30.0	23.5	26.6	1.1	
Visit seaside	56.5	60.0	59.2	49.2	4.1	
Visit places historic.	45.0	57.1	62.2	48.0	10.8*	
Visit commem. places	38.1	50.0	45.9	33.3	8.0*	
Visit archol. places	31.1	34.3	35.7	24.9	4.4	
Visit historic military pl.	17.2	25.7	21.4	10.7	10.1*	
Visit scenic landmarks	57.1	71.4	71.4	66.1	10.8*	
Water sports	17.8	24.3	16.3	20.3	2.2	
Visit health spas	5.1	17.1	0.0	0.6	37.8**	
Taking a day cruise	13.9	18.6	14.3	13.0	1.3	
Taking a cruise (>=1 nights)	3.3	4.3	2.0	4.0	0.9	

Note: Standardized deviations are in parentheses.

[a]: cluster1: Package resort travelers, cluster2: VFR/destination-intensive travelers, cluster3: Younger adventure experiencers, cluster4: Independent/indifferent travelers.

*: p <=0.05, **: p <=0.01.

A Summary of the Japanese and West German Travel Segments

The summary of these travel market segments is now presented by describing the

sociodemographic and travel characteristics for both Japan and West Germany.

Japan

General speaking, the active outdoor-recreation cluster represented the largest

component of travelers (28.4%). Indifferent travelers accounted for 18.2 percent of the

Japanese travel market and ranked second. The destination-intensive travelers represented

only 10.8 percent of the Japanese travel market.

Age composition varied among the different clusters. Travelers who were in the

active outdoor recreation (63.7%) and tropical vacation (68.9%) decision patterns had

more young people 18-34. On the other hand, the destination-intensive travelers (34.4%)

and touring travelers (34.5%) tended to have more older people over 55 years old. In

addition, tropical vacationers (34.9%) had lower income levels (under 6 million Yen).

The Chi-square tests for age (Chi-square=159.3) and income levels (chi-square=55.9)

between travel decision pattern groups were significant. Therefore, hypotheses 5A (

travel decisions have different age distributions) and 5B (travel decision pattern groups

have different income distribution) for the Japanese were supported.

Tropical vacationers tended to be single, while over three-fourth of the touring

travelers were married. In addition, about 46 percent of the independent/solo travelers

had a college education. In terms of life cycle, the tropical vacationers tended to be

single, with no children, and under 45 years of age (31.7%). The destination-intensive

travelers, on the other hand, had more travelers who were married, had no children, and

were more than 45 years old. The active outdoor recreation travelers and tropical vacationers had about 40 percent who were in clerical/sales positions. Homeworkers (29.4%) tended to be active outdoor recreation travelers. People working in professional/technical jobs accounted for a large portion of the independent/solo travelers Apart from the touring travelers, Japanese travelers did not feel comfortable in English. Significant differences were found in the educations, occupations, marital status, life cycles, English abilities and travel decision patterns of the six Japanese clusters. Therefore, hypotheses 5C, 5D, 5E, 5G. 5H (travel decision pattern groups have different marital status, life cycle stages, education distributions, occupation distributions, and English ability) were supported.

The independent/solo travelers took the longest trips, averaging 16.6 nights, and traveled more frequently, an average of 1.8 times in the past two years. Japanese travelers tended to travel in small party sizes. However, about 23 percent of the independent/solo travelers liked to travel alone on non-package tours while destination-intensive travelers preferred to travel in large party sizes on package tours. There were significant differences in the party sizes, use of package vacation, number of trips taken before, number of nights away from home, and decision patterns of the six Japanese clusters. Hypotheses 5I, 5J, 5K, and 5L (travel decision pattern groups have different party sizes, package tour participation, number of trips, and number of nights) were supported.

Hawaii was the most popular destination for all groups. Destination choices were significantly different among the six clusters in Asia, Hawaii, and Europe. That is, Asia, Hawaii, and Europe were most visited by indifferent, tropical, and independent/solo

travelers. Finally, touring travelers preferred to take touring trips. Resort trips were most taken by tropical vacationers. There were significant differences in the use of touring and resort trips among the six Japanese clusters. Hypotheses 5M and 5N (travel decision pattern groups have different choices of trip destinations and trip types) were supported.

Finally, the participation rates in twenty-four activities during holidays were significantly different among six clusters at the significance levels of 0.05 or 0.01 (Table 27). Hypothesis 5O (travel decision pattern groups have different levels of activity participation) was therefore supported.

West Germany

Almost half of the West German travel market was made up of package resort travelers, followed by independent/indifferent travelers and younger adventure experiencers. The VFR/destination-intensive travelers consisted of only 10.1 percent of the West German travel market.

Age composition varied among the different clusters. The independent/indifferent travelers tended to be young (54% of them in the 18-34 age category) with lower incomes (22.1% of them under 29,250 DM). Married travelers represented a higher proportion (56.2%) in the VFR/destination intensive decision group. Independent/indifferent travelers tended to be single, with no children, and under 45 years of age. In addition, over 22% of independent/indifferent travelers had a college education while over 32 percent of the package resort travelers had a primary school education. People working in professional/technical jobs accounted for a large portion of younger adventure experiencers. Travelers who were skilled or retired made up most of the VFR/destination-

intensive travelers. Twenty percent of independent/indifferent travelers were in the military. Apart from gender and English ability, variables such as age, income, marital status, education, life cycle, and occupation were significantly different across the four clusters. Therefore, hypotheses 5A, 5B, 5C, 5D, 5E, and 5G (travel decision pattern groups have different age distributions, income distributions, marital status, life cycle stages, education distributions, and occupation distributions) for West German travelers were supported

In terms of travel characteristics, West German travelers tended to travel in small party sizes (less than 2). There was not a significant difference in the party sizes of the four clusters. Apart from the package resort travelers, other West German travelers liked to travel on non-package tours. There was a significant difference in the use of packaged vacation among the four groups. The younger adventure experiencers took the longest trips (an average of 30.4 nights) and traveled more frequently (1.6 times in the past 3 years) than other groups. There was a significant difference in trip lengths. Hypotheses 5J and 5L (travel decision patterns have different package tour participation and numbers of night away from home) were therefore supported.

North America was the most visited destination by West German travelers, especially by VFR/destination-intensive travelers. Central America and Asia were popular destinations for package resort travelers. The younger adventure experiencers showed a higher interest in visiting Australia than other groups. The selection of North America, Central America, Asia, and Australia as destinations was significantly different across the four clusters. Finally, package resort travelers liked to take resort trips while younger adventure experiencers preferred touring trips. Visiting friends & relatives was the major

trip type for VFR/destination intensive travelers. these were significant differences in the visiting friends & relatives, touring, outdoor, and resort trip types. Finally, the participation rates in eighteen activities pursued during holidays were significantly different among the six clusters at the alpha levels of 0.05 or 0.01 (Table 27). Hypotheses 5M, 5N, and 5O (travel decision pattern groups have different choices of trip, trip types, and levels of activity participation) were therefore supported.

In sum, these results lead to the conclusion that groups of Japanese and West German travelers with similar travel philosophies, benefits sought, and product preferences may be identified and differentiated on the basis of travel decision patterns and sociodemographic/travel characteristics. The results support the suggestion by Bronner & de Hong (1985) and Woodside & Carr (1988) that the way people decide, which is "their decision", should be an important element for segmentation studies. Therefore, markets can be better understood by considering multiple dimensions of travelers' decisions constructed by travel philosophy, benefit sought, and travel preference. The different decision patterns will then allow greater precision in examining travelers' characteristics and travel behavior important to each segment.

There is no doubt that diversity in travelers' characteristics, preferences and travel patterns suggests that it is more effective to segment and target the travel market rather than using "shotgun" approaches to do so. Analysis of the results further emphasize this point and show that there are different travel decision patterns existing in both the Japanese and West German travel markets. Therefore, travel decision patterns identified here could play an important role in differentiating the Japanese and West German travel markets. Because of the differences found in the travel decision groups, unique

submarkets of demand probably exist. Public and private agencies in host countries need to pay attention to the challenge of designing marketing/planning, advertising appeals and media mix strategies that address these submarkets.
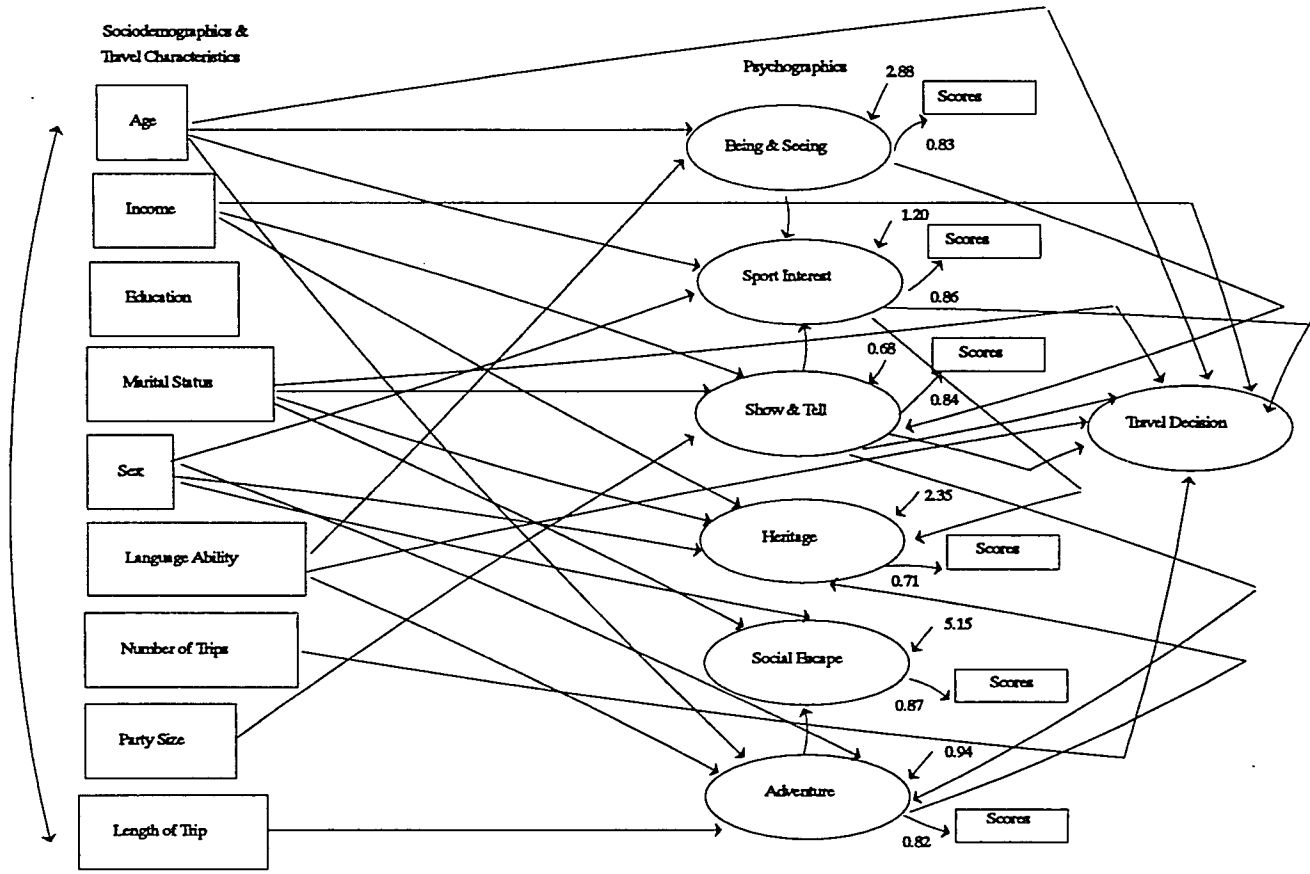
Figure 3 Model of Japanese Travel Decision*

*: Each line represents a significant relationship between variables.
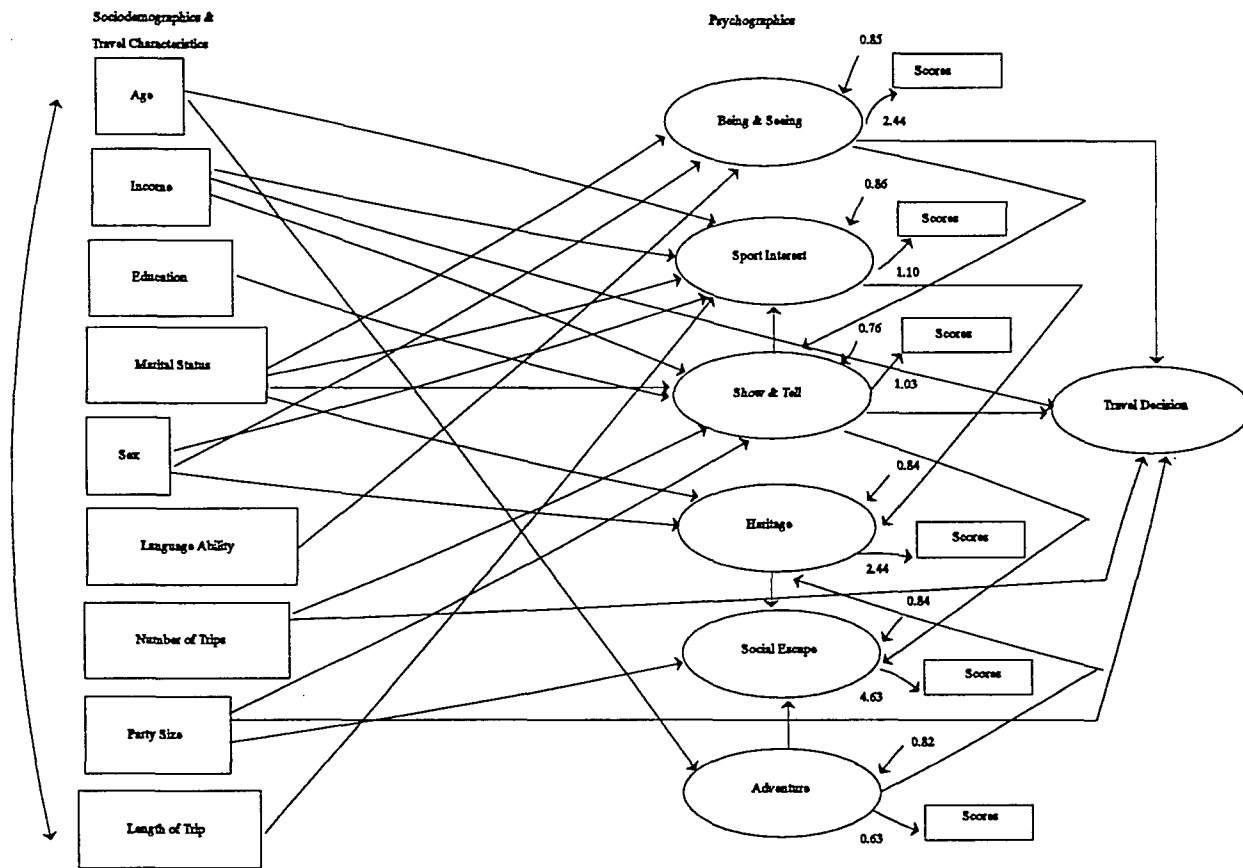
Figure 4 Model of a West German Travel Decision *

*: Each line represents a significant relationship between variables.

V. CONCLUSIONS AND IMPLICATIONS

This study sought to accomplish two things: (1) to develop a travel decision model using sociodemographics, travel characteristics, and psychographic factors for both the Japanese and West German travel markets, and (2) to segment these two markets by developing a travel decision pattern segmentation. The results of this study are very promising for future research because new tourism psychographic scales were created to measure travel behavior and a new approach was presented to examine the variable relationships and model international travel data. In addition, the outcomes of the two travel decision models showed differences and produced unique models for each of the nations studied.

Factors and Travel Decisions

The empirical tests of the models provide support that sociodemographics, travel characteristics, and psychographic factors make important contributions to the theory of travel decisions. That is, not only sociodemographics and travel characteristics but also psychographics can be used to predict travel decisions.

In addition, this study has important implications for the relationship between these three predictive variable sets (sociodemographics, travel characteristics, psychographics). Earlier research has most often focused on the significant areas of individual effects of

predictive variables on the travel decision. However, this study further supports the proposition that sociodemographic factors and travel characteristics affect the travel decision through psychographic variables. Further, psychographic measures may have an impact on travel decisions through other psychographic variables. That is, the relationships among the travel decision models are not single effect but related to each other. For example, if Japanese travelers who are older with better language ability and wishing to pursue the "being & seeing" benefit are the target market, planners may design a proper promotion theme focusing on the "experiencing various cultures and scenic areas" benefit for them. In addition, since the benefit "being & seeing" had a significantly positive impact on other benefits scales like "sport interests" and "show & tell", the promotional themes may be integrated through these psychographic variables to attract Japanese travelers. Thus, these results should encourage researchers and marketers to view the travel decision as a model affected by complicated relationships of related variables.

Except for the interrelationship among variables in the travel decision model, the results also showed that most German travelers felt comfortable speaking, reading and writing English. English speaking countries have a promotional advantage because they provide the customer with a feeling of greater comfort and security. However, not many Japanese are familiar with English, especially for those older travelers. Brochures and pamphlets should be written in English and Japanese. Major attractions and airports might provide bi-language services. In addition, since the variable "number of trips taken before" was positively related to the travel decisions of Japanese and West Germans, these repeat travelers need additional attention. Special programs or promotions can be

designed for them. For example, an airline company can develop the close relationship with hotels, car rental companies, and provide a frequent travel program.

Decision Making Pattern Segmentation Approach

A major problem facing all marketers is what segmentation base or bases to use in dividing up the market and selecting the segments to pursue. This study combined travel philosophy, travel benefit sought, and travel product preferences during trips. Sociodemographic variables and travel characteristics can be effectively used in designing marketing strategies for both travel markets. Sales and promotion plans need to be developed with an understanding of the demographic and travel characteristics profile of the travelers. Travelers with different travel decision patterns have unique demographic characteristics which can be targeted through effective media selection and communication. The travel characteristics of each group should provide useful information for developing the format of future tours. According to travelers' psychographic information, travel organizations need to design specific advertisements and tour packages for travelers with different travel philosophies, benefits, and product preferences.

The results of this study have also proven that travel decision making pattern segmentation, as a part of a multi-stage segmentation approach (geographic -- decision making pattern -- demographic, travel characteristics), provides a viable basis for segmenting both the Japanese and West German travel markets. The same may also be true of the residents of other important tourism-generating countries. The travel decision pattern segments described are sufficiently different to allow greater precision in matching

marketing mixes to each individual group.

Separate product and advertising strategies may be appropriate for influencing travelers in different travel decision pattern groups. Promotional messages that are appropriate to appeal to tropical vacationers may not be effective if used for other travelers with different travel decision patterns. The different travel decision pattern groups need different positioning strategies that reflect their unique combinations of travel philosophies, benefits sought, and product preferences. For destination-intensive travelers, the excitement of learning and experiencing different lifestyles and destinations are likely to be most appropriate as a positioning strategy. " To see is to learn: the unique experience in America" might be a theme based on the benefits sought by this group. For travelers pursuing tropical vacation, the message "Rest and relax on our beautiful beaches" might be recommended. Finally, for younger adventure experiencers from West Germany, "Catching our adventure outdoors!" may be an appropriate positioning strategy.

In addition, travel decision pattern segmentation analysis provides valuable information for various travel organizations in designing the most appealing travel packages and experiences. Most travelers do not have the time, experience, knowledge, or financial resources to assemble their own travel trip activities and experiences in foreign destinations. It also seems from this study that Japanese and West German travelers at least will not be lured by only one specific activity or by the entire inventory of activities available at a specific destination. Rather, they are most likely to be attracted by packages including specific sets of their favorite travel activities or products. This suggests that all host countries should place more effort in designing vacation packages around specific groups of activities rather than producing literature or collateral materials

that present a "laundry list" of every conceivable activity at their destination.

Limitations and Future Directions

One of the objectives in this paper was to develop psychographic scales for application in both models of travel decisions and travel decision patterns. However, due to the nature of these secondary data, three sets of psychographic variables may have limited the variance associated with several scales used in defining groups.

First, responses to statements used to measure Travel Psychographic Scales were limited to only four-point scales. It may be that some respondents tended to avoid extreme responses. Although the topic of scale size is a source of continuing debate among academic researchers, a scale with six or seven points would probably have been more desirable. Second, the list of three sets of psychographic variables might have items with specific cultural meanings or varying interpretations for different countries. For example, benefits such as "roughing it" or "indulging in luxury" may produce misleading results. In fact, these data are generally seen to include a complete list of travel psychographic items. However, since the available documentation on these data fail to provide any evidence that reliability checks were conducted, several improvements are still possible. Thus, it is suggested that the development of a list containing the most appropriate and valid items to apply for all 14 countries examined by this project should be undertaken. Another suggestion is to conduct a pre-test of the reliability of the Psychographic Travel Scales. Test-retest reliability can be produced by using different samples of respondents twice. The other alternative is to randomly divide a data set into halves, and then test the reliability of each scale. If the resulting scales are identical, one

can conclude that the results of the scales are probably reliable.

The first model of this dissertation attempted to identify and examine factors that influence travel decisions. However, the model had some limitations and further research needs be done. One of the concerns with the results presented in this paper is that only travelers from two countries were examined. If the analysis was done for travelers from another country would the same model emerge? Are the sociodemographics and travel characteristics affecting travel decisions as significant for investigations of other countries or in domestic studies? In addition, since the study is based on a secondary data set, the model of travel decisions could be explained better by adding other important variables. It is thus suggested that additional sociodemographics and other household factors (e.g., lifestyle, family life cycle, decision-making style, role, power structure, time orientation) as well as psychological factors (e.g., values, perception and image of destinations, expectation, aspirations) could be added to the model of travel decisions for future studies.

The second model of this study used the travel decision pattern as a segmentation base to identify the potential travel markets for both the Japanese and West German travel markets. Several sociodemographic variables and travel characteristics had significant relationships with travel decisions. However, for international travel markets, travel decision making patterns may be associated with a greater variety of variables. Thus, the omission of tourists' spending patterns, accommodations actually used, and the extent of previous international travel experience from the surveys also raised concerns. It is suggested that the future surveys should examine the variables associated with travel decisions in greater detail in order to better understand target markets.

In closing, the author notes that a complete theory of travel decision process will develop only through closely connected conceptual and empirical work. One purpose of this dissertation has been to show the benefits of testing two models for theory development. The author contends that the dialectic between empirical tests and formally stated hypotheses will facilitate the continued refinement of a theory for the travel decision process.

NOTES

The data utilized in this dissertation were made available by Tourism Canada. The data for the West Germany and Japan Pleasure Travel Market Surveys, 1989 were originally collected by Market Facts of Canada. Neither the collector of the original data nor Tourism Canada bear any responsibility for the analysis or interpretations presented here.

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APPENDICES

Appendix A: Questionnaire (Japan)

SCREENER

Good_____. I'm_____ of (COMPANY NAME) and we're doing a study about holiday travel.

S1. Are you eighteen years of age or over?

                                        Yes ----- 1
                                        No ------ 2 ➔ ASK TO SPEAK TO HOUSE-
                                                       HOLD MEMBER 18 OR OVER

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

              1   2   3   4   5 or more
              ▼
         SKIP TO QU.S7

S3. As far as you can remember, in the past three years, that is, since May 1986, how many of these people 18 or over, including yourself, have taken a trip by plane entirely or in part for vacation or pleasure, to somewhere outside of Japan and South Korea for four nights or more?

              0   1   2   3   4   5 or more
              ▼
         SKIP TO   ASK TO SPEAK TO THAT
         QU.S5   PERSON AND SKIP TO QU.S7

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

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

              0   1   2   3   4   5 or more
              ▼   ▼
         TER-   ASK TO SPEAK TO THAT
         MINATE   PERSON AND SKIP TO QU.S7

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

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

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

                                        Yes ----- 1
                                        No ------ 2 ➔ SKIP TO QU.S10

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

                                        Yes ----- 1
                                        No ------ 2 ➔ SKIP TO QU.S10

JA

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

                              Yes ----- 1
                              No ------ 2

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

                  will definitely take such a trip ------ 1
                  are very likely to take such a trip --- 2
                  are somewhat likely to do so ---------- 3 ⎤
                  might or might not take such a trip --- 4 ⎥ → IF CODE 1 NOT CIRCLED
              OR are not likely to take such a trip ---- 5 ⎦   IN QU.S9 TERMINATE
                                                                  AND RECORD

#8528-JA

INTERNATIONAL TRAVEL STUDY #8528

1a) Now I'd like you to think about the vacation or pleasure trips of _four_ nights or longer that you have taken in the past _three_ years. Please include _all_ the vacation or pleasure trips you have taken, _not_ just those to places outside Japan and South Korea. Remember to include only those trips that were either entirely or in part for pleasure.

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

☐☐ trips   IF ⌊0⌊0⌋ SKIP TO INSTRUCTION AFTER QU.10b

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

☐☐ trips   IF ⌊0⌊0⌋ SKIP TO INSTRUCTION AFTER QU.10b

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

somewhere in Japan   ☐☐ trips (C)

somewhere in South Korea   ☐☐ trips (B)

somewhere outside Japan and South Korea   ☐☐ trips (A)

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

IF BOX A = ⌊0⌊1⌋ ASK QU.2a to 2d ABOUT THIS TRIP OUTSIDE JAPAN AND SOUTH KOREA.

IF BOX A = ⌊0⌊2⌋ OR MORE, ASK QU.2a to 2d ABOUT MOST RECENT _AND_ SECOND MOST RECENT TRIP OUTSIDE JAPAN AND SOUTH KOREA.

JA

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

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

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

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

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

#8528-JA

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

	Most recent	Second most recent
Plane --------------------------- 1		1
Train --------------------------- 2		2
Bus between cities --------------- 3		3
Public transportation within cities (e.g. bus, subway, street-car, etc. but excluding taxis) - 4		4
Boat ----------------------------- 5		5
Rented car ----------------------- 6		6
Private car ---------------------- 7		7
Camper or recreational vehicle --- 8		8

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

Plane --------------------------- 1	1
Train --------------------------- 2	2
Bus between cities --------------- 3	3
Public transportation within cities (e.g. bus, subway, street-car, etc. but excluding taxis) - 4	4
Boat ----------------------------- 5	5
Rented car ----------------------- 6	6
Private car ---------------------- 7	7
Camper or recreational vehicle --- 8	8

IF BOX A IN QU.1c = [0][1], CONTINUE.

IF BOX A IN QU.1c = [0][2] OR MORE, ASK QU.3a TO QU.10 ABOUT MOST RECENT TRIP. SAY: Now just thinking about your most recent trip ...)

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

[ ][ ][ ]

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

_____ (month)   [1][9][8][ ] (year)

#8528-1

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

	Most recent	Second most recent
Plane ---------------------------- 1		1
Train ---------------------------- 2		2
Bus between cities --------------- 3		3
Public transportation within cities (e.g. bus, subway, street-car, etc. but excluding taxis) - 4		4
Boat ----------------------------- 5		5
Rented car ----------------------- 6		6
Private car ---------------------- 7		7
Camper or recreational vehicle --- 8		8

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

Plane ---------------------------- 1		1
Train ---------------------------- 2		2
Bus between cities --------------- 3		3
Public transportation within cities (e.g. bus, subway, street-car, etc. but excluding taxis) - 4		4
Boat ----------------------------- 5		5
Rented car ----------------------- 6		6
Private car ---------------------- 7		7
Camper or recreational vehicle --- 8		8

IF BOX A IN QU.1c = [0][1], CONTINUE.

IF BOX A IN QU.1c = [0][2] OR MORE, ASK QU.3a TO QU.10 ABOUT SECOND MOST RECENT TRIP.
SAY: Now just thinking about your second most recent trip ...)

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

3b) And when did you take that trip? Please tell me the month and the year you started that trip.   _____ (month)   [1][9][8][ ] (year)

#8528-2

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

                    Travelled alone ------------------ 1 — SKIP TO QU.5a
                    Honeymoon with wife/husband ------ 2
                    Wife/husband/girlfriend/boyfriend- 3
                    Child(ren) ----------------------- 4
                    Father/mother -------------------- 5
                    Other relatives ------------------ 6
                    Friends -------------------------- 7
                    Organized group/club/etc. -------- 8
                    Business associates/colleagues --- 9

                    Other (SPECIFY) _____

4b) Including yourself, how many people were there in your immediate travel party?
    (CIRCLE ONE ONLY)
           1   2   3   4   5   6   7   8   9 or more

4c) And how many of these were under 18 years of age? (CIRCLE ONE ONLY)
       0   1   2   3   4   5   6   7   8   9 or more

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

        ☐☐ weeks   OR ☐☐ months   OR ☐☐ years

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

        ☐☐ weeks   OR ☐☐ months   OR ☐☐ years

6a) What different sources of information, if any, did you use when you were planning
    the trip? (CIRCLE AS MANY AS APPLY)
                                                        Qu.6a   Qu.6b
                    Talked to travel agent ---------------- 1   1
                    Picked up brochures/pamphlets --------- 2   2
                    Talked to friends/family members ------ 3   3
                    Airline ------------------------------- 4   4
                    Tour operator/company ----------------- 5   5
                    Read articles/features in newspapers/
                      magazines --------------------------- 6   6
                    Books/went to library ----------------- 7   7
                    Automobile association ---------------- 8   8
                    Government tourism office/board ------- 9   9
                    Embassy/consulate --------------------- 0   0
                    Clubs/associations -------------------- X   X
                    Advertisements ------------------------ V   V

                    Other (SPECIFY)_____

                    _____
                    None ---------------------------------- X   X

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

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

Yes ----- 1

No ------- 2 → SKIP TO QU.8a

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

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

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

Travel agent --------------------- 1 ⎤

Tour operator/holiday company ---- 2 ⎥ → IF CODE A* OR B* CIRCLED IN QU.7b, ASK QU.8a/8b AS NECESSARY. ALL OTHERS SKIP TO QU.9

Directly with airline ------------ 3 ⎥

Other (SPECIFY) _____ ⎦

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

Travel agent ----------- 1

Directly with airline -- 2

Other (SPECIFY)_____

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

Travel agent --------------------- 1

Directly with hotel, etc. -------- 2

Stayed with friends/relatives ---- 3

Did not book in advance ---------- 4

Other (SPECIFY)_____

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

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

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

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

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

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

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

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

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

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

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

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

#B528

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

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

#8528

PLEASE HAND BACK TO INTERVIEWER

12a) Now I'd like you to think about places <u>outside</u> Japan and South Korea that you would like to travel to for a vacation.

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

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

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

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

will <u>definitely</u> visit	1
are <u>very</u> likely to visit	2
are somewhat likely to visit	3
might or might not visit	4
<u>Or</u> are not likely to visit	5

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

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

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

#B528-JA

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

Start here		Very important	Somewhat important	Not very important	Not at all important
( )	Getting away from the demands of home -------------------------	( )1	( )2	( )3	( )4
	Reliving past good times -----------	( )1	( )2	( )3	( )4
	Experiencing new and different lifestyles -------------------------	( )1	( )2	( )3	( )4
	Trying new foods --------------------	( )1	( )2	( )3	( )4
	Travelling through places that are important in history --------------	( )1	( )2	( )3	( )4
	Being free to act the way I feel ---	( )1	( )2	( )3	( )4
	Finding thrills and excitement -----	( )1	( )2	( )3	( )4
	Experiencing a simpler lifestyle ---	( )1	( )2	( )3	( )4
	Being together as a family ---------	( )1	( )2	( )3	( )4
	Meeting people with similar interests --------------------------	( )1	( )2	( )3	( )4
	Seeing and experiencing a foreign destination -----------------------	( )1	( )2	( )3	( )4
	Going places my friends haven't been	( )1	( )2	( )3	( )4
	Talking about the trip after I return home -----------------------	( )1	( )2	( )3	( )4
	Participating in sports ------------	( )1	( )2	( )3	( )4
	Watching sports events -------------	( )1	( )2	( )3	( )4
( )	Travelling to places where I feel safe and secure -------------------	( )1	( )2	( )3	( )4
	Having fun, being entertained ------	( )1	( )2	( )3	( )4
	Seeing as much as possible in the time available --------------------	( )1	( )2	( )3	( )4
	Rediscovering myself ---------------	( )1	( )2	( )3	( )4
	Visiting friends and relatives -----	( )1	( )2	( )3	( )4
	Visiting places my family came from-	( )1	( )2	( )3	( )4
	Being physically active ------------	( )1	( )2	( )3	( )4
	Getting a change from a busy job ---	( )1	( )2	( )3	( )4
	Being daring and adventuresome -----	( )1	( )2	( )3	( )4
	Doing nothing at all ---------------	( )1	( )2	( )3	( )4
	Learning new things, increasing my knowledge --------------------------	( )1	( )2	( )3	( )4
	Indulging in luxury ----------------	( )1	( )2	( )3	( )4
	Roughing it ------------------------	( )1	( )2	( )3	( )4
	Escaping from the ordinary ---------	( )1	( )2	( )3	( )4
	Feeling at home away from home -----	( )1	( )2	( )3	( )4

PLEASE HAND BACK TO INTERVIEWER

#8528

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

Start here		Very Important	Somewhat Important	Not very Important	Not at all Important
( )	High quality restaurants	( )1	( )2	( )3	( )4
	Budget accommodation	( )1	( )2	( )3	( )4
	Seaside	( )1	( )2	( )3	( )4
	Golf and tennis	( )1	( )2	( )3	( )4
	Big modern cities	( )1	( )2	( )3	( )4
	Historic old cities	( )1	( )2	( )3	( )4
	Nightlife and entertainment (bars, clubs, dancing)	( )1	( )2	( )3	( )4
	Outstanding scenery	( )1	( )2	( )3	( )4
	Shopping	( )1	( )2	( )3	( )4
	Reliable weather	( )1	( )2	( )3	( )4
	Standards of hygiene and cleanliness	( )1	( )2	( )3	( )4
	Mountainous areas	( )1	( )2	( )3	( )4
	Local cuisine	( )1	( )2	( )3	( )4
	Personal safety, even when travelling alone	( )1	( )2	( )3	( )4
	Snow skiing (down hill/cross-country)	( )1	( )2	( )3	( )4
	Interesting small towns and villages	( )1	( )2	( )3	( )4
	Beaches for swimming and sunning	( )1	( )2	( )3	( )4
	Casinos and gambling	( )1	( )2	( )3	( )4
	Campgrounds and trailer parks	( )1	( )2	( )3	( )4
	Local festivals	( )1	( )2	( )3	( )4
	Amusement or theme parks	( )1	( )2	( )3	( )4
	Museums and art galleries	( )1	( )2	( )3	( )4
	Warm, sunny climate	( )1	( )2	( )3	( )4
	Wilderness and undisturbed nature	( )1	( )2	( )3	( )4
( )	Interesting and friendly local people	( )1	( )2	( )3	( )4
	Wide open spaces to get away from crowds	( )1	( )2	( )3	( )4
	Local crafts and handiwork	( )1	( )2	( )3	( )4
	Outdoor activities such as hiking, climbing	( )1	( )2	( )3	( )4
	Inexpensive restaurants	( )1	( )2	( )3	( )4
	Public transportation such as airlines, railways, local transit systems	( )1	( )2	( )3	( )4
	Live theatre and concerts	( )1	( )2	( )3	( )4
	Resort areas	( )1	( )2	( )3	( )4
	Unique or different native cultural groups such as Eskimo and Indian	( )1	( )2	( )3	( )4
	Unique or different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S., and so on	( )1	( )2	( )3	( )4
	National parks and forests	( )1	( )2	( )3	( )4
	Inexpensive travel in the destination country	( )1	( )2	( )3	( )4
	Variety of short guided excursions/tours	( )1	( )2	( )3	( )4
	Exotic atmosphere	( )1	( )2	( )3	( )4
	Warm welcome for tourists	( )1	( )2	( )3	( )4
	Lakes and rivers	( )1	( )2	( )3	( )4
	Culture different from my own	( )1	( )2	( )3	( )4
	Fishing	( )1	( )2	( )3	( )4
	Hunting	( )1	( )2	( )3	( )4
	First class hotels	( )1	( )2	( )3	( )4
	Spectator sporting events	( )1	( )2	( )3	( )4
	Historical, archeological or military sites and buildings	( )1	( )2	( )3	( )4
	Chance to see wildlife and birds I don't usually see	( )1	( )2	( )3	( )4
	Opportunities to increase one's knowledge	( )1	( )2	( )3	( )4
	Manageable size so I can see everything I want to see	( )1	( )2	( )3	( )4
	Water sports such as surfing, water skiing, sailing, scuba diving	( )1	( )2	( )3	( )4
	Fast food restaurants	( )1	( )2	( )3	( )4
	Environmental quality of air, water and soil	( )1	( )2	( )3	( )4
	Cruises of one or more nights	( )1	( )2	( )3	( )4

#B528   PLEASE HAND BACK TO INTERVIEWER

15a) Now I'd like you to think about places in <u>Canada</u> that people might go to on a vacation. What are the names of five places in Canada where people might go on a vacation? (RECORD BELOW UNDER QU.15a IN ORDER MENTIONED) (PROBE:) What other places in Canada?

15b) Looking at this map of Canada, please tell me the names of three <u>other</u> places in Canada that people might go on a vacation? (HAND MAP - RECORD BELOW UNDER QU.15b IN ORDER MENTIONED) (PROBE:) What other places?

15c) Which places in Canada, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU.15c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.15a OR QU.15b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO CANADA, CIRCLE "X" AND SKIP TO QU.15f)

15d) Which places, if any, have you been to in the past three years, since May 1986? (RECORD UNDER QU.15d - CIRCLE ALL RESPONSES)

15e) Which <u>one</u> thing about Canada would make you recommend it to someone else as a vacation destination? (OPEN ENDED)

15f) You have named a number of different places in Canada. (READ ALL PLACES MENTIONED - QU.15a, QU.15b AND OTHER) Which one of these places would you be <u>most</u> interested in visiting or re-visiting? (RECORD UNDER QU.15f - MOST)

And which <u>one</u> would be your <u>second</u> choice? (RECORD UNDER QU.15f - 2nd)

And which <u>one</u> would be your <u>third</u> choice? (RECORD UNDER QU.15f - 3rd - TAKE BACK MAP)

	Qu.15a		Qu.15c	Qu.15d		Qu.15f	
				Been in			
			Ever	past			
			been to	3 yrs.	Most	2nd	3rd
	1. _____		1	1	1	1	1
	2. _____		2	2	2	2	2
	3. _____		3	3	3	3	3
	4. _____		4	4	4	4	4
	5. _____		5	5	5	5	5

	Qu.15b						
	1. _____		6	6	6	6	6
	2. _____		7	7	7	7	7
	3. _____		8	8	8	8	8

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

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

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

<u>very</u> interested ------------- 1

<u>somewhat</u> interested --------- 2

<u>Or</u> <u>not</u> interested --------------- 3

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

(READ QU.16b AND HAND QUESTIONNAIRE AND PENCIL TO RESPONDENT)
#8528-1

150

15a) Now I'd like you to think about places in the United States that people might go to on a vacation. What are the names of five places in the United States where people might go on a vacation? (RECORD BELOW UNDER QU.15a IN ORDER MENTIONED) (PROBE:) What other places in the United States?

15b) Looking at this map of the United States, please tell me the names of three other places in the United States that people might go on a vacation? (HAND MAP - RECORD BELOW UNDER QU.15b IN ORDER MENTIONED) (PROBE:) What other places?

15c) Which places in the United States, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU.15c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.15a OR QU.15b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO THE UNITED STATES, CIRCLE "X" AND SKIP TO QU.15f)

15d) Which places, if any, have you been to in the past three years, since May 1986? (RECORD UNDER QU.15d - CIRCLE ALL RESPONSES)

15e) You have named a number of different places in the United States. (READ ALL PLACES MENTIONED - QU.15a, QU.15b AND OTHER) Which one of these places would you be most interested in visiting or re-visiting? (RECORD UNDER QU.15e - MOST)

And which one would be your second choice? (RECORD UNDER QU.15e - 2ND)

And which one would be your third choice? (RECORD UNDER QU.15e - 3RD - TAKE BACK MAP)

	Qu.15a		Qu.15c	Qu.15d	Qu.15e		
			Ever been to	Been in past 3 yrs.	Most	2nd	3rd
1.	___		1	1	1	1	1
2.	___		2	2	2	2	2
3.	___		3	3	3	3	3
4.	___		4	4	4	4	4
5.	___		5	5	5	5	5

Qu.15b

1.	___	6	6	6	6	6
2.	___	7	7	7	7	7
3.	___	8	8	8	8	8

Never been to United States ------ X ➤ SKIP TO QU.15e

Other

1.	___	1	1	1	1
2.	___	2	2	2	2
3.	___	3	3	3	3
4.	___	4	4	4	4
5.	___	5	5	5	5

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

very interested ------------- 1

somewhat interested -------- 2

Or not interested ------------- 3

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

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

#8528-2

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

Compared with other places Canada is ...

Start here		A lot better	A little better	The same	Not quite as good	Not nearly as good
( )	Variety of things to see and do	( )1	( )2	( )3	( )4	( )5
	High quality restaurants	( )1	( )2	( )3	( )4	( )5
	Value for my vacation money	( )1	( )2	( )3	( )4	( )5
	Budget accommodation	( )1	( )2	( )3	( )4	( )5
	Nightlife and entertainment (bars, clubs, dancing)	( )1	( )2	( )3	( )4	( )5
	Outstanding scenery	( )1	( )2	( )3	( )4	( )5
	Shopping	( )1	( )2	( )3	( )4	( )5
	Standards of hygiene and cleanliness	( )1	( )2	( )3	( )4	( )5
	Personal safety, even when travelling alone	( )1	( )2	( )3	( )4	( )5
	Snow skiing (down hill/cross-country)	( )1	( )2	( )3	( )4	( )5
	Beaches for swimming and sunning	( )1	( )2	( )3	( )4	( )5
	Local festivals	( )1	( )2	( )3	( )4	( )5
	Amusement or theme parks	( )1	( )2	( )3	( )4	( )5
	Museums and art galleries	( )1	( )2	( )3	( )4	( )5
( )	Interesting and friendly local people	( )1	( )2	( )3	( )4	( )5
	Outdoor activities such as hiking, climbing	( )1	( )2	( )3	( )4	( )5
	Public transportation (e.g. airlines, railways, local transit systems)	( )1	( )2	( )3	( )4	( )5
	Live theatre and concerts	( )1	( )2	( )3	( )4	( )5
	Unique or different native cultural groups such as Eskimo and Indian	( )1	( )2	( )3	( )4	( )5
	Unique or different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S., and so on	( )1	( )2	( )3	( )4	( )5
	Inexpensive restaurants	( )1	( )2	( )3	( )4	( )5
	National parks and forests	( )1	( )2	( )3	( )4	( )5
	Inexpensive travel to the destination country	( )1	( )2	( )3	( )4	( )5
	Inexpensive travel in the destination country	( )1	( )2	( )3	( )4	( )5
	Fishing	( )1	( )2	( )3	( )4	( )5
	Hunting	( )1	( )2	( )3	( )4	( )5
	First class hotels	( )1	( )2	( )3	( )4	( )5
	Spectator sporting events	( )1	( )2	( )3	( )4	( )5
	Historical, archeological or military sites and buildings	( )1	( )2	( )3	( )4	( )5
	Seeing wildlife and birds I don't usually see	( )1	( )2	( )3	( )4	( )5
	Water sports such as surfing, water skiing, sailing, scuba diving	( )1	( )2	( )3	( )4	( )5
	Kinds of things I like to do on vacation	( )1	( )2	( )3	( )4	( )5

#B528-1

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

		Compared with other places United States is ...				
Start here		A lot better	A little better	The same	Not quite as good	Not nearly as good
( )	Variety of things to see and do	( )1	( )2	( )3	( )4	( )5
	High quality restaurants ------	( )1	( )2	( )3	( )4	( )5
	Value for my vacation money ---	( )1	( )2	( )3	( )4	( )5
	Budget accommodation ----------	( )1	( )2	( )3	( )4	( )5
	Nightlife and entertainment (bars, clubs, dancing) -------	( )1	( )2	( )3	( )4	( )5
	Outstanding scenery -----------	( )1	( )2	( )3	( )4	( )5
	Shopping ----------------------	( )1	( )2	( )3	( )4	( )5
	Mountainous areas -------------	( )1	( )2	( )3	( )4	( )5
	Personal safety, even when travelling alone -------------	( )1	( )2	( )3	( )4	( )5
	Snow skiing (down hill/cross-country) ---------------------	( )1	( )2	( )3	( )4	( )5
	Fast food restaurants ---------	( )1	( )2	( )3	( )4	( )5
	Beaches for swimming and sunning ----------------------	( )1	( )2	( )3	( )4	( )5
	Casinos and gambling ----------	( )1	( )2	( )3	( )4	( )5
	Amusement or theme parks ------	( )1	( )2	( )3	( )4	( )5
	Museums and art galleries -----	( )1	( )2	( )3	( )4	( )5
( )	Interesting and friendly local people -----------------------	( )1	( )2	( )3	( )4	( )5
	Outdoor activities such as hiking, climbing -------------	( )1	( )2	( )3	( )4	( )5
	Availability of package (all-inclusive) vacations ----	( )1	( )2	( )3	( )4	( )5
	Public transportation (e.g. airlines, railways, local transit systems) -------------	( )1	( )2	( )3	( )4	( )5
	Live theatre and concerts -----	( )1	( )2	( )3	( )4	( )5
	Resort areas ------------------	( )1	( )2	( )3	( )4	( )5
	Inexpensive restaurants -------	( )1	( )2	( )3	( )4	( )5
	Unique or different native cultural groups such as Eskimo and Indian --------------------	( )1	( )2	( )3	( )4	( )5
	Unique and different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S., and so on -----------	( )1	( )2	( )3	( )4	( )5
	National parks and forests ----	( )1	( )2	( )3	( )4	( )5
	Fishing -----------------------	( )1	( )2	( )3	( )4	( )5
	Hunting -----------------------	( )1	( )2	( )3	( )4	( )5
	First class hotels ------------	( )1	( )2	( )3	( )4	( )5
	Historical, archeological or military sites and buildings -	( )1	( )2	( )3	( )4	( )5
	Opportunities to increase one's knowledge --------------------	( )1	( )2	( )3	( )4	( )5
	Opportunity to escape from the ordinary ---------------------	( )1	( )2	( )3	( )4	( )5
	Water sports such as surfing, water skiing, sailing, scuba diving -----------------------	( )1	( )2	( )3	( )4	( )5
	Kinds of things I like to do on vacation -------------------	( )1	( )2	( )3	( )4	( )5
	Opportunity for being daring and adventuresome -------------	( )1	( )2	( )3	( )4	( )5

#8528-2

17a) Now I'd like you to think about places in the United States that people might go to on a vacation. What are the names of five places in the United States where people might go on a vacation? (RECORD BELOW UNDER QU.17a IN ORDER MENTIONED) (PROBE:) What other places in the United States?

17b) Looking at this map of the United States, please tell me the names of three other places in the United States that people might go on a vacation? (HAND MAP - RECORD BELOW UNDER QU.17b IN ORDER MENTIONED) (PROBE:) What other places?

17c) Which places in the United States, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU.17c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.17a OR QU.17b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO THE UNITED STATES, CIRCLE "X" AND SKIP TO QU.17f)

17d) Which places, if any, have you been to in the past three years, since May 1986? (RECORD UNDER QU.17d - CIRCLE ALL RESPONSES)

17e) You have named a number of different places in the United States. (READ ALL PLACES MENTIONED - QU.17a, QU.17b AND OTHER) Which one of these places would you be most interested in visiting or re-visiting? (RECORD UNDER QU.17e - MOST)

And which one would be your second choice? (RECORD UNDER QU.17e - 2nd)

And which one would be your third choice? (RECORD UNDER QU.17e - 3rd - TAKE BACK MAP)

Qu.17a		Qu.17c	Qu.17d	Qu.17e		
		Ever been to	Been in past 3 yrs.	Most	2nd	3rd
1. _____		1	1	1	1	1
2. _____		2	2	2	2	2
3. _____		3	3	3	3	3
4. _____		4	4	4	4	4
5. _____		5	5	5	5	5

Qu.17b

	Ever been to	Been in past 3 yrs.	Most	2nd	3rd
1. _____	6	6	6	6	6
2. _____	7	7	7	7	7
3. _____	8	8	8	8	8

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

Other

		Ever been to	Been in past 3 yrs.	Most	2nd	3rd
1. _____	1		1	1	1	
2. _____	2		2	2	2	
3. _____	3		3	3	3	
4. _____	4		4	4	4	
5. _____	5		5	5	5	

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

very interested -------------- 1

somewhat interested --------- 2

Or not interested -------------- 3

#8528-1

17a) Now I'd like you to think about places in <u>Canada</u> that people might go to on a vacation. What are the names of five places in Canada where people might go on a vacation? (RECORD BELOW UNDER QU.17a IN ORDER MENTIONED) (PROBE:) What other places in Canada?

17b) Looking at this map of Canada, please tell me the names of three <u>other</u> places in Canada that people might go on a vacation? (HAND MAP -RECORD BELOW UNDER QU.17b IN ORDER MENTIONED) (PROBE:) What other places?

17c) Which places in Canada, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU.17c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.17a OR QU.17b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO CANADA, CIRCLE "X" AND SKIP TO QU.17f)

17d) Which places, if any, have you been to in the past three years, since May 1986? (RECORD UNDER QU.17d - CIRCLE ALL RESPONSES)

17e) Which <u>one</u> thing about Canada would make you recommend it to someone else as a vacation destination? (OPEN ENDED)

17f) You have named a number of different places in Canada. (READ ALL PLACES MENTIONED - QU.17a, QU.17b AND OTHER) Which one of these places would you be <u>most</u> interested in visiting or re-visiting? (RECORD UNDER QU.17f - MOST)

And which <u>one</u> would be your <u>second</u> choice? (RECORD UNDER QU.17f - 2nd)

And which <u>one</u> would be your <u>third</u> choice? (RECORD UNDER QU.17f - 3rd - TAKE BACK MAP)

Qu.17a		Qu.17c	Qu.17d	Qu.17f		
		Ever been to	Been in past 3 yrs.	Most	2nd	3rd
1. _____		1	1	1	1	1
2. _____		2	2	2	2	2
3. _____		3	3	3	3	3
4. _____		4	4	4	4	4
5. _____		5	5	5	5	5

Qu.17b

		Ever been to	Been in past 3 yrs.	Most	2nd	3rd
1. _____		6	6	6	6	6
2. _____		7	7	7	7	7
3. _____		8	8	8	8	8

Never been to Canada ------------- X ---> SKIP TO QU.17f

Other

		Ever been to	Been in past 3 yrs.	Most	2nd	3rd
1. _____		1	1	1	1	1
2. _____		2	2	2	2	2
3. _____		3	3	3	3	3
4. _____		4	4	4	4	4
5. _____		5	5	5	5	5

18. Overall, how interested are you in visiting or re-visiting Canada in the next <u>five</u> years? Would you say you are ... (READ LIST - CIRCLE ONE)

very interested ------------- 1

somewhat interested --------- 2

<u>Or</u> not interested ------------- 3

#8528-2

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

Asahi Shimbun ---------------- 1
Yomiuri Shimbun -------------- 2
Mainichi Shimbun ------------- 3
Nihon Keizai Shimbun --------- 4
Sankei Shimbun --------------- 5
A regional daily newspaper -- 6
A sports newspaper ----------- 7

Other (SPECIFY)_____

Do not read daily newspapers- X

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

Shukan Shincho --------------- 1
Shukan Bunshun --------------- 2
Shukan Asahi ----------------- 3
Shukan Gendai ---------------- 4
Shukan Post ------------------ 5
Shukan Hoseki ---------------- 6
Josei Jishin ----------------- 7
An An ------------------------ 8
Shukan Josei ----------------- 9
Josei Seven ------------------ 0
Shukan Yomiuri --------------- 1
Sunday Mainichi -------------- 2
SPA -------------------------- 3
Asahi Journal ---------------- 4
AERA ------------------------- 5
Japan Newsweek --------------- 6
Hanako ----------------------- 7
Tokyo Keizai ----------------- 8

Other (SPECIFY)_____
Do not read weekly periodicals
or magazines ---------------- X

20a) Which of these monthly or bi-weekly periodicals and magazines, if any, do you read or look at regularly, that is, two out of every four issues? (HAND CARD "F" - CIRCLE AS MANY AS APPLY)

Bungei Shunju ---------- 1		Japan Esquire ---------- 3
Katei Gaho ------------- 2		Brutus ----------------- 4
With ------------------- 3		Popeye ------------------ 5
More ------------------- 4		Hot Dog Press ---------- 6
J J -------------------- 5		Tarzan ----------------- 7
Non-no ----------------- 6		Trendy ----------------- 8
Croissant -------------- 7		Be-Pal ------------------ 9
Mrs -------------------- 8		Will -------------------- 0
President -------------- 9		Vivi -------------------- X
Nikkei Business -------- 0		Oo-live ---------------- 1
Chuo-Koron ------------- 1		
Gendai ----------------- 2		Other (SPECIFY)_____

Do not read monthly or bi-weekly
periodicals or magazines- X

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

<div style="margin-left:4em">

AB-Road ---------------------- 1

Blanca ----------------------- 2

Rurubu ----------------------- 3

Kyoko Yomiuri ---------------- 4

Vacation --------------------- 5

Skier ------------------------ 6

Ski Journal ------------------ 7

Bob Ski ---------------------- 8

Skiing Magazine -------------- 9

Other (SPECIFY) _____

Do not read travel or ski
magazines ------------------- X

</div>

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

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

<div style="margin-left:6em">

	Yes	No
Canada	1	2
The United States	1	2

</div>

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

0   1   2   3   4   5   6 or more

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

1   2   3   4   5   6 or more

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

<div style="margin-left:4em">

Yes ------------------------- 1

No -------------------------- 2

Single member household ----- 3

</div>

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

<div style="margin-left:4em">

Single ----------------------- 1

Married ---------------------- 2

Living together -------------- 3

Divorced/separated/widowed -- 4

Other ------------------------ 5

</div>

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

☐☐ years

22f) Are you self-employed?

Yes ----- 1

No ------ 2

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

_____

(NOTE - Codes will be: Owner --------------------- 1

Manager/executive ----------- 2

Professional/technical ------ 3

Clerical/sales -------------- 4

Skilled worker ------------- 5

Unskilled worker ----------- 6

Farming, fishing, forestry -- 7

Military -------------------- 8

Student --------------------- 9

Retired --------------------- 0

Homemaker ------------------- X

Other (SPECIFY)   _____

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

Junior high school ------------------- 1

Senior high school ------------------- 2

Technical/vocational ----------------- 3

Junior college ----------------------- 4

University/postgraduate -------------- 5

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

Yes ----- 1

No ------ 2

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

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

	French	English
Read --------------------	1	1
Write -------------------	2	2
Speak -------------------	3	3
None of these -----------	4	4

22l) RECORD SEX:

Male ---- 1

Female -- 2

REGION
POSTAL CODE

#8528-JA

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

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

		Qu.23a Sex		Qu.23b Past 3 years		Qu.23c Next 2 years				
		Male	Female	Yes	No	Def-initely	Very likely	Some-what likely	Might or might not	Not likely
1.		1	2	1	2	1	2	3	4	5
2.		1	2	1	2	1	2	3	4	5
3.		1	2	1	2	1	2	3	4	5
4.		1	2	1	2	1	2	3	4	5
5.		1	2	1	2	1	2	3	4	5

(ASK QU.23b FOR EACH ADULT)

23b) SHOW MAP

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

(ASK QU.23c FOR EACH ADULT)

23c) SHOW MAP AGAIN

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

        will definitely take such a trip

        are very likely to

        are somewhat likely to

        might or might not

   Or are not likely to

Appendix B: West Germany

SCREENER

Good_____. I'm_____ of (COMPANY NAME) and we're doing a study about holiday travel.

S1. Are you eighteen years of age or over?

Yes ----- 1
No ------ 2 → ASK TO SPEAK TO HOUSE-HOLD MEMBER 18 OR OVER

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

1   2   3   4   5 or more
↓
SKIP TO QU.S7

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

0   1   2   3   4   5 or more
↓   ↓
SKIP TO   ASK TO SPEAK TO THAT
QU.S5   PERSON AND SKIP TO QU.S7

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

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

0   1   2   3   4   5 or more
↓   ↓
TER-   ASK TO SPEAK TO THAT
MINATE   PERSON AND SKIP TO QU.S7

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

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

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

Yes ----- 1
No ------ 2 → SKIP TO QU.S10

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

Yes ----- 1
No ------ 2 → SKIP TO QU.S10

UK/FR/WG

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

                          Yes ----- 1
                          No ------- 2

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

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

INTERNATIONAL TRAVEL STUDY #8528

1a) Now I'd like you to think about the vacation or pleasure trips of _four_ nights or
     longer that you have taken in the past _three_ years. Please include _all_ the
     vacation or pleasure trips you have taken, _not_ just those to places outside the
     countries shown on this map. Remember to _include_ only those trips that were
     either entirely or in part for pleasure.

     In the past _three_ years since May 1986, about how many vacation c~ pleasure
     trips, in total, have you taken that were _four_ nights or _longer_? (RECORD NUMBER)

                          ☐☐ trips   IF ☐0☐0☐ SKIP TO INSTRUCTION
                                                   AFTER QU.10b

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

                          ☐☐ trips   IF ☐0☐0☐ SKIP TO INSTRUCTION
                                                   AFTER QU.10b

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

     somewhere in West Germany   ☐☐ trips (D)

     somewhere else in western or eastern
     Europe, including Turkey   ☐☐ trips (C)

     some other country
     in the area shown on this map   ☐☐ trips (B)

     somewhere outside of the
     area shown on this map   ☐☐ trips (A)

+---+
| IF BOX A = ☐0☐0☐ SKIP TO INSTRUCTION AFTER QU.10b. |
| |
| IF BOX A = ☐0☐1☐ ASK QU.2a to 2d ABOUT THIS TRIP OUTSIDE THE AREA SHOWN ON THE |
| MAP. |
| |
| IF BOX A = 0 2 OR MORE, ASK QU.2a to 2d ABOUT MOST RECENT _AND_ SECOND MOST RECENT |
| TRIP OUTSIDE THE AREA SHOWN ON THE MAP. |
+---+

WG

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

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

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

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

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

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

	Most recent	Second most recent
Plane	1	1
Train	2	2
Bus between cities	3	3
Public transportation within cities (e.g. bus, subway, street-car, etc. but excluding taxis)	4	4
Boat	5	5
Rented car	6	6
Private car	7	7
Camper or recreational vehicle	8	8

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

	Most recent	Second most recent
Plane	1	1
Train	2	2
Bus between cities	3	3
Public transportation within cities (e.g. bus, subway, street-car, etc. but excluding taxis)	4	4
Boat	5	5
Rented car	6	6
Private car	7	7
Camper or recreational vehicle	8	8

IF BOX A IN QU.1c = [0][1], CONTINUE.

IF BOX A IN QU.1c = [0][2] OR MORE, ASK QU.3a TO QU.10 ABOUT MOST RECENT TRIP. SAY:
Now just thinking about your most recent trip ...)

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

3b) And when did you take that trip? Please
tell me the month and the year you started
that trip.   _____   [1][9][8][ ]
(month)   (year)

#8528-1

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

	Most recent	Second most recent
Plane	1	1
Train	2	2
Bus between cities	3	3
Public transportation within cities (e.g. bus, subway, street-car, etc. but excluding taxis)	4	4
Boat	5	5
Rented car	6	6
Private car	7	7
Camper or recreational vehicle	8	8

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

Plane	1	1
Train	2	2
Bus between cities	3	3
Public transportation within cities (e.g. bus, subway, street-car, etc. but excluding taxis)	4	4
Boat	5	5
Rented car	6	6
Private car	7	7
Camper or recreational vehicle	8	8

IF BOX A IN QU.1c = [0][1], CONTINUE.

IF BOX A IN QU.1c = [0][2] OR MORE, ASK QU.3a TO QU.10 ABOUT SECOND MOST RECENT TRIP. SAY: Now just thinking about your second most recent trip ...)

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

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

_____   [1][9][8][ ]
(month)   (year)

#8528-2

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

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

                        Other (SPECIFY) _____ .
```

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

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

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

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

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

    ☐☐ weeks   OR   ☐☐ months   OR   ☐☐ years

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

    ☐☐ weeks   OR   ☐☐ months   OR   ☐☐ years

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

	Qu.6a	Qu.6b
Talked to travel agent -----------------	1	1
Picked up brochures/pamphlets ---------	2	2
Talked to friends/family members ------	3	3
Airline --------------------------------	4	4
Tour operator/company -----------------	5	5
Read articles/features in newspapers/ magazines -----------------------------	6	6
Books/went to library -----------------	7	7
Automobile association ----------------	8	8
Government tourism office/board -------	9	9
Embassy/consulate ---------------------	0	0
Clubs/associations --------------------	X	X
Advertisements ------------------------	V	V

Other (SPECIFY)_____

```
        _____
        None ----------------------------------- X        X
```

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

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

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

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

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

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

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

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

                Travel agent ----------- 1
                Directly with airline -- 2

                Other (SPECIFY)_____

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

                Travel agent --------------------- 1
                Directly with hotel, etc. -------- 2
                Stayed with friends/relatives ---- 3
                Did not book in advance ---------- 4

                Other (SPECIFY)_____

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

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

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

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

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

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

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

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

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

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

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

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

#8528

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

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

#8528   PLEASE HAND BACK TO INTERVIEWER

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

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

#8528   PLEASE HAND BACK TO INTERVIEWER

12a) Now I'd like you to think about places <u>outside</u> West Germany, Europe and the Mediterranean countries that you would like to travel to for a vacation.

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

<u>Qu.12b</u>
<u>Most like</u>
<u>to visit</u>

1. _____   1

2. _____   2

3. _____   3

4. _____   4

5. _____   5

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

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

will <u>definitely</u> visit ------------ 1

are <u>very</u> likely to visit --------- 2

are somewhat likely to visit ----- 3

might or might not visit --------- 4

<u>Or</u> are not likely to visit ---------- 5

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

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

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

#8528-WG

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

Start here ( )		Very important	Somewhat important	Not very important	Not at all important
Getting away from the demands of home --------------------------	( )1	( )2	( )3	( )4
Reliving past good times -----------	( )1	( )2	( )3	( )4
Experiencing new and different lifestyles ------------------------	( )1	( )2	( )3	( )4
Trying new foods --------------------	( )1	( )2	( )3	( )4
Travelling through places that are important in history --------------	( )1	( )2	( )3	( )4
Being free to act the way I feel ---	( )1	( )2	( )3	( )4
Finding thrills and excitement -----	( )1	( )2	( )3	( )4
Experiencing a simpler lifestyle ---	( )1	( )2	( )3	( )4
Being together as a family ---------	( )1	( )2	( )3	( )4
Meeting people with similar interests -------------------------	( )1	( )2	( )3	( )4
Seeing and experiencing a foreign destination -----------------------	( )1	( )2	( )3	( )4
Going places my friends haven't been	( )1	( )2	( )3	( )4
Talking about the trip after I return home -----------------------	( )1	( )2	( )3	( )4
Participating in sports ------------	( )1	( )2	( )3	( )4
Watching sports events -------------	( )1	( )2	( )3	( )4
( ) Travelling to places where I feel safe and secure --------------------	( )1	( )2	( )3	( )4
Having fun, being entertained ------	( )1	( )2	( )3	( )4
Seeing as much as possible in the time available ---------------------	( )1	( )2	( )3	( )4
Rediscovering myself ---------------	( )1	( )2	( )3	( )4
Visiting friends and relatives -----	( )1	( )2	( )3	( )4
Visiting places my family came from-	( )1	( )2	( )3	( )4
Being physically active ------------	( )1	( )2	( )3	( )4
Getting a change from a busy job ---	( )1	( )2	( )3	( )4
Being daring and adventuresome -----	( )1	( )2	( )3	( )4
Doing nothing at all ---------------	( )1	( )2	( )3	( )4
Learning new things, increasing my knowledge -------------------------	( )1	( )2	( )3	( )4
Indulging in luxury ----------------	( )1	( )2	( )3	( )4
Roughing it ------------------------	( )1	( )2	( )3	( )4
Escaping from the ordinary ---------	( )1	( )2	( )3	( )4
Feeling at home away from home -----	( )1	( )2	( )3	( )4

PLEASE HAND BACK TO INTERVIEWER

#8528

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

Start here		Very important	Somewhat important	Not very important	Not at all important
( )	High quality restaurants ------------------	( )1	( )2	( )3	( )4
	Budget accommodation ---------------------	( )1	( )2	( )3	( )4
	Seaside ----------------------------------	( )1	( )2	( )3	( )4
	Golf and tennis --------------------------	( )1	( )2	( )3	( )4
	Big modern cities ------------------------	( )1	( )2	( )3	( )4
	Historic old cities ----------------------	( )1	( )2	( )3	( )4
	Nightlife and entertainment (bars, clubs, dancing) -------------------------------	( )1	( )2	( )3	( )4
	Outstanding scenery ----------------------	( )1	( )2	( )3	( )4
	Shopping ---------------------------------	( )1	( )2	( )3	( )4
	Reliable weather -------------------------	( )1	( )2	( )3.	( )4
	Standards of hygiene and cleanliness ----	( )1	( )2	( )3	( )4
	Mountainous areas ------------------------	( )1	( )2	( )3	( )4
	Local cuisine ----------------------------	( )1	( )2	( )3	( )4
	Personal safety, even when travelling alone ----------------------------------	( )1	( )2	( )3	( )4
	Snow skiing (down hill/cross-country) ---	( )1	( )2	( )3	( )4
	Interesting small towns and villages ----	( )1	( )2	( )3	( )4
	Beaches for swimming and sunning --------	( )1	( )2	( )3	( )4
	Casinos and gambling ---------------------	( )1	( )2	( )3	( )4
	Campgrounds and trailer parks -----------	( )1	( )2	( )3	( )4
	Local festivals --------------------------	( )1	( )2	( )3	( )4
	Amusement or theme parks -----------------	( )1	( )2	( )3	( )4
	Museums and art galleries ----------------	( )1	( )2	( )3	( )4
	Warm, sunny climate ----------------------	( )1	( )2	( )3	( )4
	Wilderness and undisturbed nature -------	( )1	( )2	( )3	( )4
( )	Interesting and friendly local people ---	( )1	( )2	( )3	( )4
	Wide open spaces to get away from crowds-	( )1	( )2	( )3	( )4
	Local crafts and handiwork --------------	( )1	( )2	( )3	( )4
	Outdoor activities such as hiking, climbing --------------------------------	( )1	( )2	( )3	( )4
	Inexpensive restaurants ------------------	( )1	( )2	( )3	( )4
	Public transportation such as airlines, railways, local transit systems --------	( )1	( )2	( )3	( )4
	Live theatre and concerts ----------------	( )1	( )2	( )3	( )4
	Resort areas -----------------------------	( )1	( )2	( )3	( )4
	Unique or different native cultural groups such as Eskimo and Indian -------	( )1	( )2	( )3	( )4
	Unique or different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S., and so on ---------	( )1	( )2	( )3	( )4
	National parks and forests --------------	( )1	( )2	( )3	( )4
	Inexpensive travel in the destination country --------------------------------	( )1	( )2	( )3	( )4
	Variety of short guided excursions/tours-	( )1	( )2	( )3	( )4
	Exotic atmosphere ------------------------	( )1	( )2	( )3	( )4
	Warm welcome for tourists ----------------	( )1	( )2	( )3	( )4
	Lakes and rivers -------------------------	( )1	( )2	( )3	( )4
	Culture different from my own -----------	( )1	( )2	( )3	( )4
	Fishing ----------------------------------	( )1	( )2	( )3	( )4
	Hunting ----------------------------------	( )1	( )2	( )3	( )4
	First class hotels ----------------------	( )1	( )2	( )3	( )4
	Spectator sporting events ---------------	( )1	( )2	( )3	( )4
	Historical, archeological or military sites and buildings --------------------	( )1	( )2	( )3	( )4
	Chance to see wildlife and birds I don't usually see ----------------------------	( )1	( )2	( )3	( )4
	Opportunities to increase one's knowledge	( )1	( )2	( )3	( )4
	Manageable size so I can see everything I want to see --------------------------	( )1	( )2	( )3	( )4
	Water sports such as surfing, water skiing, sailing, scuba diving ----------	( )1	( )2	( )3	( )4
	Fast food restaurants -------------------	( )1	( )2	( )3	( )4
	Environmental quality of air, water and soil ----------------------------------	( )1	( )2	( )3	( )4
	Cruises of one or more nights -----------	( )1	( )2	( )3	( )4

#8528   PLEASE HAND BACK TO INTERVIEWER

15a) Now I'd like you to think about places in <u>Canada</u> that people might go to on a vacation. What are the names of five places in Canada where people might go on a vacation? (RECORD BELOW UNDER QU.15a IN ORDER MENTIONED) (PROBE:) What other places in Canada?

15b) Looking at this map of Canada, please tell me the names of three other places in Canada that people might go on a vacation? (HAND MAP - RECORD BELOW UNDER QU.15b IN ORDER MENTIONED) (PROBE:) What other places?

15c) Which places in Canada, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU.15c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.15a OR QU.15b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO CANADA, CIRCLE "X" AND SKIP TO QU.15f)

15d) Which places, if any, have you been to in the past three years, since May 1986? (RECORD UNDER QU.15d - CIRCLE ALL RESPONSES)

15e) Which <u>one</u> thing about Canada would make you recommend it to someone else as a vacation destination? (OPEN ENDED)

15f) You have named a number of different places in Canada. (READ ALL PLACES MENTIONED - QU.15a, QU.15b AND OTHER) Which one of these places would you be <u>most</u> interested in visiting or re-visiting? (RECORD UNDER QU.15f - MOST)

And which <u>one</u> would be your <u>second</u> choice? (RECORD UNDER QU.15f - 2nd)

And which <u>one</u> would be your <u>third</u> choice? (RECORD UNDER QU.15f - 3rd - TAKE BACK MAP)

Qu.15a		Qu.15c	Qu.15d	Qu.15f		
		Ever been to	Been in past 3 yrs.	Most	2nd	3rd
1. _____		1	1	1	1	1
2. _____		2	2	2	2	2
3. _____		3	3	3	3	3
4. _____		4	4	4	4	4
5. _____		5	5	5	5	5

Qu.15b						
1. _____		6	6	6	6	6
2. _____		7	7	7	7	7
3. _____		8	8	8	8	8

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

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

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

<u>very</u> interested ------------- 1

<u>somewhat</u> interested --------- 2

<u>Or</u> <u>not</u> interested -------------- 3

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

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

#8528-1

15a) Now I'd like you to think about places in <u>the United States</u> that people might go to on a vacation. What are the names of <u>five places</u> in the United States where people might go on a vacation? (RECORD BELOW UNDER QU.15a IN ORDER MENTIONED) (PROBE:) What other places in the United States?

15b) Looking at this map of the United States, please tell me the names of three <u>other</u> places in the United States that people might go on a vacation? (HAND MAP - RECORD BELOW UNDER QU.15b IN ORDER MENTIONED) (PROBE:) What other places?

15c) Which places in the United States, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU.15c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.15a OR QU.15b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO THE UNITED STATES, CIRCLE "X" AND SKIP TO QU.15f)

15d) Which places, if any, have you been to in the past three years, since May 1986? (RECORD UNDER QU.15d - CIRCLE ALL RESPONSES)

15e) You have named a number of different places in the United States. (READ ALL PLACES MENTIONED - QU.15a, QU.15b AND OTHER) Which one of these places would you be <u>most</u> interested in visiting or re-visiting? (RECORD UNDER QU.15e - MOST)

And which <u>one</u> would be your <u>second</u> choice? (RECORD UNDER QU.15e - 2ND)

And which <u>one</u> would be your <u>third</u> choice? (RECORD UNDER QU.15e - 3RD - TAKE BACK MAP)

	Qu.15a	Qu.15c	Qu.15d		Qu.15e	
		Ever been to	Been in past 3 yrs.	Most	2nd	3rd
1.		1	1	1	1	1
2.		2	2	2	2	2
3.		3	3	3	3	3
4.		4	4	4	4	4
5.		5	5	5	5	5

Qu.15b

		Ever been to	Been in past 3 yrs.	Most	2nd	3rd
1.		6	6	6	6	6
2.		7	7	7	7	7
3.		8	8	8	8	8

Never been to United States ------ X ➔ SKIP TO QU.15e

Other

1.		1	1	1	1	1
2.		2	2	2	2	2
3.		3	3	3	3	3
4.		4	4	4	4	4
5.		5	5	5	5	5

16a) Overall, how interested are you in visiting or re-visiting the United States in the next <u>five</u> years? Would you say you are ... (READ LIST - CIRCLE ONE)

very interested ------------- 1

somewhat interested --------- 2

<u>Or</u> not interested -------------- 3

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

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

#B528-2

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

Start here		Compared with other places Canada is ...				
		A lot better	A little better	The same	Not quite as good	Not nearly as good
( )	Variety of things to see and do	( )1	( )2	( )3	( )4	( )5
	High quality restaurants ------	( )1	( )2	( )3	( )4	( )5
	Value for my vacation money ---	( )1	( )2	( )3	( )4	( )5
	Budget accommodation ----------	( )1	( )2	( )3	( )4	( )5
	Nightlife and entertainment (bars, clubs, dancing) -------	( )1	( )2	( )3	( )4	( )5
	Outstanding scenery -----------	( )1	( )2	( )3	( )4	( )5
	Shopping ----------------------	( )1	( )2	( )3	( )4	( )5
	Standards of hygiene and cleanliness ------------------	( )1	( )2	( )3	( )4	( )5
	Personal safety, even when travelling alone -------------	(˙)1	( )2	( )3	( )4	( )5
	Snow skiing (down hill/cross-country) ---------------------	( )1	( )2	( )3	( )4	( )5
	Beaches for swimming and sunning -----------------------	( )1	( )2	( )3	( )4	( )5
	Local festivals ---------------	( )1	( )2	( )3	( )4	( )5
	Amusement or theme parks ------	( )1	( )2	( )3	( )4	( )5
	Museums and art galleries -----	( )1	( )2	( )3	( )4	( )5
( )	Interesting and friendly local people -----------------------	( )1	( )2	( )3	( )4	( )5
	Outdoor activities such as hiking, climbing -------------	( )1	( )2	( )3	( )4	( )5
	Public transportation (e.g. airlines, railways, local transit systems) --------------	( )1	( )2	( )3	( )4	( )5
	Live theatre and concerts -----	( )1	( )2	( )3	( )4	( )5
	Unique or different native cultural groups such as Eskimo and Indian --------------------	( )1	( )2	( )3	( )4	( )5
	Unique or different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S., and so on ----------	( )1	( )2	( )3	( )4	( )5
	Inexpensive restaurants -------	( )1	( )2	( )3	( )4	( )5
	National parks and forests ----	( )1	( )2	( )3	( )4	( )5
	Inexpensive travel to the destination country ----------	( )1	( )2	( )3	( )4	( )5
	Inexpensive travel in the destination country ----------	( )1	( )2	( )3	( )4	( )5
	Fishing -----------------------	( )1	( )2	( )3	( )4	( )5
	Hunting -----------------------	( )1	( )2	( )3	( )4	( )5
	First class hotels ------------	( )1	( )2	( )3	( )4	( )5
	Spectator sporting events -----	( )1	( )2	( )3	( )4	( )5
	Historical, archeological or military sites and buildings -	( )1	( )2	( )3	( )4	( )5
	Seeing wildlife and birds I don't usually see ------------	( )1	( )2	( )3	( )4	( )5
	Water sports such as surfing, water skiing, sailing, scuba diving -----------------------	( )1	( )2	( )3	( )4	( )5
	Kinds of things I like to do on vacation -------------------	( )1	( )2	( )3	( )4	( )5

#B528-1

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

| | Compared with other places United States is ... | | | | |
Start here	A lot better	A little better	The same	Not quite as good	Not nearly as good
( ) Variety of things to see and do	( )1	( )2	( )3	( )4	( )5
High quality restaurants	( )1	( )2	( )3	( )4	( )5
Value for my vacation money	( )1	( )2	( )3	( )4	( )5
Budget accommodation	( )1	( )2	( )3	( )4	( )5
Nightlife and entertainment (bars, clubs, dancing)	( )1	( )2	( )3	( )4	( )5
Outstanding scenery	( )1	( )2	( )3	( )4	( )5
Shopping	( )1	( )2	( )3	( )4	( )5
Mountainous areas	( )1	( )2	( )3	( )4	( )5
Personal safety, even when travelling alone	( )1	( )2	( )3	( )4	( )5
Snow skiing (down hill/cross-country)	( )1	( )2	( )3	( )4	( )5
Fast food restaurants	( )1	( )2	( )3	( )4	( )5
Beaches for swimming and sunning	( )1	( )2	( )3	( )4	( )5
Casinos and gambling	( )1	( )2	( )3	( )4	( )5
Amusement or theme parks	( )1	( )2	( )3	( )4	( )5
Museums and art galleries	( )1	( )2	( )3	( )4	( )5
( ) Interesting and friendly local people	( )1	( )2	( )3	( )4	( )5
Outdoor activities such as hiking, climbing	( )1	( )2	( )3	( )4	( )5
Availability of package (all-inclusive) vacations	( )1	( )2	( )3	( )4	( )5
Public transportation (e.g. airlines, railways, local transit systems)	( )1	( )2	( )3	( )4	( )5
Live theatre and concerts	( )1	( )2	( )3	( )4	( )5
Resort areas	( )1	( )2	( )3	( )4	( )5
Inexpensive restaurants	( )1	( )2	( )3	( )4	( )5
Unique or different native cultural groups such as Eskimo and Indian	( )1	( )2	( )3	( )4	( )5
Unique and different immigrant cultural groups such as Chinese in Canada, Spanish in the U.S., and so on	( )1	( )2	( )3	( )4	( )5
National parks and forests	( )1	( )2	( )3	( )4	( )5
Fishing	( )1	( )2	( )3	( )4	( )5
Hunting	( )1	( )2	( )3	( )4	( )5
First class hotels	( )1	( )2	( )3	( )4	( )5
Historical, archeological or military sites and buildings	( )1	( )2	( )3	( )4	( )5
Opportunities to increase one's knowledge	( )1	( )2	( )3	( )4	( )5
Opportunity to escape from the ordinary	( )1	( )2	( )3	( )4	( )5
Water sports such as surfing, water skiing, sailing, scuba diving	( )1	( )2	( )3	( )4	( )5
Kinds of things I like to do on vacation	( )1	( )2	( )3	( )4	( )5
Opportunity for being daring and adventuresome	( )1	( )2	( )3	( )4	( )5

#8528-2

17a) Now I'd like you to think about places in the United States that people might go
to on a vacation. What are the names of five places in the United States where
people might go on a vacation? (RECORD BELOW UNDER QU.17a IN ORDER MENTIONED)
(PROBE:) What other places in the United States?

17b) Looking at this map of the United States, please tell me the names of three other
places in the United States that people might go on a vacation? (HAND MAP -
RECORD BELOW UNDER QU.17b IN ORDER MENTIONED) (PROBE:) What other places?

17c) Which places in the United States, if any, have you ever been to? (PROBE:) Any
other places? (RECORD UNDER QU.17c - CIRCLE AS MANY AS APPLY. IF RESPONDENT
MENTIONS PLACES NOT LISTED UNDER QU.17a OR QU.17b, RECORD BELOW UNDER "OTHER".
IF NOT BEEN TO THE UNITED STATES, CIRCLE "X" AND SKIP TO QU.17f)

17d) Which places, if any, have you been to in the past three years, since May 1986?
(RECORD UNDER QU.17d - CIRCLE ALL RESPONSES)

17e) You have named a number of different places in the United States. (READ ALL
PLACES MENTIONED - QU.17a, QU.17b AND OTHER) Which one of these places would you
be most interested in visiting or re-visiting? (RECORD UNDER QU.17e - MOST)

And which one would be your second choice? (RECORD UNDER QU.17e - 2nd)

And which one would be your third choice? (RECORD UNDER QU.17e - 3rd - TAKE BACK
MAP)

| Qu.17a | Qu.17c | Qu.17d | | Qu.17e | |
	Ever been to	Been in past 3 yrs.	Most	2nd	3rd
1. _____	1	1	1	1	1
2. _____	2	2	2	2	2
3. _____	3	3	3	3	3
4. _____	4	4	4	4	4
5. _____	5	5	5	5	5

Qu.17b

	Ever been to	Been in past 3 yrs.	Most	2nd	3rd
1. _____	5	6	6	6	6
2. _____	7	7	7	7	7
3. _____	8	8	8	8	8

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

Other

			Most	2nd	3rd
1. _____	1		1	1	1
2. _____	2		2	2	2
3. _____	3		3	3	3
4. _____	4		4	4	4
5. _____	5		5	5	5

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

very interested ----------- 1

somewhat interested -------- 2

Or not interested ------------- 3

#B528-1

17a) Now I'd like you to think about places in Canada that people might go to on a vacation. What are the names of five places in Canada where people might go on a vacation? (RECORD BELOW UNDER QU.17a IN ORDER MENTIONED) (PROBE:) What other places in Canada?

17b) Looking at this map of Canada, please tell me the names of three other places in Canada that people might go on a vacation? (HAND MAP -RECORD BELOW UNDER QU.17b IN ORDER MENTIONED) (PROBE:) What other places?

17c) Which places in Canada, if any, have you ever been to? (PROBE:) Any other places? (RECORD UNDER QU.17c - CIRCLE AS MANY AS APPLY. IF RESPONDENT MENTIONS PLACES NOT LISTED UNDER QU.17a OR QU.17b, RECORD BELOW UNDER "OTHER". IF NOT BEEN TO CANADA, CIRCLE "X" AND SKIP TO QU.17f)

17d) Which places, if any, have you been to in the past three years, since May 1986? (RECORD UNDER QU.17d - CIRCLE ALL RESPONSES)

17e) Which one thing about Canada would make you recommend it to someone else as a vacation destination? (OPEN ENDED)

17f) You have named a number of different places in Canada. (READ ALL PLACES MENTIONED - QU.17a, QU.17b AND OTHER) Which one of these places would you be most interested in visiting or re-visiting? (RECORD UNDER QU.17f - MOST)

And which one would be your second choice? (RECORD UNDER QU.17f - 2nd)

And which one would be your third choice? (RECORD UNDER QU.17f - 3rd - TAKE BACK MAP)

	Qu.17a		Qu.17c	Qu.17d		Qu.17f	
			Ever been to	Been in past 3 yrs.	Most	2nd	3rd
	1. _____		1	1	1	1	1
	2. _____		2	2	2	2	2
	3. _____		3	3	3	3	3
	4. _____		4	4	4	4	4
	5. _____		5	5	5	5	5

Qu.17b

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

Never been to Canada ------------ X ➤ SKIP TO QU.17f

Other

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

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

very interested ------------- 1

somewhat interested --------- 2

Or not interested ------------- 3

#8528-2

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

<div style="margin-left:2em">

Frankfurter Allgemeine ----------- 1

Suddeutsche Zeitung -------------- 2

Die Welt ------------------------- 3

Frankfurter Rundschau ------------ 4

Handelsblatt --------------------- 5

WAZ (Westdeutsche Allgemeine
Zeitung) ------------------------- 6

Bild Zeitung --------------------- 7

Regional Zeitung (Zeitung hier
in der Gegend) ------------------- 8

Other (SPECIFY) _____

Do not read any daily papers ----- X

</div>

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

<div style="margin-left:2em">

Welt am Sonntag ------------------ 1

Bild am Sonntag ------------------ 2

Other (SPECIFY) _____

Do not read any Sunday papers ---- X

</div>

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

<div style="margin-left:2em">

Der Spiegel ---------------------- 1

Stern ---------------------------- 2

Wirtschaftswoche ----------------- 3

Fur Sie -------------------------- 4

Brigitte ------------------------- 5

Die Zeit ------------------------- 6

Hor Zu --------------------------- 7

Bunte ---------------------------- 8

Quick ---------------------------- 9

TV Horen und Sehen --------------- 0

FAZ-Magazin ---------------------- X

Freundin ------------------------- V

Other (SPECIFY) _____

Do not read any weekly or
bi-weekly periodicals or
magazines ------------------------ X

</div>

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

          Merian ------------------------- 1
          Mein schoner Garten -------------- 2
          Capital ------------------------- 3
          Cosmopolitan -------------------- 4
          Manager Magazin ----------------- 5
          Geo ----------------------------- 6
          Schoner Wohnen ------------------ 7
          ADAC-Motorwelt ------------------ 8
          Das Beste/Reader's Digest -------- 9
          Expression ---------------------- 0
          Diner's Club Magazin ------------- X
          Schone Welt --------------------- V
          Other (SPECIFY) _____
          Do not read any monthly magazines- X

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

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

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

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

    0   1   2   3   4   5   6 or more

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

           1   2   3   4   5   6 or more

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

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

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

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

#2528-WG

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

☐☐ years

22f) Are you self-employed?   Yes ----- 1
                                                No ------- 2

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

_____

(NOTE - Codes will be: Owner ---------------------- 1
                         Manager/executive ----------- 2
                         Professional/technical ------ 3
                         Clerical/sales -------------- 4
                         Skilled worker -------------- 5
                         Unskilled worker ------------ 6
                         Farming, fishing, forestry -- 7
                         Military -------------------- 8
                         Student --------------------- 9
                         Retired --------------------- 0
                         Homemaker ------------------- X
                         Other (SPECIFY)   _____

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

                 Primary school ------------------------- 1
                 Junior high school --------------------- 2
                 Technical school ----------------------- 3
                 High school ---------------------------- 4
                 University ----------------------------- 5

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

                                      Yes ----- 1
                                      No ------- 2

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

22k) Can you read, write or speak (French and/or English) or not? (CIRCLE ALL THAT
     APPLY)   French   English
                 Read --------------------- 1   1
                 Write -------------------- 2   2
                 Speak -------------------- 3   3
                 None of these ----------- 4   4

22l) RECORD SEX: Male ---- 1
                                      Female -- 2

     REGION
     POSTAL CODE

#8528-WG

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

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

		Qu.23a Sex		Qu.23b Past 3 years		Qu.23c Next 2 years				
		Male	Female	Yes	No	Def- initely	Very likely	Some- what likely	Might or might not	Not likely
1.	[☐☐]	1	2	1	2	1	2	3	4	5
2.	[☐☐]	1	2	1	2	1	2	3	4	5
3.	[☐☐]	1	2	1	2	1	2	3	4	5
4.	[☐☐]	1	2	1	2	1	2	3	4	5
5.	[☐☐]	1	2	1	2	1	2	3	4	5

(ASK QU.23b FOR EACH ADULT)

23b) SHOW MAP

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

(ASK QU.23c FOR EACH ADULT)

23c) SHOW MAP AGAIN

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

        will definitely take such a trip

        are very likely to

        are somewhat likely to

        might or might not

    Or are not likely to

VITA

VITA

Sheauhsing Hsieh received her Bachelor degree from the Department of Land Economics and Administration at National Chung-Hsing University in Taiwan in May 1984. She worked as a full-time teaching assistant for Statistics and Real Estate Appraisal at Feng-Chia University in Taiwan before starting her graduate studies in the United States. Her Master degree was received from the Department of Park and Recreation Resources at Michigan State University in June 1989. She began her doctoral studies specializing in the areas of international travel and tourism from the Forestry & Natural Resources Department at Purdue University in August 1989.

Her research involves the study of travel behavior and market segmentation using more than 20 different data sets in the travel and tourism area. Research has included market segmentation studies that focused on activities, information channels, vacation arrangement, and travel decision patterns; also studies on travel choice models in terms of travel expenditure and package vacations. The dissertation supported by Purdue Research Foundation develops travel decision models and tests the segmentation for Japanese and German travelers. She has published the results of these studies in a range of international and American journals, book chapters, and conference proceedings.