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HOLIDAYMAKER SATISFACTION -
a measure derived from the Ragheb and Beard Leisure
Motivation Scale

Volume Two

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Chapter eleven   What the tourists did.

Introduction

In chapters nine and ten the analysis has concentrated on what motivates the holidaymakers and how they perceive their 'ideal' holiday destinations. This chapter begins to assess what the holiday takers felt they achieved and did on their last main holiday. It reviews the overall findings with some analysis indicating how social variables might account for certain differences. However, this process is not reported at the same length as in appendices three and four in order to avoid unnecessary duplication. Additionally, this chapter includes details of responses to open-ended questions as to what factors holiday makers enjoyed most and least about their last main holiday.

Fulfilment of motivations

As stated in chapter seven, the questionnaire asked respondents to 'try to remember the holiday' and '... to what extent were you able to achieve the following activities...'. Whereupon, respondents were presented with a repeat of the holiday motivations and destination attributes. Overall results for each of the motivational items are shown in table 11.1.

It can be noted that relaxation needs were the most acted upon by the total sample, with exploration needs also scoring reasonably highly. Social needs scored at medium levels on the seven-point scale, while some intellectual

and competence/mastery needs achieved the lowest overall scores.

Table 11.1   Extent to which motivations were acted upon
(n=1127)

	Mean	sd
relax mentally	5.73	1.61
relax physically	5.42	1.68
discover new places and things	5.53	1.53
avoid the hustle & bustle of daily life	5.48	1.74
be in a calm atmosphere	5.30	1.77
enjoy a nice climate	5.32	1.92
to increase my knowledge	4.25	1.97
be with others	3.99	2.00
have a good time with friends	3.75	2.39
build friendships with others	3.52	1.96
use my imagination	3.45	2.30
gain a feeling of belonging	3.35	2.05
challenge my abilities	2.77	1.98
develop close friendships	2.68	1.98
use my physical abilities in sport	2.30	1.98

Table 11.2 reinforces the motivations of table 11.1. Relaxation needs were met by the fact that locations were characterised by beautiful scenery, offering a chance to get away from it all, and were comfortable. Interestingly enough, the next group of items relate to the nature of the

Table 11.2   The evaluation of the place visited by destination attribute.

Item	mean	sd
had beautiful scenery	5.77	1.61
offers a chance to get away from it all	5.71	1.61
was comfortable	5.69	1.51
had good accommodation	5.63	1.70
had friendly local people	5.39	3.06
had an interesting history	4.86	1.95
had an interesting culture	4.59	2.08
offered a chance to mix people	3.88	2.12
offered good facilities for children	2.94	2.68
had an active nightlife	2.91	2.22
had supportive couriers	2.63	2.60

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place and confirms the importance given of discovery needs, while the social facilities appear lower in the list of holiday attributes. From this viewpoint there appears to be an underlying consistency between tables 11.1 and 11.2.

The effect of socio-demographic factors

In previous chapters it was found that some socio-economic variables, particularly those related to lifestage, seemed to correlate with certain sets of expectations. If there is a linkage between expectation and subsequent behaviour, then relationships between these social and economic factors on the one hand, and behaviour on the other, might be expected. On this premise a scan of the relationship of socio-demographic and behaviours was undertaken.

Role of marital status

There were some differences in mean scores based on marital status. With reference to the achievement of relaxation the significant differences were that married couples scored higher than single people on an ability 'to escape the daily hustle and bustle' (5.58 as against 5.22, $p<0.01$), 'being in a calm atmosphere' (5.43 vs 4.91, $p<0.001$), and 'relaxing mentally' (5.82 vs 5.56, $p<0.05$).

For social factors married couples scored lower than single people on 'developing close friendships' (3.15 vs 2.54, $p<0.001$), 'being with others' (3.79 vs 4.66, $p<0.001$) and having a 'good time with friends' (3.42 vs 4.78, $p<0.001$).

The consistency of responses is indicated by analysis of the use made of holiday destination attributes. Married couples consistently scored lower than singles at significant levels on items relating to bars, nightclubs and the like. However, there were no significant differences in areas other than the need for a destination to offer facilities for children (which arguably is a factor reflecting the presence of children rather than marriage per se), and in the level of comfort achieved (5.77 vs 5.46, p<0.01 on the item 'was comfortable'). This last item may also be due to higher household income of the married couples.

Gender

Gender was found to be a significant distinguishing variable in 10 items. Females score higher than males in achieving 'a calm atmosphere' (5.47 vs 5.17, t=7.60, p<.005), 'relaxing physically' (6.65 vs 5.20, t=18.0, p<.001), acquiring 'a sense of belonging to the destination' (3.71 vs 3.07, t=23.6, p<.001), 'discovering an area', (5.66 vs 5.46, t=4.27, p<.05), 'being with others' (4.2 vs 3.84, t=8.66, p<.01), 'enjoying the scenery' (6.00 vs 5.63, t=14.3, p<.01) and feeling that they were 'getting away from it all' (5.92 vs 5.60, t=11.42, p<.01). Rather surprisingly it was the males who achieved the higher score in feeling comfortable on their holiday (6.00 vs 5.81, t=5.74, p<.05) and enjoying the climate (5.5 vs 5.16, t=8.17, p<.01).

The remaining area of difference was that females scored significantly higher in their assessment of children's facilities (3.18 vs 2.78, t=5.49, p<.05).

Age

Age was found to be a discriminating factor in 8 of the 15 motivational items, and 9 of the activity questions when the F-ratio scores were calculated. However, more rigorous testing of inter-group differences indicated that in some cases the differences related only to one or two of the age ranges rather than being a factor which clearly generated significant patterns of difference. The commentary will refer to these more significant inter-group differences.

Not surprisingly, in items relating to a need to build up friendships, those under the age of 24 acted upon this activity significantly more than did those aged between 25 and 65 years (p<0.05). The same was true of the item 'to have a good time with friends'. Consequently they rated more highly their use of nightclubs and bars - all at scores using Scheffé tests of p<0.05. However, it must not be automatically assumed that the clichéd picture of 'The Club' holidaymaker accurately describes this age group. The mean scores are 'low' - approximately 3 to 4 on the seven-point scale, and may be compared with scores of between 1.5 to 3.0 for the other age groups.

Those under 24 also rated more highly the holiday characteristics that permitted them to challenge their own

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abilities. This was especially the case for sport, where a clear inverse relationship between age and sport existed (F-ratio = 10.14, $p < 0.001$).

On the other hand it was middle aged respondents who felt most able to relax mentally, and who scored significantly higher than those younger or older themselves. Similar, but not so clear cut patterns existed for the item 'to relax physically'. It also tended to be middle aged respondents who were more interested in the history and culture of an area, whose scores in excess of 4.8 compared with significantly lower scores by those who were under 35 years of age, or above 65 years.

Those over the age of 65 scored highest on the use of comfortable accommodation - again, using the Scheffé test, at levels of $p < 0.05$.

Presence of children

Using t-tests to assess differences between mean scores of those who had children below the age of 16, and those without children of this age, a number of significant differences emerged. Parents were less likely to use friendship building opportunities within the holiday (3.35 vs 3.62, $p < 0.05$), less likely to 'undertake exploration' or be interested 'in the culture of the area' ($p < 0.05$), but obviously used the provision of facilities for children (5.1 vs 1.9, $p < 0.001$) and also utilised the chance 'to mix

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with a lot of people', partly it is suspected, but not proven from this research, to enable their children to have an opportunity to play with others.

Income

Oneway ANOVA indicated that income was a discriminating item in just over a third of the items, but the Scheffé tests showed significant inter-groups differences at $p<0.05$ in only 4 specific cases. The higher income respondents (>£25,000) scored significantly higher than lower household income groups in being able 'to utilise their physical abilities in sport', while the lowest income group (<£10,000 per annum) had the highest scores for 'being with others' and 'having a good time with friends'. It was also found that the household income group of £25,000 to £35,000 had the highest level of acquisition of knowledge about the holiday area. The same income group had the most interest in the culture of the location, and the second highest score for finding a place with an interesting history - but these scores were not significant at $p<0.05$ on the Scheffé test.

MOSAIC geo-demographic grouping

As the sample had been selected on the basis of expenditure patterns of MOSAIC groupings, the data was examined to assess what differences might exist between different MOSAIC groups. The analysis was undertaken in two stages - first by analysing responses across all 58 MOSAIC types,

and second by grouping the types into the MOSAIC lifestyles.

Using oneway ANOVA, MOSAIC was found to be a significant discriminator in three cases, and almost so in three further instances. On the variable 'offers good facilities for children' the F-ratio was 3.55, $p<0.05$, and groups 34 ('better council estates with financial problems'), 38 ('council estates, factory towns and older workers') and 41 ('new greenfield council estates, many infants') all scored in excess of 4 on the seven-point scale while groups 4 ('Boarding houses and lodgings in retirement areas') and 48 (Post war private estates, many children') scored 2 or less. It is difficult to interpret these findings as it seems obvious that factors other than the presence of children is being picked up, and it might be a question not only of income but perhaps also a tendency towards extended family networks coming into play. It seems that lower income groups living on housing estates value children's facilities higher than do those on private estates. Is it because they have larger families? Is it because parental support is provided for holidays for grandchildren? This is speculation, for insufficient data exists from this study.

The assessment of how supportive couriers were, also differed between MOSAIC groups. Groups 13 ('older suburbs, young families in service jobs'), 20 ('rented non-family

inner city, finance problems') and 10 ('inter-war semis, well paid manual owner occupiers') all rated the couriers above 3.8, whereas groups 4 ('boarding houses and lodgings in retirement areas'), 11 ('area of mixed tenure, many old people'), 53 ('new commuter estates in rural areas') and 56 ('agricultural villages') all rated the couriers helpfulness as being between 1.6 to 1.9 on the seven-point scale.

Once again, 'use of sporting opportunities' revealed differences between groups. Groups 38 ('council estates, factory towns and older workers') and 51 ('post 1981 extensions to private estates') had scores in excess of 3, while a number of groups including 13 ('older suburbs, young families in service jobs') 14 (older terraces, owner occupier by craft manual workers'), 34 ('better council estates with financial problems'), 53 ('new commuter estates in rural areas') and 54 ('villages, some no agricultural employees') had scores of less than 1.9.

MOSAIC also acted as a weak discriminator (that is had F-ratios where $p<0.08$ but greater than 0.05) in three further instances, namely the finding of 'a calm atmosphere', and, in a sense, its opposite, finding a location with 'an active nightlife' and having a holiday involving mixing with 'lots of people'. The 'introverts' were MOSAIC groups 13 and 34 with scores in excess of 6 on the item 'a calm atmosphere' (n=27), while active extraverts included

group 38 ('council estates, factory towns, older workers') with a score in excess of 5 (n=14). For those who mixed with others a lot, the main group was again M38 with a score of 5.1 (n=16).

These results are, as noted, difficult to interpret. Further, as noted from the preceding paragraphs, the actual numbers within the individual MOSAIC groups were small, and in consequence the results are far from being reliable. Hence the statistical tests were re-run but with the data re-coded to reflect the 10 main MOSAIC lifestyle groupings. This confirmed a number of the items where MOSAIC was a discriminatory variable, and generally did so at higher levels of significance. In part, this higher level of significance occurs because the clustering of the MOSAIC individual groups into the larger lifestyle sections imparts a higher degree of validity to the statistics. However, the data did not reveal significant differences between MOSAIC lifestyle groups when the Scheffé multiple comparison test was used. On the other hand, in the following discussion of MOSAIC lifestyle groupings all the results referred to did pass the tests for homogeneity of variance, that is not only are the samples random but also have the same variance in the items measured.

The F-statistic indicated distinctions between groups in items relating to children, social factors and an appreciation of the culture of the holiday destination.

For example, on the item the destination 'offered good facilities for children' lifestyle groups 6 (disadvantaged council tenants) and 7 (older council tenants) scored their 'satisfaction' as being 4.2 and 3.8 respectively on the seven-scale compared with 1.9 for lifestyle group 1 (prosperous pensioners). (The sample mean was 2.8, F=2.3, p<0.01).

On items relating to sociability factors 3 items emerged with significant p values. These were, 'to be with others' (F ratio=1.99, p<0.05), 'the place I visited had an active nightlife' (F ratio=3.05, p<0.001) and 'the place I visited had many nightclubs and bars' (F ratio=1.94, p<0.05). The item about the holiday offering a chance to mix with others had a p=0.057. On these sociability items the lifestyle group 7 (older council tenants) had consistently the highest score, while lifestyle group 2 (older couples in leafy suburbs) consistently had the lowest score.

On the item relating to 'an appreciation of culture' of the holiday destination's culture (F ratio = 1.94, p<0.05) lifestyle group 7 (older council tenants) had the highest score (an average of 3.3 vs sample mean of 2.6), lifestyle group 5, (singles and flat dwellers) the second highest (3.1), while again lifestyle group 2 had the lowest score (2.1). Although the differences were not significant on the item relating to 'the history of the place', lifestyle group 5 (singles and flat dwellers) had the highest score

(5.5) and lifestyle group 7 (older council tenants) the second highest (5.1).

Occupation

The evidence that certain occupational groups more than others succeeded in meeting their needs is weak. Students scored above average in 'increasing knowledge', 'developing friendships' and 'avoiding the hustle and bustle' of their daily lives - but since they numbered only 18 in the total sample, it is inappropriate to generalise.

Some variables did generate significant intergroup differences using the Scheffé test at the cut off point of $p=0.05$. For example, there were significant differences on the item 'increasing knowledge' where the retired (mean=4.44, n=252) and professional workers (mean=4.44, n=130) differed from housewives (mean=3.44, n=16).

Similarly the professional group (mean=3.2, n=130) and the self employed in a small business (mean=2.0, n=6) differed on the item 'to challenge my abilities'. The retired were also scored significantly lower than other groups (particularly the professional workers) on the item relating to sports. The retired (mean=5.2, n=252) also scored significantly less than manual workers (mean=5.8, n=153) on the item 'relaxing physically'. On the item 'a chance to get away from it all, the retired also indicated that they were less successful than many other groups in

achieving this feeling, scoring 5.4 as against the overall average of 5.7, with some groups scoring in excess of 5.85. Differences in lifestyle could account for this. The final item where the retired scored significantly higher from other groups was in their satisfaction with the couriers.

In summary therefore, while analysis of variance did indicate some statistically significant differences, the more rigorous Scheffé test revealed that in the majority of cases the difference lay between the retired and other groups. To reiterate the meaning of the tests, the F-statistic indicates that differences between means of groups exist, but does not pinpoint where the difference occurs.

Holidaymaker type

The above analysis indicates that the ability of holidaymakers to undertake successfully a range of activities is generally independent of socio-demographic factors such as occupation, income and geo-demographic categorisation. Of the social factors that seemed to convey discriminatory powers the most telling seemed to be related to lifestage as measured indirectly through age, the presence of children and marital status. This is confirmatory of other findings in this research, and while not unexpected, it is nonetheless striking how often the importance of lifestage has emerged.

However, a significant component of the theory described in chapter four was that holiday satisfaction is related to motivation. While this concept is discussed further in chapters twelve and fourteen, it is appropriate at this point to ask whether the holidaymaker clusters found in chapter ten, (which were based on motivations), generated significant differences in terms of holidaymakers' assessments of their holiday.

In the 15 questions relating to holidaymakers' fulfilment of motivational needs on their last main holiday, Scheffé tests reveal significant differences between the holidaymaker clusters for practically all items. The one area where there was no difference was in the fact that all scored equally in finding 'a nice climate' important for their holiday! Additionally, in terms of the actual holiday activities, those items relating to the history, culture, scenery and the opportunity to mix with people, proved to offer discriminatory power between the different clusters of holidaymakers. Therefore, in reporting these findings, rather than concentrating on the activity, the emphasis will be on holidaymaker clusters.

a) Unimaginative relaxers

Unimaginative relaxers were found to score significantly differently from other groups and above average on items relating to being able 'to avoid the hustle and bustle of daily life', 'be in a calm atmosphere', 'relax physically', and 'relax mentally'. They had an average score for

discovering new places, but their mean score differed significantly from that of 'mental relaxers' (5.5 vs 3.8, p<0.05). Likewise there was a significant difference between the same two groups on the item 'to be with others' even though both scored below the average score of 4.0 (3.8 vs 1.8, p<0.05).

On the other hand, unimaginative relaxers were significantly different from other groups and below average scores on a number of need fulfilment items. These included 'to build friendships' (3.0 vs average of 3.5), 'to challenge my abilities' (2.2 vs 2.8), develop close friendships (2.2 vs 2.7), 'use my physical abilities in sport (1.3 vs 2.3), 'be with others' (3.4 vs 4.0) and 'have a good time with friends' (2.8 vs 3.7).

b) Relaxing moderates

As discussed in chapter ten, this group is characterised by scores which indicate moderate levels of interest in many factors, although scoring more highly on relaxation needs. Did they find relaxation? The answer is 'yes'. They scored higher than the average score on items such as 'relax physically' (5.7 vs 5.4), and 'relax mentally' (6.0 vs 5.3) although on other dimensions their scores tended towards the overall sample mean. They scored significantly higher than mental relaxers in a number of the social dimensions, and also in challenging their abilities, where

the mental relaxers scored especially low (0.9 against a sample average of 2.8).

c) Relaxed discoverers

As the name implies, this group had indicated a need 'to explore and discover new places'. Did they actually do this on holiday? The scores indicate that they were the second highest scorer on this item, (the friendly discoverers being the highest), and were significantly different from the mental relaxers on this item. However, they shared with mental relaxers above average scores on some of the relaxation dimensions such as 'to relax mentally' (6.3 as against the overall sample average of 5.7). Their relaxed attitude, perhaps even to discovery, is also confirmed by their scores on other activities. For example, they were significantly below average on the item 'to challenge my abilities'. In short - it appears that this group is well named!

This nomenclature was confirmed by an analysis of the third section of the questionnaire which included some specific questions about the level of exploration that had been undertaken at various stages of the holiday. Scheffé analysis indicated that this group of holiday makers were among the highest scorers for exploration in the earliest 2 days of the holiday and immediately after this period scoring respectively 6.00 and 6.16 on a seven-point scale.

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These figures significantly differ from scores achieved by groups such as the social relaxers (3.2 in the first two days), the noisy socialisers (4.0) and the mental relaxers (4.5).

d) Positive holidaytakers

Again a well named group. These holidaytakers were amongst the highest scoring on a number of need achievement scores across a wide range of dimensions. They felt that they had increased their knowledge at levels that were above the average, were significantly differentiated from 5 other groups (the friendly discovers, noisy socialisers, unimaginative relaxers, relaxed discoverers and active relaxers) on the item 'challenge my abilities', even whilst they recorded high scores on relaxation.   Positive holidaymakers also expressed a strong sense of satisfaction derived from a place's history and culture. They were the only group who scored highly on generating a sense of belonging to the place they had visited.

e) Intellectual active isolates

This group reported itself as avoiding social contact even whilst engaged in discovery and knowledge acquisition. The relationship between motivation and goal-seeking behaviour is again substantiated by the cluster's score on this part of the questionnaire. They were the third highest scoring group on the acquisition of knowledge and significantly

different from the relaxing moderates, noisy socialisers and mental relaxers on this item. Likewise they were the highest achievers of the use of imagination (their score significantly distinguishing them from 5 other groups). They also expressed an above average 'use' of the history and culture of the places visited on their last main holiday.

On the social dimensions this group was generally amongst the lowest scorers (eg on the item 'to build friendships' scoring 1.9 compared with the overall sample mean of 2.7) and were significantly different from groups such as the friendly discoverers who scored 4.9 on this item. They were also low scorers on the creating 'a sense of identification with a place', even while they were the highest scorer on the item 'use my imagination'.

f) Competent intellectuals
Again this was a group which valued the intellectual dimension revealed by the factor analysis, and again it appeared that motivation predicted behaviour. They scored second highest on the knowledge acquisition item (5.2 vs an overall sample mean of 4.2), and were significantly different from the relaxing moderates, the noisy socialisers and the mental relaxers on this item. They too scored highly on the use of imagination during their holiday, while they also scored highly on the social dimensions. On the other hand they felt that they had not

gained much physical relaxation (scoring 3.9 against an overall sample mean of 5.4) and being significantly lower than 6 other groups on this dimension. They shared this result with the active relaxers and the intellectual active isolates. Where they differed from the intellectual active isolate was in the social dimensions. For example there was a significant Scheffé score difference at $p < 0.05$ on the item 'develop close friendships' where the competent intellectuals scored 3.8 as against the isolates score of 2.8 - this pattern was generally confirmed across the other social items.

g) Mental relaxers

This group figured in a number of the Scheffé tests as being clearly distinguished from other groups. Essentially the data supported the group's name. They scored highly in mental relaxation and on this item were significantly differentiated from 3 other groupings. Equally, they were a low scorer on the item 'build friendships' and with a score of 1.7 against the sample mean of 3.5 were also significantly differentiated from 6 other groups on the Scheffé score. They were low on the scores relating to acquiring knowledge and with a score of 0.9 were the lowest scoring group on the item to 'challenge my abilities'. On this item their low score differentiated them from 6 other groups. They were so relaxed that even on the score 'use my imagination' they were the lowest scorers, and again could be significantly differentiated from 4 other clusters

on the Scheffé test.

With reference to the history and culture of the place the 'mental relaxers' were strongly differentiated from other groups by their very low scores. For example they scored 3.3 against the sample mean of 4.9 on recording the history of the holiday destination as a source of satisfaction. Similarly they had a marked lack of interest in a place's culture (2.9 vs an overall sample mean of 4.6). They also had amongst the lowest scores for the degree of exploration that was undertaken of the holiday location.

h) Active relaxers

It was hypothesised that this group would be motivated by a sports orientation and need to be active, while not being overly concerned with social factors. So it proved to be. The group reported achievement in the area of sport (the joint highest scoring group and were significantly different from 3 other groups on this item), and being differentiated from other groups by their low score on social items, (being the lowest scoring group, for example, on the item 'to have a good time with friends'). However the group was not distinguished from others on items such as 'discovering new places', but nonetheless seemed to have undertaken a high degree of exploration of their surroundings within the first two days of the holiday. It seems possible from the scores available, that this group seem to assess areas for their potential quite rapidly, and

then subsequently indulge in their activities at the chosen locations.

On the other hand this group had the highest interest in the scenic values of the places they visited, with a score of 6.3 against the overall sample mean of 5.8, confirming the impression of them as a group interested in outdoor pursuits.

i) Noisy socialisers

This was a high scoring group on the item 'to have a good time with friends'. They were distinguished from 4 other groups on this dimension. However, this was the only motivational item where they scored highly. In the other social motivation items this cluster did not score highly, and indeed were only distinguished from other groups by their low scores on items relating to the intellectual dimension.

This lack of interest in things intellectual was reinforced by their low scores on the items relating to the history and culture of the place - two areas in which they were clearly differentiated from other clusters by the Scheffé analysis. They were also distinguished from 5 other groups on the basis of their low appreciation of the scenery of the holiday destination visited (4.1 vs scores of over 5.7 for the other 5 groups). Needless to say they were high scorers on the items relating to an active

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nightlife.

j) Friendly discoverers

This group numbered only 11 for this analysis, and did not feature strongly in the Scheffé tests. They were the highest scorer for the 'acquisition of knowledge' (a score of 6.8 against an overall sample mean of 4.2), and also scored significantly more highly on the item 'to be with others' (with a mean of 5.0 against the overall sample mean of 4.0) and on building friendships (4.5 vs overall sample mean of 3.5). They were the highest scorers for expressing an interest in the history of the location visited (5.7 vs overall sample mean of 4.9) and its culture (5.9 vs 4.6).

k) Social relaxers

This was another small group that was distinguished by reporting high levels of social interaction, combined with average scores on the relaxation items. However, the small number of respondents available for this analysis precludes more detailed comment.

Types of holidaymakers and selected holiday destinations
If there are differences between the types of holiday takers and the activities undertaken by them, does this distinction also extend to the countries that they chose for their last holiday? This issue was first assessed with reference to a preference for English holiday locations. Table 11.3 is constructed on the basis that the index of holiday preference is the proportion of the

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holidays taken in England by a given cluster grouping divided by the proportion of the total sample which that cluster accounts for. For example, the 'unimaginative relaxers' number 415, and form 37 percent of the total sample for which we have holiday destination data (ie 415 as a percent of 1120). Of these 415 respondents, 125 took their holidays in England and this was 42 percent of the holidays taken in England by the total number of respondents. The index is thus 42/37, ie 113.7. Thus, the higher the index the greater the propensity of that cluster to holiday in England. For any one cluster, a figure above 100 indicates a propensity to holiday in England that is higher than the overall sample.

Table 11.3   Index of holiday taking in England by
                 Holiday Taker Clusters

Cluster	Index	Number of respondents
Friendly Discoverers	100	12
Relaxed Discoverers	102	133
Competent Intellectuals	49	59
Relaxing Moderates	24	198
Social Relaxers	130	10
Positive Holidaytakers	76	120
Active Relaxers	114	29
Unimaginative Holidaytakers	114	415
Intellectual Active Isolates	73	83
Noisy Socialisers	144	20
Mental Relaxers	156	36

Table 11.1 clearly indicates differences between the groups. In some cases the results are surprising - for example the discoverers are not being drawn overseas to the degree that might have been expected, whereas active relaxers are attracted to overseas destinations. However,

table 11.3 must also be interpreted along with some of the
data for other destinations, and table 11.4 indicates some
of this key information.

Table 11.4   Index of Holiday Taking in Selected
                  Destinations by Holiday Taker Cluster

Country	Cluster	Index
Spain	Relaxed Discoverer	84
	Relaxing Moderate	119
	Positive Holidaytaker	113
	Unimaginative Relaxer	114
Channel Isls	Unimaginative Relaxer	143
Wales	Unimaginative Relaxer	90
Scotland	Unimaginative Relaxer	73
Thailand	Friendly Discoverer	2500

Taking tables 11.3 and 11.4 together it seems that the
'unimaginative relaxers' are very akin to Laing's (1987)
risk averse tourists, tending to stay in the better known
tourist countries. The inclusion of Thailand is simply to
indicate that where there were few travellers to a
nominated country, there was a tendency, albeit not at
significant levels, for the tourist to belong to one of the
Discoverer groups.

However, it cannot be emphasised too heavily that much of
this data is tentative in the formation of any hypothesis
about any one cluster of holidaytakers inclining to any
particular country for their holidays.   To state the
obvious, assessment of type of holiday destination by
simply categorising country is far too crude a measure.
However, as a 'straw floating in the wind' the findings
have some interest.

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<u>The experiences that the holidaymakers most enjoyed</u>

The questionnaire contained an open-ended question which asked respondents to indicate what experiences they had most enjoyed about their holiday. Of the 1127 respondents, 81 made no response to this item. As might be expected from the forgoing analysis the very opportunity to relax was the most appreciated aspect of their holidays, with 198 respondents making specific mention of this. Table 11.5 indicates the most frequently mentioned items.

Table 11.5   **Aspects of the holiday that were most enjoyed**
(n=1046)

Item	Number of mentions
relaxing/peaceful	198
a good climate	153
scenery	159
exploring/discovering new places	148
food	120
being with family/friends	81
good walking	64
a sense of freedom/independence	62
friendly people	60
good accommodation/good hotel	59
the history/culture of a place	54
good beaches	48
getting away from a stressful job	46
a chance for physical exertion or sport	46
the style of living/culture of a place	35
having company	34
good facilities for children	27
entertainment/nightlife	23
is clean	17
good facilities	13
being in a different country	13
achieving a sense of wellbeing/something new	12
watching wildlife	11
isolation	11
nice swimming pools	11
Disney	7

In the theories relating to tourist types Plog (1991)

argues that the distribution between psychocentric holidaymakers (those seeking the familiar) and the allocentric (those who are risk takers - seeking the unfamiliar) follows a normal distribution. Is there any supporting evidence from this sample? Table 11.5 offers some indirect evidence - indirect in the sense that Plog is referring to types of tourists and their activities, while table 11.5 refers to most enjoyable experiences. In short, table 11.5 is not a direct measure of Plog's typology. However, while it only indicates the most frequently mentioned likes, when combined with some of the other items, the two extreme groups of Plog's categories can be identified as shown in table 11.6.

Table 11.6   A classification of enjoyed items

Allocentric likes

midsummer night in Glencoe, around a camp fire, drinking malt whisky with a few motor cycling friends	1
trekking in the jungle	1
meeting the Burmese Liberation army	1
experiencing opera in Verona	2
watching wildlife	11
the sense of isolation	11
achieving a sense of something new	12
being in a different country	13

Psychocentric likes

Good facilities	13
Nice swimming pools	11
Trip was well organised	6
a good coach driver	4
No prior booking for golf required	3
pub lunches	2
the flight home	1

However, it is very difficult to categorise some of the descriptions in table 11.5 by this method, and it would appear that a number of the motivations are partially

independent of this categorisation (eg an 'appreciation of scenery' could apply across the whole of Plog's spectrum), while most are in the range of mid-centrics, which would be in accordance with Plog's expectation.

Pearce (1982) suggests that most of the enjoyable activities of holidays relate to the higher needs of Maslow's hierarchy of needs, while the dislikes arise from perceived threats to basic needs. In chapter two, evidence for this view was suggested from the pilot studies for this research. The main study also provides some support, as seen in table 11.7

Table 11.7   A categorisation based on Maslow's Hierarchy of needs

Activity Enjoyed	Need Classification
a sense of freedom/independence	Self actualization
exploring/discovering new places	Self actualization
scenery	Self actualization
good walking	Self actualization
relaxing/peaceful	Affective to self actualization
being with family/friends	Social/Affective
friendly people	Social/Affective
a good climate	Physiological
food	Physiological
good accommodation/good hotel	Physiological

The above categorisations are only 'broad brush' descriptors, and are open to some debate. First, it might be appropriate to note what Maslow (1968) characterises as the self actualised personality - they are realistically orientated, accept themselves, others and the natural world for what they are, have a great deal of spontaneity, are problem-centred rather than self centred, have an air of

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detachment and a need for privacy, are autonomous and independent, maintain a fresh appreciation of things, have had profound experiences, identify with mankind, have deep relationships with a few especially loved ones, possess democratic values, do not confuse means with ends, have a fund of creativeness, resist conformity, and are able to transcend the environment. To simply apply the label 'self actualization' to the above categorisations is hence crude. However, it must be remembered that the above categorisation is the result of coding of responses for input into a computer, and the quantification of qualitative responses means that the above count of frequency of mention looses much of the 'qualitative' feel of the data. There is little doubt that for a number of respondents the feelings expressed are profound. In the case of respondents referring to the affective need of being with their family, there is little doubt of the feelings of affection and indeed almost relief at having this time together. This is especially true in the case of children. Statements are made such as 'a wonderful opportunity to share time with my family'; 'a sadly only too rare a chance to play with my children for any length of time'; and 'a chance to have quiet time with my wife'.

The comments relating to a sense of freedom were also of interest. There are, at a subjective assessment, two aspects to this feeling. One is almost a relief at being

away from a stressful job or situation; it is an 'escape' from the daily reality. But also there is a 'pull' factor as if the holiday situation is seen as the desired way of life, the reality of what a person would like to do or be. Comments that illustrate this include 'the chance to get away from a stressful job', a 'chance to recuperate after difficulties', 'the chance to live as one should, to be independent and feel free', and 'to be able to make my own decisions in my own time'. Some of the comments were combined with other factors. The sense of isolation, being away from it all was, in a few cases, specifically associated with the feeling of freedom, while in other instances the sense of freedom was combined with either the ability to be with one's family or the opportunity to share in another culture or country for at least a limited period. Whether it was the success of Peter Mayle's bestselling book, 'A Year in Provence', or something more basic, a number of such comments relating to culture referred to France.

It has been commented that good food was often associated with France, and this item also indicates the difficulty of attributing items to broad headings derived from the Maslow hierarchy of needs. At first sight the item 'food' would be attributed to physiological needs, but in the case of good food many respondents were linking it with aspects of culture and a way of living, and hence 'good food' and the ambience in which it was enjoyed, becomes much more than

the satisfaction of a basic physiological need. On the other hand, poor food, which might lead to illness, can be interpreted as a threat to physiological comfort.

In short, within the limited space available on the questionnaire, there was a sense in which enjoyment was associated with the higher aspects of the Maslow's hierarchy and the characteristics of 'self-actualization' was evident. Also evident was the real enthusiasm of a number of respondents for their holiday choice. Words such as 'paradise', 'wonderful' and 'enjoyment' indicated the real and deep levels of satisfaction that some respondents were getting from their holiday, and there is therefore a very real sense in which the quantitative measures used do not tap this quality of experience.

The reverse side is that failure to achieve these experiences can potentially lead to high levels of dissatisfaction. Sources of dissatisfaction did exist, and these are listed below in table 11.8. The impact of these sources of dissatisfaction is examined in more detail in chapter fourteen, but for the moment it can be said that for many these factors should be viewed as irritants rather than being significant in the final evaluation of a holiday. This was not the case for all respondents, but has some substance as a generality. In the theory advanced in chapter four, it was argued that there is a very strong motivation to enjoy the holiday, the goals of enjoyment are

set, and thus hindrances to that goal are overcome. There was some evidence to support this view.

The sources of dissatisfaction

Of the 1127 respondents, 262 made no comments about sources of dissatisfaction. A total of 319 reasons were identified as causing dissatisfaction. This indicates that the sources of dissatisfaction are far more numerous than the sources of satisfaction, where only 106 reasons were catalogued. Additionally, the number of respondents making comments to this question (n=865) was less than those identifying sources of satisfaction (n=1046), implying that generally satisfaction exceeded dissatisfaction for the whole sample. Table 11.8 indicates some of the more frequently voiced sources of dissatisfaction.

In the case of poor weather, the majority of the complaints were from those that had holidayed in the UK. Nonetheless, many were realistic (resigned?) about the nature of British weather in that a large proportion made comments about how the poor weather had not put them off enjoying their holiday. They were the mirror image of those who, when holidaying in the UK and mentioning the good weather, commented to the effect that either they were lucky, or that good weather can be had in Britain.

The contention made by some authors (eg Fussell, 1989) that tourism is not travel on the basis that the journey is not

an important part of the tourist product when compared with travel in the past is supported to a degree by the large numbers of respondents who commented on the length of their journey. Length is not a matter of distance only, but also of time, and there was no doubt from some of the responses that this was a factor that tired holidaymakers. Also for some the journey itself was not pleasant either because of

Table 11.8   Summary of sources of dissatisfaction on holidays
(n=365)

Poor Weather	192
Long journey there and back	68
airport delays	57
having to go home/back to work	55
insufficient income/high prices	42
Poor food	35
insects	28
cramped/basic accommodation	24
intrusive noise	24
being ripped off/hassled	23
poor hotels/accommodation	19
Long journey back	17
being rushed/too much to do/see	16
overcrowding/too many people	14
Long journey there	13
cramped flight/poor flight	11
local people not friendly	11
traffic jams	11
other British tourists	10
poor drainage/smells/lack of basic hygiene	10
lack of children's facilities	10
having to wash and iron	9
poor location	9
flying	9
poor couriers	8
lack of variety in entertainment	8
unfinished building sites	6
lack of character	4
car parking problems	4
French lorry blockade	3
Euro-Disney	2

nervousness about flying or the perceived cramped conditions of the flight. A handful were also negatively affected by being near to smokers when they themselves were

non-smokers, and obviously were sufficiently inconvenienced by this to make comments - even when the holiday had taken place several months previously.

Pearce's argument that the majority of unsatisfactory experiences occur because of threats to the lower needs of Maslow's hierarchy is sustained by the findings displayed in table 11.8 A number of these items can be broadly categorised as threatening physiological comfort or safety. For example, insufficient income, poor food, insect bites, poor accommodation, intrusive noise, being hassled and feeling threatened obviously fall within these categories. Some items threatened other aspects of the need hierarchy. Complaints about the behaviour of other British tourists were sometimes accompanied by the comments that 'it made one ashamed to be British' - implying a threat to self-esteem. The comment about having to return as being the worse aspect of the holiday can be interpreted as a denial of something that permits satisfaction of the higher order needs.

In some cases, fortunately a small minority, the threats to well-being were real. Three tourists had suffered from theft, 2 had been injured, 1 had been attacked, 2 had been caught in a flight from Yugoslavia as the civil war had started, 2 had been seriously ill and 1 had been in an earthquake. Self- esteem had also been threatened in other ways. One commented that their holiday had been spoilt by

their spouse continually thinking about another person. It was noted that they were separated at the time of completing the questionnaire. Another said that continual rows had marred their holiday - and they too were recently separated.

Even in 1992 the 'fabled' stories of British tourists being placed in partly built sites by their tour operator were sustained by the sample. One spoke of the 'wonderful view' he had had - of a rock face ten feet from their window. Six referred to their hotel being next to, or forming part of a building site. The petty annoyances of modern travel were also recorded - for example 2 reported damage to luggage, 1 bitterly complained about having to leave a hotel bedroom at noon when the flight was late at night, 1 complained about their inability to get a decent cup of tea in the United States and 5 complained about 'the Germans' - describing them as arrogant and rude.

Classifications of sources of likes and dislikes by clusters of holidaymakers

The responses being examined in the above sections were made to open-ended questions. As such, these questions provided another opportunity to examine the validity of the clusters of holidaymakers. A cross tabulation of comments and holidaymakers was examined, and table 11.9 indicates the sources of satisfaction for the clusters where sufficient numbers of responses existed. Again an index has been constructed to control for the unequal numbers of

respondents in the clusters.

Table 11.9 indicates that 'positive holidaymakers' do tend to be 'positive' (other than for relaxation fulfilment) across a wide range of holiday activities, while the position of other groups such as the 'intellectually active

Table 11.9   Sources of satisfaction for holidaymakers by cluster

	Climate	Food	Relax	Explore
Friendly Discoverers	100	–	–	–	125
Relaxed Discoverers	51	107	93	102	51
Competent Intellectuals	75	79	47	150	94
Relaxing Moderates	96	90	102	108	62
Social Relaxers	–	–	–	–	125
Positive Holidaymakers	75	109	56	102	84
Active Relaxers	115	96	38	77	–
Unimaginative Relaxers	132	99	121	108	76
Intellectual Active Isolates	54	91	81	162	54
Noisy Socialisers	111	89	83	39	–
Mental Relaxers	125	156	94	94	50

Note: the above table has an extra "Explore" column value. The table header lists Climate, Food, Relax, Explore.

	Scenery	Hills	Sport	Culture /History
Friendly Discoverers	120	–	–	–
Relaxed Discoverers	102	50	34	25
Competent Intellectuals	11	28	113	169
Relaxing Moderates	68	45	159	62
Social Relaxers	–	–	–	–
Positive Holidaymakers	112	103	162	~
Active Relaxers	153	461	–	~
Unimaginative Relaxers	135	113	54	151
Intellectual Active Isolates	108	162	27	256
Noisy Socialisers	33	–	–	~
Mental Relaxers	19	97	–	–

isolate' is also confirmed.   The column headed 'hills' refers to a range of activities undertaken in the hills, much of which is walking or hiking, but which also include respondents who were hill climbing or rock face climbing. As can be seen, this item scored very highly with the

'active relaxers', but no score was calculated for the 'sports' heading for this group because only 3 respondents from this group made a specific mention of this item - too few for analysis. As it so happened, all three made reference to wind-surfing!

The 'noisy socialisers' confirmed their 'negative' characteristics, but again very few bothered to make any comment about their socialising - and hence no calculation of the index was made. The same reason - a lack of comments - meant that no index was entered for the 'friendly discoverers' under the heading relating to an interest in the history or culture of the holiday destination. The low score for the 'relaxed discoverer' is against expectation, and generally the scores for this group reflect a paucity of comments - perhaps too relaxed to comment! On the other hand the intellectual interests in history and culture are evident, while the high score for the 'hills' item for the 'intellectually active isolates' reflects their preference for the silence and isolation they found in the mountains or hills, and their ability to write clearly about such experiences.

The position as to sources of dislikes about the holiday is more difficult to analyse because of the more diffuse nature of the complaints. However looking at those areas of most complaint, some tentative conclusions can be drawn. These are summarised in table 11.10

Table 11.10   Sources of dissatisfaction by holidaymaker clusters

	Long Journey	Poor Food	Airport Delays	Washing and Ironing	Being Rushed
Friendly Discoverers	-	-	-	-	-
Relaxed Discoverers	-	154	-	-	-
Competent Intellectuals	-	25	-	213	-
Relaxing Moderates	-	-	-	-	-
Social Relaxers	-	-	-	-	-
Positive Holidaymakers	150	84	267	-	359
Active Relaxers	-	-	-	-	-
Unimaginative Relaxers	-	36	96	-	62
Intellectual Active Isolates	-	84	-	-	-
Noisy Socialisers	-	-	-	-	-
Mental Relaxers	-	-	-	-	-

From table 11.10 it seems that 'positive holidaymakers' do find some aspects of their holiday to be less than satisfactory, and they tend to relate to the journey. If it is too long, they are also more likely than any other group to complain about airport delays. Also, they are the most likely to complain about being rushed, although judging from the remarks made by some respondents, this seems to arise from trying to do too much in too short a time. The 'unimaginative relaxers' are less likely to complain about food, but the 'relaxed discoverers' are 1½ times more likely to complain about food. The nature of those who complain about having to do the washing and ironing on holiday now becomes a little clearer - not only are they female, but there is a strong chance that they are 'competent intellectuals'!

Conclusions

The sections in this chapter not only provide more

information about what holidaymakers felt they achieved and what they did while on holiday, but has also fleshed out the labels derived from the cluster analysis. It seems that the 'relaxed discoverers' are not entirely the 'explorers' of Cohen (1982), but are, in Plog's language, mid-centric to near-allocentric. They have an interest in the culture and history of the place, but one could not imagine Cohen's explorers voicing complaints about the food. The 'positive holidaymakers' and 'unimaginative holidaymakers' are both emerging as part of the mass organised tourist market, but with the positive holiday-makers more likely to be mid-centrics or near-psychocentrics, and the 'unimaginative holidaymakers tending to be near or actual psychocentrics in the terminology of Plog. In Cohen's language the 'positive holidaymakers might also be 'independent mass organised tourists'.

There are overlaps with some of the categorisations produced by other writers. There are traces of Pearce's 'aesthetes' in the 'intellectual active isolates', and of his 'athletes and sports-lovers' in the 'active relaxers'. This is encouraging in that the starting point of the current analysis is very different from that of Pearce, Cohen or Plog, and the nature of the sample is also different.

The other conclusion to be drawn from this chapter is that

there appear to be very close relationships between what
the holidaymakers did and what they found with what they
indicated they were actually wanting in the earlier
chapters. This close congruence of expectation and
perception should indicate very high levels of
satisfaction. It is questions of satisfaction that are
analyzed next.

Chapter twelve   The level of holiday satisfaction achieved

<u>Introduction</u>

This chapter will commence with a brief discussion of the concept of satisfaction to establish limits within which the results obtained need to be considered. The overall results will then be discussed, prior to chapter fourteen examining the differences in satisfaction obtained by different sub-samples.

In chapter four the model proposed a 2 stage process. First a series of antecedents led to a choice of holiday destination. Second, associated with the choice were a set of expectations about that destination, and satisfaction lay in a comparison between actual holiday experience with the initial expectation. Hence:

    a)   if holidaymakers feel their experience falls short of expectation, they will be dissatisfied;

    b)   if the experience matches the holidaymakers' expectations, they will feel satisfied;

    c)   if the visit exceeds holidaymakers' expectations, they will be very satisfied.

This chapter briefly reviews some findings on

'satisfaction' derived from studies of life satisfaction to:

    a)   establish a further connection between lifestyle and the probability of being satisfied with holiday experiences;

    b)   indicate the durability of satisfaction ratings;

    c)   indicate further problems in measures of satisfaction.

Further issues in defining satisfaction

There are parallels between the literature on attitudes and satisfaction. Marketing studies suggest that attitudes consist of three components - the cognitive, the emotive or affective, and conative. Satisfaction can be conceived of as an attitude. The conative is the predisposition to action, and whereas satisfaction might be interpreted as the outcome of action rather than a predisposition, nonetheless it too has conative implications as positive satisfaction would help generate a wish to repeat the action at some future time. Indeed, the evidence of preceding chapters implies that holiday satisfaction is an important learning mechanism which helps tourists develop a travel career. In this study the travel career has been

seen as a search for repetition of the satisfactory rather than a search for higher stages of self actualization, as argued by Pearce (1988).

Satisfaction is thus a derived outcome, in the sense that it results from the possible congruence of perceived reality and expected reality, but is also judgemental, for it helps sets standards for assessing future outcomes. It is emotive and subjective, and as such may be either positive or negative - and it 'resides in the experience of the individual' (Diener, 1992). Writing of feelings of well-being, Diener also argues that these include a global assessment rather than simply a 'narrow assessment of one life domain' (Diener, 1992:4). Holiday satisfaction, while not possessing global significance in this sense, might contribute to, and be affected by, the personality of the individual holidaymaker. Indeed, the model proposed in chapter four must be able to 'explain' the cathartic experienced by some holidaymakers - the 'Shirley Valentine' syndrome. Diener's work also suggests that those who 'feel good' about themselves and their situations are those who have a preponderance of positive experiences in their lives and in their holidays. The 'positive holidaymakers' of the previous chapters would seem to exhibit 'feel good' factor. They scored highly in both expectation and use of holiday resort facilities, and hence it is anticipated that this group should possess high levels of satisfaction. Those who are less happy would tend 'to appraise a majority of

their factors in their life as harmful or as blocking their goals' (Diener, 1992:5). As indicated in chapter four, such holiday-makers with low expectation might therefore have low satisfaction. In chapter four personality was deemed to be an antecedent in both process of holiday choice and reaction to holiday experiences. One limitation of the present research is that it does not incorporate any measure of personality or life satisfaction - and only the indirect measure of possibly positive holidaymakers scoring highly on the satisfaction measures exists.

The role of personality is also an important factor in considering satisfaction as a derivative of anticipation and perception of an event. One of the implications of too simple a theory along these lines is that low anticipation might yield high satisfaction by merely adequate performance by the service provider. With respect to this the findings of Fox and Crotts (1990) are of interest. They argued that 'moderate incongruities' are associated with higher levels of satisfaction in service situations than 'complete incongruities'. Unfortunately, in a study of skiers Fox and Crotts found no evidence to find any differences between groups divided upon the basis of low, moderate and high congruities - the concept was not supported by their evidence.

There is a further implication of any model of satisfaction which perceives it as a subset of an attitude. If

attitudes consist of both the cognitive and the subjective,
then might not the affective and cognitive diverge?   There
is some research in areas other than tourism to indicate
that this is so.   Andrews and Withey (1976), in an
examination of US citizens' aspirations and attitudes
towards the American way of life, showed that the while
Americans might perceive problems within American society,
nonetheless they scored highly as being satisfied with it
due to an emotional identification with the American way of
life.   It has also been demonstrated that feelings of
well-being and satisfaction can also diverge over different
time periods (eg McNeil, Stones and Kozma, 1986), which
implies that there might be a time dimension as well as the
other factors to consider.   In other words, within say, a
holiday experience, there can be a lack of 'feeling good',
but nonetheless a reasonable level of satisfaction is still
present.   An example might be a lack of 'feeling good'
because of a delayed flight, but a reasonable level of
satisfaction exists because the tour operator has made
arrangements which are thought to be appropriate.   On
assessing the overall holiday however, the delayed flight
is not considered to be so negative an experience as to
offset generally high levels of satisfaction.   And of
course, the interpretation of holiday is placed within a
context of how an individual views their total experience
(ie positively or negatively).   The hedonic level thus
refers to the pleasantness minus unpleasantness of one's
emotional life.

It has been argued that holidays represent important positive experiences for people. Does this imply that accumulative positive experiences generate people with positive outlooks upon life, which in turn create a predisposition for achieving high satisfaction? As this research is concentrating upon the satisfaction gained from holidays no comparison between holidaytakers and non-holidaytakers in terms of a general sense of well-being is possible, but it might be that those who take more frequent holidays achieve higher levels of satisfaction. Of course, this may simply be due to greater opportunity for learning what factors do appeal about holidays, and not simply to impacts upon generation of sustained feelings of well-being on part of the holidaymaker. Diener et al (1991) note that a greater frequency of positive experiences generates higher scores on measures of well-being and satisfaction with life, but the intensity of the experience seems to add little to the total score. Diener et al (1991) also tentatively suggest that it is the net effects from intense moments of strong affective emotion after periods of negative psychological experience perhaps more than the intensity of the emotion alone that are important in establishing long-term effects.

This discussion implies a type of 'baseline' that each individual possesses. Our satisfaction is generally high, moderate or low, and life events cause fluctuations around

the base line. This reverts back to Bagozzi's comments (1988) that there is a need to approach attitudinal studies from a molar as well as molecular perspective because the smaller categories cohere into larger units - the larger unit being, in this instance, the general level of satisfaction and well-being that any individual brings to a holiday situation (or any other situation).

Is there any evidence of long-term consistencies of satisfaction? The long-term sustainability of the dimensions of the Ragheb and Beard Leisure Motivation Scale have been referred to (see chapter two), but the author knows of no studies of long-term consistencies of holiday-taking satisfaction. At a 'commonsense level' one assumes there is such satisfaction because people continue to repeat the process of holidaying, but as noted previously, many factors could explain repeated holiday behaviour, from mere habit formation to meeting expectation of significant others. It might be said that if the role of holiday taker is fulfilled to meet the needs or expectations of significant others, then the role playing need is satisfied, but how does this translate into an intrinsic satisfaction rather than simply meeting externally
imposed obligations?

There is evidence of stability and durability of general life style satisfaction. In various measures of hedonic

levels, life-style satisfaction and general well being using a range of techniques from self reporting to informal reports, and duplicated psychometric testing over different periods of time, a number of researchers have reported high correlations of scores over time. For example Heady and Wearing (1989) found correlations of 0.5 to 0.6 over a six-year period, and Wessman and Ricks (1966) 0.67 over a two-year period. Costa and McCrae (1988) report 0.57 correlation between spouse ratings and self ratings of positive affect over a 6 year period, and 0.49 for negative effects.

Studies not only confirm the sustainability of these generalised feelings of satisfaction, but also the transferability of such feelings across situations. Diener and Larsen (1984) assessed both pleasant and unpleasant affects separately across work and recreation situations, and found r=0.70 and 0.74 respectively. This study also produced further evidence for the sustainability of such feelings of satisfaction and well being.

If satisfaction with a life situation is self sustaining, it will affect reactions to current experiences such as holidays. It thus has an unknown effect on the results considered in earlier chapters. In chapter ten, it was found some of the holidaymaker clusters such as 'friendly discovers' or 'intellectual active isolates' display characteristics which place them in the near allocentric

categories of Plog. By definition, higher satisfaction ratings for such groups might be expected because of a tendency to higher general self ratings of well-being and life satisfaction.

Implications for the measurement of satisfaction

Satisfaction is revealed as a complex phenomenon! It appears from the above discussion that any measure of satisfaction must take into account:

a)   cognitive and affective components;

b)   the need to distinguish between positive and negative components of the experience;

c)   the gap between expectation and perceived reality;

d)   the possibility that at any one moment, reported satisfaction might represent a variation around a baseline of a general sense of satisfaction that a respondent has with themselves and their perception of life in general, ie what some writers call their general sense of well-being;

e)   that this general sense of well-being is itself a determinant of reporting of scores of satisfaction with any given event;

f)   that there is the possibility that a satisfaction

score might reflect a mood of the moment rather than be a true reflection of the item being examined.

With reference to some of these points, it has been noted that the relationship between satisfaction with an event and long-term 'well-being' is close, and hence a report of satisfaction with any one event is highly likely to contain validity. It is also possible to help the respondent to clearly recall the event as they respond to the questionnaire. This was done in this case by prompting the respondent to think about their last holiday, indicate where and when it was taken, its duration, the type of accommodation used, and then proceeding to a list of specific questions about the holiday experience.

In the case of 'mood' being a factor, Diener (1992) reports that in a series of tests mood produced only a 'modest' variation in scores on one measurement occasion in three. Second, mood is likely to correlate with enduring mood or satisfaction outlook.

Caveats to the results

Whereas satisfaction was perceived by the model as a) part of a reiterative process whereby it was an outcome of a decision and participatory process which, in turn, became input into the next round of the process and b) a process which if denied, would lead to adaptive process at the holiday destination in order for satisfaction to be

achieved, it has been noted that the concept of satisfaction is in fact more multi-faceted. Satisfaction with an event is not independent of a more general sense of satisfaction and well-being, and both the immediate and the enduring satisfaction are correlated. Furthermore, satisfaction is an emotive as well as cognitive judgemental state which incites not only a way of perceiving events and the world in general, but which might also affect behavioral patterns. As argued previously, it is a gap between expectation and perceived reality, but the very reporting of this gap can be affected by not only the global perspective adopted by the individual, but also by current mood. Any review of holidaymaker satisfaction must therefore incorporate as far as is possible a number of measures of satisfaction.

Methods used for measuring satisfaction

The main methods used for assessing satisfaction in this chapter are:

a) questionnaire scores of 'holistic' measures such as the degree to which respondents would recommend the holiday to a friend;

b) individual item and total scores;

c) correlations between total and item scores;

d) differences between desired and perceived holiday attributes.

The individual item scores

Table 12.1 is derived from the third section of the

questionnaire, in which respondents were asked to make statements about their overall satisfaction with the holiday. As expected, high levels of satisfaction resulted. Table 12.1 shows that the score for making friends (4.17) is lower than for other items, but it can be seen in appendix three that social needs vary significantly between sub-samples, including the married and single, 'noisy socialisers' and 'active isolates'. Given such variances, the low mean score on this item is to be expected.

Table 12.1   **Overall levels of holiday satisfaction**
                    (n=1127)

Degree of satisfaction with

In first two days of holiday	Mean	Stand Dev
what was found	5.73	1.54
location meeting expectation	5.72	1.60
journey to location	5.51	1.65
people being friendly	5.45	1.66

After the first two days		
enjoyed the holiday	6.28	1.10
the holiday area	6.06	1.32
value for money	5.93	1.41
the accommodation	5.88	1.46
recommend the holiday	5.76	1.80
travel companions enjoyed the holiday	5.70	1.91
arrangements for the journey home[*]	5.60	1.58
the weather	5.42	1.77
making friends	4.17	1.84

Note *   package holiday takers only (n=513)
A seven-point scale is used where seven represents 'very satisfied'

The item, 'degree of satisfaction with the journey home', has fewer than 1127 respondents because the question

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related to those on package holidays, and was designed not only to elicit this information but also to distinguish between those on package holidays and those travelling independently.

Table 12.1 is also of interest because the item, 'after the first two days, to what extent did you enjoy the holiday' elicits the highest mean score (6.28) and the smallest standard deviation (1.1). The table indicates support for the argument that while holiday-makers may experience the holiday as a series of events, their judgment of the success or otherwise of the holiday is more than just the sum of the parts, but is a 'holistic' judgment of overall 'quality'. As indicated in earlier chapters, this perhaps indicates one of the deficiencies of a multi-attribute approach to measurement, in that while this does elicit data as to specific contributions of components of a service or experience, it perhaps under-estimates the pleasure/displeasure derived from the totality of the experience. Table 12.1 also indicates the importance of the 'holiday area' as a whole; perhaps confirming the importance of information given in holiday brochures about the destination.

A total satisfaction score was calculated by summing the scores on the items listed below:

By the end of your holiday, to what extent:

were you satisfied with your accommodation?

were you satisfied with the holiday area?

did you really enjoy the holiday?

did your travelling companions enjoy the holiday?

could you say it was value for money?

would you recommend this holiday to a close
friend who shares your interests?

and dividing by six to generate a notional answer on a
single seven-point scale. The end result was a mean score
of 5.86 with a standard deviation of 1.04.

The above items include two which are used by tour
operators to assess general overall satisfaction. These
are the items relating to overall enjoyment of the holiday
and the recommendation of a holiday to a close friend. Not
surprisingly (as the 'total satisfaction' item included the
items!) the calculated 'total satisfaction' score
correlated highly with these two items. Using the 'total
satisfaction score' the Pearson Coefficient of Correlation
was 0.81 (p<0.001) with the item about enjoyment of the
holiday, and 0.76 (p<0.001) for the recommendation to a
friend. Of interest was the fact that these two items did
seem to be measuring something different for the
correlation between the two items was r=.58, p<0.001.

Other aspects of the correlation matrix were also of
interest. The level of satisfaction with the weather did
not correlate with any other single measure of satisfaction

at a level above 0.35, and in most cases correlation coefficients were below r=0.2. Indeed correlations between individual items of satisfaction measurement tended to be between 0.16 and 0.35, implying that each was measuring something different, even though the correlation between individual items and the summed 'total satisfaction' score tended to be above r=0.4. Of potential significance were the weak correlations between the items which asked about initial satisfaction and end of holiday satisfaction. Patterns of this nature are perhaps to be expected as, since the summed measure of total satisfaction includes the individual item, the measure of total satisfaction is not an entirely independent variable. Constructing a new matrix for each individual item against the measure of total satisfaction still resulted in high correlations, and again the two items used by the tour operators scored highly with values of r=0.83, p<.001 for the item 'enjoyment of the holiday' and r=0.78, p<.001 for the recommendation to a friend'.

Item 87 on the questionnaire asked 'when you arrived, to what extent did the location meet your expectations?' As table 12.1 shows, the overall score of 5.7 indicates a high level of congruence between expectation and immediate perception. Yet this item correlated with final satisfaction score items at lower than expected values as shown in table 12.2, where three measures of overall satisfaction are used. These are:

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a) to what extent did you enjoy the holiday;

b) to what extent would you recommend the holiday to a friend (both of these items being used by tour operators on their holiday assessment questionnaires);

c) the total 'summed' satisfaction item as described above;

d) an 'initial' satisfaction scale representing the sum of the items in the first part of table 12.1.

Table 12.2 therefore shows that however measured, whether by the direct question, 'to what extent did the holiday location meet expectation' or by the 'summed' initial satisfaction score, correlations between initial and final satisfaction are generally not greater than 0.5.

Table 12.2   Correlations between initial and final satisfaction

	Enjoyment of	Recommend to	Final Satis.	Initial Satis.
Extent Location met expectation	0.40	0.42	0.49	0.63
Initial Satisfaction	0.48	0.46	0.54	-

Equally, the question 'when you arrived, to what extent were you satisfied with what you found?' also correlated at levels of less than 0.5 with final satisfaction measures, although $r=0.63$ with the item of initial perception of the location meeting expectation. The differences between the scores are not without interest because, if anything, a higher correlation would be expected because of the

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methodological difficulty involved in asking people to recall retrospectively initial reaction after completion of the holiday. Respondents were clearly able to make distinctions between the items. It is contended this is because the holiday experience is so important to individuals that they are able to recall aspects of the holiday without too much difficulty when prompted, even though they might assess the holiday in an overall manner.

It is this that condones the use of a multi-attribute approach to holiday satisfaction measurement.

A check on the values of the correlation coefficients between total satisfaction and individual items was provided by the use of a Fishbein summation as the measure of total satisfaction. Hence scores derived from the Fishbein summation of $\Sigma\ (a_i b_i)$

where a_i is defined as the importance of an attribute and b_i is the degree to which a service (holiday) possesses the given attribute.

were correlated with individual items such as 'would you recommend this holiday to a friend'. So, for example, the Fishbein measure of satisfaction and the item 'to what extent would you recommend this holiday to a close friend who shares your interests' correlated at 0.41 (p<.001). With the item 'by the end of your holiday, to what extent could you say you really enjoyed the holiday', the Fishbein measure correlated 0.43 (p<.001). Correlations with the measure of total satisfaction as calculated above were also good at r=0.53 (p<.001).

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A number of implications arise from these results. With such high correlations the evidence from this study does not support some of the work previously discussed in chapter six where for, example, it was reported that the work by Jaccard et al (1986) found poor correlations between different measures of satisfaction. Here three measures have been used, namely

    a)   a Fishbein summation;

    b)   individual items derived from direct questions;

    c)   summed constructs calculated from items.

In all cases correlation coefficients have tended to be significant and at levels of above 0.4. Hence, for the respondents in this study, the measures being used could be interchanged, except that there were, as mentioned, some differences in what was being mentioned. The distinction between initial and total satisfaction, for example, has been mentioned. Studies of consumer gaps also argue that the nature of the gap is itself, also significant, and this further discussed in chapter fourteen.

Satisfaction and exploration

In chapter four it was argued that the strong motivation to achieve satisfaction from the holiday would lead, in cases of initial disappointment, to search behaviour as holiday-makers explore a situation in order to find what appealed to them. Hence, the questionnaire included questions about the level of exploration undertaken in the initial period of the holiday. To expect a linear relation between

exploration and satisfaction where initial dissatisfaction is associated with higher levels of exploration was thought to be too simplistic. Indeed, the correlation between the two was 0.21, and the coefficient of determination of 0.04. Why would this be the case? First, the total sample includes a number for whom exploration and seeking new places and things is a source of satisfaction, not a reaction to dissatisfaction. Hence any analysis would need to exclude such holiday-makers from the sample. Second, not all holiday-makers might react to initial dissatisfaction by such adaptive behaviour - other forms of social readjustment also exist from complaints to the tour operator's representative in an attempt to obtain redress to simply readjusting one's sets of expectations. Perhaps the terms 'holidaytaker' and 'holidaymaker' are not interchangeable, but in fact convey significant differences in meaning. It is tempting to perceive the holidaytaker as the tourist primarily concerned with relaxation and buying a 'product' from a package tour operator. On the other hand, the holidaymaker is characterised by a more positive construction of their holiday environment, interacting with it to create an individualised holiday 'product'.

One implication is that differences between levels of exploration by holiday 'takers' and 'makers' might exist, and this would be independent of the contention that exploration is associated with initial dissatisfaction upon

arrival at a destination. Hence, in an attempt to assess more carefully the relationship between exploration and levels of satisfaction, the data were transformed to exclude from the sample the positive holiday-takers, and the two groups of discoverers on the premise that these were more likely to be 'holidaymakers'. A one-way analysis of variance was calculated between measures of satisfaction and levels of exploration, and significant F-ratios were subsequently calculated for the remaining, more passive, holiday 'takers'. But again the relationship found was clearly one of high levels of satisfaction being associated with high levels of exploration. Perversely, those with scores indicating the widest gap between expectation and perceived reality of the destination as measured by the item 'when you first arrived, to what extent did the location meet your expectations?' undertook the least exploration. Of course, this item is ambiguous in that it is capable of two interpretations - there is a gap between my expectation and my perception because either the location is better than, or worse than I expected. Therefore the test was rerun with reference to the item 'when you arrived, to what extent were you satisfied with what you found?' Again, only in this case even more clearly, higher levels of satisfaction were associated with higher levels of exploration. The F-ratio was 17.07 (p<0.001). For those who scored their satisfaction as less than a '3', the average exploration score was 4.5; for those with satisfaction scores of 6 or more the exploration

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score was 5.5 - the difference being significant at p<0.05.

Removing from the sample the 'unimaginative holiday-takers' on the premise that they might not undertake exploration even if disappointed upon arrival, was found not to make any significant impact upon the results. In short, high levels of satisfaction were associated with higher levels of exploration of the destination. There was no evidence of any attempt by the least satisfied to indulge in exploration behaviour to overcome the source of the dissatisfaction.

This result can be interpreted as:

a) higher levels of exploration help generate higher levels of satisfaction, or

b) the more generally satisfied (bearing in mind the discussion in chapter twelve) are going to be more likely to indulge in exploratory behaviour by reason of being more optimistic, or

c) the research instrument as a quantitative measure requiring recall is too blunt to elicit the actual pattern of events.

While the last alternative cannot be conclusively rejected, the results so far do indicate that the sample was able to respond in consistent and coherent ways that indicated a sensitivity to the separate measures of satisfaction and activity on holiday. Hence one is left with a relationship

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between exploration and satisfaction, but with no clear linkage of causality. Indeed, it is possible that a simple sequence of events where variable A leads to variable B is not appropriate in this instance, in that both react and reinforce each other. What is clear is that part of the theory which led to an expectation that initial dissatisfaction would be associated with higher levels of exploration is not supported by these findings.

A gap approach to satisfaction

A second approach to satisfaction is to assess the gap that exists between the desired and the perceived attributes of the holiday. The smaller the gap, the greater the congruence between desired and perceived holiday components, and the more satisfied is the customer as explained in chapters two and twelve. Table 12.3 indicates the scores, and more data is provided in the appendices. A negative score indicates that the perceived attribute was better than the desired/expected attribute. The reverse means that the respondent found the holiday destination failed to meet expectation; thereby implying disappointment or dis-satisfaction. Table 12.3 shows, in absolute terms, a high level of congruence between desired and perceived attributes of the holiday destination in approximately half of the items, thereby confirming the high levels of satisfaction noted in table 12.1. On the other hand, when a t-test for the significance of two mean scores was calculated, in many of the cases the difference was

significant. In nine cases the gap was 'negative',
implying high levels of satisfaction.

Table 12.3   The Gap Between desired and perceived
             attributes of the Holiday Destination

Need factors

	Ideal	Actual	t-stat	Number	Gap
relax mentally	6.01	5.79	5.38***	1111	.24
discover new places and things	5.99	5.58	10.40***	1111	.41
had a nice climate	5.93	5.46	9.09***	1083	.40
avoid hustle & bustle of daily life	5.71	5.53	3.46***	1104	.18
relax physically	5.56	5.47	1.75	1108	.08
be in calm atmosphere	5.45	5.33	2.32	1107	.11
increase knowledge	4.60	4.48	2.59**	1048	.13
have a good time with friends	4.11	4.11	-0.11	996	.00
be with others	3.85	4.20	-6.90***	1061	-.34
use imagination	3.73	3.72	0.18	1009	.05
build friendships	3.63	3.71	-1.60	1050	-.08
gain sense of belonging	3.30	3.69	-4.94***	929	-.45
challenge abilities	3.03	3.11	-1.47	960	-.07
develop close friendships	2.74	2.90	-3.26***	982	-.17
use abilities in sport	2.91	2.67	5.41***	937	.25

Destination Attributes

beautiful scenery	6.15	5.83	7.13***	1111	.32
was comfortable	6.11	5.80	7.15***	1096	.32
good accommodation	6.03	5.78	5.22***	1091	.26
chance to get away	5.93	5.79	2.97**	1099	.09
friendly local people	5.77	5.53	2.54	1094	.32
interesting culture	5.37	4.93	8.49***	1031	.44
an interesting history	5.07	5.06	0.24	1075	.01
good facilities for children	4.62	4.51	1.45	651	-.40
had supportive couriers	4.54	3.95	7.59***	726	.43
chance to mix with lots of people	3.45	4.60	-11.88***	1019	-.81
many nightclubs and bars	2.30	2.90	-9.92***	933	-.59
an active nightlife	2.86	3.22	-4.35***	958	-.41

      * = p<0.05   ** = p<0.01 *** = p<.001

In six of these nine cases the t-statistic was significant.
Of the nineteen instances where the gap is positive, the t-
statistic is significant thirteen times.

There are however, problems of interpretation as to what
these differences mean. At one level, the bigger the
difference, the greater the dissatisfaction or
satisfaction. However, simply to note the value of the
difference without reference to the importance of the item
is to imply that all items are of equal value, and hence

ignores the Fishbein approach to measuring satisfaction. Additionally, there might be psychometric problems that need to be examined. In work associated with gap models such as the SERVQUAL model, it has been argued that difference scores often demonstrate poor reliability, and that items with poor reliability may appear to possess discriminate validity simply because the gaps are unreliable (Brown, Churchill and Peter, 1993). Such issues are examined in the next chapter. For the moment, the nature of the gap between desired and experienced components of the holiday will be examined at a descriptive level.

With reference to the actual values of the gaps, the standard deviation values range from 1.3 to 2.3. This implies that given a mean gap score of approximately zero, about 16 percent of the sample had scores in excess of +1.3 to 2.3, and a further 16 percent of the sample had scores of -1.3 to -2.3. Differences between the highly satisfied, and the less satisfied obviously require analysis as to its nature and potential causes.

A correlation between gaps and total satisfaction?

To assess the consistency of response and the hypothesis that gaps between desired and perceived actual holiday attributes are a measure of holiday satisfaction, a number of potential measures are available. For example, a high correlation between item gaps and total satisfaction score

could be hypothesised. However, if there are differences between those that are satisfied with the holiday, and those that are not, it becomes worthwhile to assess whether any one such variable within the total holiday experience contributes most to feelings of dissatisfaction. For example, if poor weather is a major contributor to dissatisfaction, then it could be expected that, using one-way analysis of variance, F-ratios would be very high between those having good or bad weather. Using the summed 'total satisfaction' score a one-way analysis of variance of the gaps identified in table 12.3 against individual scores was undertaken. The resultant pattern was very clear in the great majority of instances.

The results are presented in four ways. To present an overview, table 12.4 shows F-ratios and associated probabilities. For illustrative purposes, two gaps are analyzed in further detail. The full results of the analysis are given in the appendices which show a general consistency in the pattern of responses. Finally, the respondents are divided into two groups - the satisfied and dissatisfied, and a t-test of differences undertaken.

Table 12.4 indicates that generally correlations between levels of overall satisfaction and the gap between desired and perceived actual holiday experience and location is in the expected direction.

Table 12.4

> F-ratios and Probabilities - one-way analysis of
> variance for gaps between desired and perceived
> holiday experience against scores of total
> satisfaction.

Score of Total Satisfaction against:	F-ratio
Motivational Factors	
Relax mentally	12.97***
Be in a calm atmosphere	8.02***
Discover new places and things	6.94***
Gain a sense of belonging	6.10***
Increase knowledge	5.66***
Relax physically	5.13***
Use my imagination	5.00***
Develop close friendship	4.67***
Build friendships	4.33***
Challenge my abilities	3.98***
Use physical abilities	3.07**
Holiday destination Factors	
Comfort	33.08***
Accommodation	32.34***
Good weather	20.84***
Beautiful scenery	19.07***
Location	17.32***
Interesting culture	14.77***
Chance to get away from it all	10.23***
Interesting history	7.35***
Childrens' facilities	6.70***
Good couriers	5.53***
Having a good time with friends	5.33***
Opportunity to mix with others	4.03***
Being with others	3.02**
An active Nightlife	2.64
Good bars	1.60

key   * = $p < 0.05$** $p < .01$ *** $p < .001$

importance of relaxation needs is again reinforced in that
failure to obtain satisfaction is correlated with high
positive gaps. The results are shown in table 12.5. It
can be seen that for those with the lowest level of
satisfaction, the mean gap is the highest, whereas the most
satisfied have a small negative gap. However, the Cochran

c score indicates a caveat; for the variability of responses arising from the small sample sizes of the dissatisfied implies that the differences in the size of sub-sample groups is infringing the assumption of a homogeneity of variance between the sub-samples.

However, the results are in the predicted direction. This can again be illustrated with reference to the importance of the comfort of accommodation. Table 12.6 shows this. Using the same analysis as in table 12.5, table 12.6 refers to the relations between total satisfaction and the item, 'comfort of accommodation'.

Table 12.5   One-way analysis of variance: Gaps for desired and experienced mental relaxation by total satisfaction

Level of Satisfaction	Mean Gap score	Standard Deviation	Number
1	2.37	2.19	8
2	2.15	2.35	14
3	.54	1.66	44
4	.55	1.36	99
5	.29	1.18	310
6	.11	1.18	520
7	-.09	1.31	114

Note   Level of satisfaction scale where
1 = the lowest level of satisfaction
2 = the highest level of satisfaction
Cochrans C = .28, p=.000

A number of points become evident from these two examples. The first is that there is a clear inverse relationship between the size of the gap and the level of total satisfaction. The lower the total satisfaction, the greater is the gap on individual items. The gap is also

positive, implying that expectation exceeded perceived reality. At the highest levels of total satisfaction (ie above '6' on the 7-point scale) there is a negative gap re-emerging, but it tends to be small. That is, what gap exists is due to perceived reality exceeding expectation. Schefe tests were also undertaken and generally revealed differences at levels of $p<0.05$ in most cases.

Table 12.6   One-way analysis of variance: Gaps for desired and experienced level of comfort by total satisfaction

Level of Satisfaction	Mean Gap Score	Standard Deviation	Number
1	2.87	2.53	8
2	2.43	2.06	14
3	1.65	2.04	43
4	1.05	1.64	95
5	.42	1.31	306
6	.01	1.09	516
7	−.21	.99	112

Note   Level of satisfaction scale where
1 = the lowest level of satisfaction
2 = the highest level of satisfaction
Cochrans C = .29, p=.000

Unfortunately, as noted, the evidence is not totally satisfactory from the viewpoint of the tests for homogeneity of variance. The sample of dissatisfied is not sufficiently large for the case to be conclusive. As has been illustrated there are too few cases of unsatisfied holiday-makers for the tests to pass the requirement that a proper analysis of variance requires equality of variances. Further, the lack of equality of variance is not overcome by a similarity of sample size between the various ratings of total satisfaction (see Norusis,

1990:B29).

One way in which to overcome this, while still retaining parametric tests, is to divide the sample into two groups on the basis of their score of total satisfaction. Those scoring 4 or less were designated as low satisficers and those scoring above 6 as high satisficers. It is thus possible to undertake a t-test on the mean of the gap score on the individual items. Given that the tests of homogeneity of variance indicate unequal variances between the sub-samples, in testing the significance of the difference between the two groups the separate-variance t-value was used. The reason why the criterion for low satisficers is a score of 4 or less is simply to meet the requirement of the t-test that sample sizes should not be too small. The problem of interpretation must be noted for:

'Significant t values are obtained when the numerator of the t statistic is large when compared to the denominator. The numerator is the difference between the sample means, and the denominator depends upon the standard deviations and the sample sizes of the two groups. For a given standard deviation, the larger the sample size, the smaller the denominator. Thus a difference of a given magnitude may be significant if obtained with a sample size of 100, but not significant with a sample size of 25. (Norusis, 1990:B6).

Table 12.7 shows the results and illustrates a number of interesting facets of the holiday experience and the potential causes for satisfaction. The gap, as before, is the gap between desired and perceived attributes of the

holiday experience and destination.

From table 12.7 it is evident is that in all but 3 of the items the difference between the low and high satisficers is significant. In the cases where the difference is significant, the absolute value of the gap is smaller for the high satisficers in all but 2 cases - being with others and gaining a sense of belonging. In the latter case the gap between high and low satisficers is approximately equal. What is also of interest is that in the case of low satisfiers the gap tends to be positive, indicating that perceived reality fell short of expectation, whereas for those who scored more highly as being satisfied with their holiday, there was a tendency for the gap, albeit small, to be negative.

The three items where the difference was not significant related to the nightlife and the bars available and to being able to mix with others.

What is also of interest is to highlight those items where the gap for the dissatisfied group of holiday-makers is in excess of a value of 1. With reference to the motivational items, five such factors appear - two related to relaxation ('to escape from the hustle and bustle of daily life' and 'to be in a calm atmosphere') and two to social needs ('having a good time with friends' and 'developing friends'). With reference to the denial of relaxation needs it might be worth noting that the item 'to relax

mentally' also had a high difference. The interest in these items lies in the fact that in chapter nine the two items 'to escape from the hustle and bustle of daily life' and 'to be in a calm atmosphere' were the two most highly rated items on the motivational scale. Hence, it is logical to assume that denial

Table 12.7   Gap analysis by low and high satisficers

Holiday Motivations	LOW SATISFICERS Gap	Number	HIGH SATISFICERS Gap	Number	T-value
develop close friends	.76	62	-.31	569	4.99***
good time with friends	.94	65	-.21	575	4.75***
feel as if belong	.64	59	-.62	529	4.52***
in calm atmosphere	1.00	70	-.03	629	3.99***
relax mentally	.98	74	.07	634	3.94***
increase knowledge	.90	66	-.01	600	3.93***
discover new places	1.18	72	.31	636	3.87***
avoid hustle and bustle	1.08	73	.03	625	3.38***
build friendships	.74	66	-.20	605	3.35***
challenge abilities	.62	61	-.24	542	3.34***
be with others	.15	66	-.48	609	2.58*
use imagination	.67	64	-.03	575	2.51*
abilities in sport	.78	60	.17	533	3.26**
relax physically	.46	74	-.03	628	1.90

Attributes of the Holiday Destination

	LOW Gap	Number	HIGH Gap	Number	T-value
was comfortable	1.90	70	-.02	628	7.63***
accommodation	1.90	70	-.09	627	7.13***
good weather	1.61	70	-.01	632	6.20***
beautiful scenery	1.68	72	.07	633	6.19***
friendly local people	1.66	68	.07	629	5.91***
interesting culture	1.60	68	.19	591	5.20***
good facilities for children	1.12	50	-.67	432	4.92***
get away from it all	1.05	71	-.17	634	4.66***
interesting history	1.03	68	-.16	618	4.14***
supportive couriers	1.63	59	.19	446	3.98***
active nightlife	-.11	66	-.49	547	1.19
mix with others	-.71	66	-.93	602	0.74
many bars	-.88	66	-.66	529	-0.77

key * = p<0.05   ** = p<0.01   *** p<0.001

of these prime motivations would lead to higher levels of dissatisfaction. The discovery item was also one of the more important needs to be fulfilled by a holiday.

From the activities and holiday destination attributes lists nine items had scores of greater than one for the dissatisfied holiday-makers. These gaps related to the history of the location, its scenery, accommodation, culture, the location, the weather, the couriers, facilities for children and comfort.

When one turns to the satisfied holiday-makers, it is notable that the gap between expectation and perception does not exceed 0.05 in six cases, and, in 23 of the 27 items considered, did not exceed 0.5. In short, the concept that satisfaction can be conceived of as a gap between expectation and perceived reality would appear to have some validity.

However, questions remain. For example, as discussed in chapter twelve, scores of satisfaction might simply be a reflection of a predisposition to be satisfied arising out of a global perspective of well-being and optimism. Second, if the gaps have validity in terms of being different between low and high scorers of total satisfaction, can the gaps actually sustain predictive capability? Third, are the gaps themselves determined by variables such as past experience of holidays? Fourth, is

dissatisfaction associated with a constraint upon holiday choice? Fifth, are any of the holiday-maker typologies more or less associated with satisfaction or dissatisfaction? For example, it has been noted that positive holiday-makers generally score high - does this mean that they are more likely to have negative gaps where expectation is less than perceived reality?

Gaps as determinants of total satisfaction?

A number of the above questions can be answered in subsequent chapters, but it is possible to continue the analysis of the relationship between gaps and total satisfaction in at least one more way. Was it possible that the gaps between expectation and perception explain the score for total satisfaction? If the gaps are themselves measures of satisfaction, and if satisfaction is also measured by direct questioning, is it possible that the gaps are the 'molecular' components of total satisfaction revealed by direct questions?

A correlation matrix was first constructed, and generally there was little relationship between the individual gaps, implying that each gap between pairs of items was measuring something different. The coefficient of correlation was in most cases less than 0.30, and only exceeded that in some expected combinations. For example, the gaps for 'developing friendships' and 'having a good time with friends' correlated at r=0.37. The gaps for increasing

knowledge and history of the place correlated at r=0.39. Of interest were the correlations of some gaps with the score of total satisfaction as calculated from summing items as explained at the start of this chapter. This measure of total satisfaction correlated with the gaps on accommodation (-0.54), comfort (-0.53), the location (-0.42), a chance to get away from it all (-0.42) and the weather (0.36) at levels exceeding any other correlation in the matrix. All were significant at $p<0.01$. On the other hand some gaps correlated not at all with measures of total satisfaction. For example, using the Fishbein measure of total satisfaction, for the gap 'to relax physically' r=-0.05, and between the Fishbein measure and the gap for 'a calm atmosphere' r=-0.11.

Further, any attempt to 'explain' total satisfaction by these variables by use of multiple regression proved unsuccessful. Taking the items just listed, the adjusted coefficient of correlation was .202. Using only the motivational items obtained a similar result, while simply using destination attributes increased R^2 to 0.40. Using all 27 'gaps' only increased the coefficient of determination to 0.43, but with a series of low beta values.

Hence it would appear that satisfaction as measured by a gap between expectation and perceived reality on individual items is an overlapping measure of satisfaction, but not in

itself equal to a measure of total satisfaction when this latter is measured through direct questions such as 'would you recommend this holiday to a friend', or any summation of such items.

However, it can be objected that this approach does confuse the molar and molecular measures of satisfaction where two different measures are being adopted. If the gaps are the molecular measures of satisfaction, is it possible to devise a total measure of satisfaction from these gaps, and then undertake the type of analysis used above? But there is a problem. How could a summation of gaps between expectation and perception be interpreted? And with the gaps tending to approach zero in a number of cases, correlations between the gaps approaching zero would be expected to be statistically high, but mean little. In short, it seems that if these scores are to be examined more closely, other methods will be required. These issues are explored in chapter fourteen which considers differences between sub-samples.

Chapter thirteen   Using Gap Analysis - some psychometric problems

Introduction

Laws (1986:136) notes that Consumerist Gap models are based upon a relative, perceptual level of expectation, and hence do 'not directly confront the issue of whether "satisfaction" can actually be measured'.   He also suggests that a time dimension is important, as clients perceive a service as consisting of a series of events, and that the coping strategies devised by clients can shape subsequent expectations of the service to be delivered. These components of relativity, time and coping have been incorporated into the model which has been developed. However, previous discussion of the results has not examined the implications of a concept based upon relativity, where each respondent describes desired holiday outcomes against criteria that might be specific only to themselves at the time of responding.   It has been shown that past experience of the holiday destination is a determinant of satisfaction, yet there is a conceptual difficulty in constructing gaps as measures of satisfaction.   If experience is important in terms of developing a congruence between desired and actual experience of the destination, in what way has past experience shaped both the expectation and perceived performance of the holiday? Theoretically, a gap of zero can arise for both the experienced and the inexperienced tourist.

This problem has emerged in other measures of gap analysis. As already noted, a major measure of difference analysis is the SERVQUAL model. Cronin and Taylor (1992) argue that the perceptions component of SERVQUAL outperformed SERVQUAL itself, and concluded that the disconfirmation paradigm was inappropriate for measuring perceived service quality. In short, technical problems exist with the use of difference scores as measures of satisfaction.

These difficulties can be categorised as problems of reliability, discriminant validity and variance restriction. Questions may also be raised in respect of the independence of the measures, as correlations may be high when gaps are correlated with scales from which the gap is derived. This chapter examines these issues.

Before examining results from the analysis, it is pertinent to note that two possible sources of data were available. Either the simple shortened form of the Leisure Motivation Scale could be used, or that scale plus the desired and perceived holiday attributes. In the event, an analysis was undertaken on both versions, and little difference was found between them. In the discussion below, the results given are those from the latter, longer scale. The correlations reported are almost identical with results from the former testing. The only difference was that the alpha coefficients improved by about 0.05 in value (.73 to .78).

Problems of reliability

Johns (1981) notes that the reliability of a difference score (r_D) is a special case for the reliability of a linear combination, namely:

$$r_D = \frac{\sigma_1^2 r_{11} + \sigma_2^2 r_{22} - 2r_{12}\sigma_1\sigma_2}{\sigma_1^2 + \sigma_2^2 - 2r_{12}\sigma_1\sigma_2}$$

where r_{11} and r_{22} are the reliabilities of the first and second component scores respectively. σ_1^2 and σ_2^2 are the variances of these component scores and r_{12} is the correlation between component scores. Brown, Churchill and Peter (1993) highlight the implication of this as follows:

> 'Note that as the reliability of either component score decreases or the correlation between the component scores increases, the reliability of the difference score itself decreases. When two responses are taken from the same respondent and then subtracted to form a measure of a third construct.... only rarely will the difference score components not be positively correlated'.

However, in responding to this difficulty, it is necessary to examine more clearly the nature of the perceptual gap being considered, which is the desired holiday destination minus the perceived attributes of the actual holiday destination last visited. There is little reason for arguing that general evaluative standards are correlated with location specific attributes. For example, if tourist A has higher scores for the importance of desired holiday destination attributes than tourist B does, it does not automatically follow that tourist A will value a specific destination on each of the measured attributes

consistently higher or lower than tourist B. Correlations
between the desired and the perceived attributes may be
little more than a reflection of the measuring scale being
used (a 7-point scale). In this study the correlations
between the summed scores of the desired and perceived
scales was 0.60. In studies of the SERVQUAL model
correlations are approximately 0.35 (eg Brown, Churchill
and Peter, 1993). It is unclear whether Brown et al's
(1993) figure is an average of the correlations between the
separate item scales, or a correlation relating to summed
scales. In calculating the correlations between the
individual pairings, the correlations were much lower,
(less than 0.1 and 0.3), supporting the argument of
Parasuraman, Zeithaml and Berry (1993) of the independence
of expectation and perception.

Johns (1981) also notes that the reliability of the gap
decreases when the reliability of each of the two
components is low. In this study the reliabilities of the
two separate components are acceptably high, being 0.81 for
desired attributes and 0.85 for perceptions. Nonetheless,
reliability for the gap, as measured by the Cronbach alpha
coefficient, is less at 0.78. When comparing this to the
data produced by Brown, Churchill and Peter (1993), for the
SERVQUAL model with a sample of 230 business studies
undergraduate students, the results are low for they
achieved alpha coefficients of 0.94 for all three
variables. This might be explained, at least in part, by

the smaller sample size and potentially its more homogeneous nature when compared with the current sample.

Discriminant Validity

Discriminant validity refers to the extent to which measures of theoretically unrelated constructs correlate with each other. At a general level it is possible for unreliable measures to appear to possess discriminant validity simply because of their unreliability. This makes it all the more necessary to check for reliability. Brown, Churchill and Peter (1993) note that with reference to difference scores

> 'In practice though, the difference will always be highly correlated with, and thus not distinct from, at least one of the component measures. Thus, any correlation between a difference score and another variable is an artifact of the relationship between the component measures used to form the difference score and the other variable. Since difference score measures will not typically demonstrate discriminant validity from their components, their construct validity is questionable.' (1993:131)

However, as argued, this quotation seems to imply two separate considerations. The first is that 'any correlation between a difference score and another variable is an artifact of the relationship between the component measures used to form the difference score and the other variable'. But why should this be so? For example, if the gap is correlated with a score on the question, 'to what extent would you recommend this holiday to a friend?', and this item has not been included in the construction of the gap, no 'artifact' exists. It appears however, that

the main thrust of the criticism seems to be that discriminant validity is questionable when correlations are sought between the gap and the two components from which it is derived.

In their response to criticisms of the SERVQUAL model, Parasuraman, Berry and Zeithaml (1993) respond by stating that service quality is nowhere perceived as being theoretically unrelated to expectations and perceptions. Indeed, service quality is seen as a function of the discrepancy between client perception and expectation. In that sense the criticism concerning discriminant validity is, they argue, inappropriate.

Table 13.1 Reliability and discrimination scores

	2)	3)	4)	5)	6)	mean	var	alpha
1) Perceptions*	.60	-.58	.56	.46	.47	4.46	0.67	.85
2) Desired components*		.30	.11	.11	.13	4.55	0.48	.81
3) Gap*			-.55	-.43	-.43	0.12	0.51	.78
4) Total Satisfaction+				.88	.82	6.06	1.10	.88
5) Recommend (single item)					.64	5.93	2.33	
6) Value for money (single item)						6.01	1.54	

* summed scores   + composite measure as defined in chapter 14.

Nonetheless, the debate has merit in that it forces an examination of the data, In this case it can be seen from table 13.1 that the average magnitude of the correlation between gap, desired attributes and perceived attributes with the single, independent, measure, 'recommendation to a friend' is less than 0.46. That desired and perceived attributes correlate with this measure at 0.46 and 0.11 respectively indicates their independence from satisfaction. However, as Brown, Churchill and Peter (1993

point out, the summed perceptions score actually correlates higher than the gap score with other, independent measures of satisfaction such as, in this case, 'recommendation to a friend', 'total satisfaction' and 'value for money'. Moreover, in this study the correlation between the gap score and perceptions is much lower than the 0.79 recorded by Brown, Churchill and Peter for the SERVQUAL model – possibly partly a function of lower reliability, but also, it can be contended, evidence of the gap score being an independent variable. Nonetheless, if the intention is to predict levels of consumer satisfaction as a precursor of subsequent action, how significant is the marginally better correlation between the prediction and total satisfaction scores? And does this mean that the concept of a gap analysis is without value if prediction scores are equal or even better predictors?

For the moment two comments might be made. First, the differences between the two sets of correlations, ie between 'perceptions' and 'gaps' with other variables, are not great. Second, one of the major strengths of the gap analysis remains unchallenged, and that is that it identifies the actual sources of satisfaction in a more precise manner than simply measuring perception. For example, suppose that for a segment of holiday makers such as the 'discoverers', the perceptual score for the three items shown below was:

increasing my knowledge	4.9
discovering new places and things	5.2
challenge my abilities	4.8

on a 7-point scale, it might be concluded that high degrees of satisfaction were being recorded. However, if the 'desired attribute' score was known, and this revealed that while expectations as to knowledge acquisition and discovery were being met, but the level of challenge was below expectation, a specific item is thereby identified which a tour operator could now seek to remedy. In short, the main thrust of gap analysis is that, given acceptable degrees of independence, reliability and discrimination, it is a more useful as marketing tool than a uni-dimensional measure of satisfaction.

It is also important to determine what is being sought from the measures. If the sole intent merely is to measure holiday maker satisfaction, then it appears from these results that the traditional items used by tour operators such as 'recommendation to a friend' or whether a holiday is 'value for money' are more than adequate. If, however, the purpose is to begin to discriminate between holiday makers and the sources of satisfaction, then the gap analysis has the advantage in that to calculate it, perceptual measures are required, while, as noted above, the gaps help to pinpoint particular areas of concern.

Variance restriction

The third problem, identified by Wall and Payne (1973), in

the calculation of difference scores is that one component score is often consistently higher than the other, thereby generating comparison between components with different variances. Generally it might be thought that the expected or desired service is consistently above the perceived actual level of holiday attributes or service. Table 15.1 indicates that this trend exists, where the mean score for the desired attributes is 4.55 as against 4.46 for the perceived attributes. The latter also has a higher variance. How important is this? If the measures are being used for diagnostic purposes, the point would appear to have little relevance. If, on the other hand, the data are being used for multivariate analysis, it might pose difficulties if the gap score is used as the outcome of the perceptions and desired outcome scores, ie it is a dependent variable.

Conclusions

Much of the above debate has been borrowed from the discussion concerning the gap analysis associated with the SERVQUAL model. There are obvious differences between the concerns of that and the current model, although authors of both the SERVQUAL model and the Leisure Motivation Scale recognise a common root in their acknowledgement of Maslow's hierarchical model. A number of differences can be noted. First, the SERVQUAL model was constructed as a difference model. This was not so in the case of the Leisure Motivation Scale - it is a motivational model - not

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a satisfaction model. Further, it is only a shortened version of the scale used in this research, although the scale was supplemented by the holiday destination attributes. Close reading of the debate uncovers a number of problems, of which one of the more notable is that in their criticism of the SERVQUAL model, the results of Brown, Churchill and Peter are, arguably, not directly comparable with those of Parasuraman, Zeithmal and Berry because, in their 1993 work, Brown, Churchill and Peter actually changed the rubric of the questioning.

However, it was not the intention to compare the current work with the SERVQUAL debate in seeking to establish the superiority of one or other approach in measuring satisfaction. As stated at the beginning of the chapter, the main concern was to borrow from that debate the issues relating to difference models as to their reliability and discriminant powers. The results from the current study nonetheless parallel those found by other writers on difference models. The perceptual component marginally outperforms the difference score when measured in terms of correlations with other scales of satisfaction, but the difference is not great. The perceptions, desired and gap scales possess acceptable levels of reliability, but the difference scores possess lower levels.

Two main issues emerge. The first is the nature of the relationship between the perceptions, desired and gap

variables. Are gaps to be treated as an outcome, or do they measure some other proxy or component of satisfaction independent from the other scales and other measures of satisfaction? The position is complex. As noted at the start of the chapter, Laws comments that satisfaction is shaped by a perception of a series of events within the service over time - it is not completely holistic. Because of this a 'critical incident' can colour other aspects of the experience. Holidays can be made, or undone, by the failure of one component of the holiday. But expectation, and possibly perception, is shaped by past experience, and how that experience has been interpreted and incorporated into the holidaymaker's model of their world.

From this perspective, gap models are abstractions of the complexity called reality - like all theories they are parsimonious - seeking to explain events or processes in the world using as few variables as possible. The argument as to the role of the difference has three components to it. The technical, the conceptual and the operational. In the case of the technical statistical argument, the fact that the gap is an outcome of two other scales must mean that care is needed in undertaking some forms of analysis. From the conceptual viewpoint, it is rational and logical to argue that satisfaction is not related to desired outcomes alone - the desired may be become criteria against which perception of the actual experience is measured. Yet the two are not entirely independent variables. The

experience can lead to a re-adjustment of the desired or expected, even as the holiday-maker experiences the event. Retrospective downgrading of expectation can occur to yield not dissatisfaction, but a tolerance of the experienced performance. Whether the performance is within the holiday maker's set of tolerance might be dependent upon the importance of the component being considered.

From the operational viewpoint there is every justification for establishing the gap and the constituent parts of the holiday experience. Only if this is done can holiday providers determine which components of a holiday provide satisfaction, and which parts need to be improved. The nature of the scales also permit, as previously discussed, the clustering of holiday makers so that it becomes possible to assess the attributes of holiday experiences for different types of tourists.

Introduction

In chapter twelve it was argued that while satisfaction was generally high, nonetheless it was also evident that a range of pleasing experiences existed. This chapter analyzes the 'pre-conditions' of socio-economic and other variables as a potential source of satisfactory experience, and also assesses the levels of satisfaction across the different clusters of holiday-makers. Is dissatisfaction the result of some structural dysfunctioning? For example, as argued in chapter four, is a mismatch between expectation and perception due to a lack of experience of either destination or holiday type? Or, are certain types of holidaymakers more prone to making mistakes over holiday choice? Although some issues are considered in appendix two when discussing the relationship between the external factors affecting destination choice, this chapter will consider the questions in a wider context, and utilise some different techniques of analysis.

The open-ended questions relating to dissatisfaction indicate some possible explanations of how disappointment might arise. In two cases, first time visitors to Rumania for a skiing holiday were disappointed with the quality of service and accommodation, and this was reflected in their responses to other items. This was substantially different as a source of dissatisfaction from, for example,

some of the other complaints. As noted in chapter eleven poor weather and problems relating to the journey were common sources of irritation, but these factors did not combine to spoil the holiday. It appears there are some factors whose absence are not sufficient to spoil the total experience, but which, equally, their presence is not a guarantor of satisfaction. In the case of the visitors to Rumania, did they really expect the degree of service to be as in, say, Austria? Was it a lack of experience that gave rise to their complaints?

In other cases the source of dissatisfaction was an undoubted thwarting of expectation due to the product not matching past experience of similar types of holidays. Three respondents referred to a switching from Spain to Portugal for their holiday, and from their comments, there was an expectation of a similar type of experience, which, since the places visited were mass tourist locations, cannot thought to be unreasonable. However, a combination of partial site development with associated noise and rubbish meant that their holiday was spoilt. A lack of prior information would seem to have been the cause of expectation exceeding service provision. But again, the associated factor was a change to a destination where a lack of past experience made it easier for the holiday-maker to commit this type of mistake.

Reference has also been made to constraints upon the

holiday creating some disappointment (see appendix two).
As noted, in 2 cases dissatisfaction arose from the state
of the marital relationship, in other cases the inability
to escape from the children or from household chores was a
factor that caused some 'irritation' which meant a reduced
level of satisfaction even if, on the whole, the positive
elements outweighed the negative. The question arises as
to whether these qualitative responses can be identified in
a more structured way from the quantitative data provided.

The questionnaire permitted some structural analysis to be
undertaken:

a)   was the level of satisfaction significantly correlated
      with levels of past experience as measured by

              i)   the number of times the type of holiday
                   had been previously taken? or
              ii) the actual destination been visited?

b)   was level of satisfaction correlated with the level of
      freedom from constraints such as the need to consider
      significant others, price or similar factors?

c)   were some types of holiday-makers (as measured by the
      results of the cluster analysis) better able to secure
      satisfactory holiday experiences?

Cluster groups and levels of satisfaction

The initial analysis undertake identified the clusters of holiday makers and assessed the differences in satisfaction between the groups. Two methods were used to undertake this analysis using different measures of total satisfaction. First, the Fishbein method, using the sum of the products of scores on the desired and actual attributes of the holiday destination. Second, the use of a total satisfaction score as described in chapter twelve. In the use of the Fishbein approach data was lost as the total sample available for analysis was reduced to 387 in order to avoid problems arising from respondents' omitting items.

Consequently, and to save repetition, results from the second method are reported as both methods yielded similar results. To remind the reader, the total satisfaction score used was the sum of the items relating to:

By the end of your holiday, to what extent:

> were you satisfied with your accommodation?
>
> were you satisfied with the holiday area?
>
> really enjoyed the holiday?
>
> could you say it was value for money?
>
> would you recommend this holiday to a close friend
>
> who shares your interests?

and dividing by 6 to generate a notional answer on a 7 point scale. Chapter twelve indicated that this measure correlated highly with other measures.

Table 14.1 indicates that apparently significant differences in satisfaction occurred between the clusters (F=2.37, p<.005). However, the F score is low, and the Scheffé test also revealed no significant differences between groups at the 0.05 level. Additionally, the data failed the tests for homogeneity of variances. Visual review of the data also indicates that scores on the total satisfaction scale range from 5.61 to 6.47, and if the two small groups are excluded the range is even less, namely from 5.7 to 6.3. As might be expected, the 'positive holiday-makers' have the highest satisfaction scores. The 'noisy socialisers' have the lowest score. While the analysis of variance does show some differences between the satisfaction scores of the different groups, the evidence that satisfaction is determined by the

Table 14.1   Totals satisfaction Scores by Different
                    clusters of Holiday-makers

Group	Count	Mean	Standard Deviation
Friendly Discoverers	9	5.61	1.73
Relaxed Discoverers	119	6.28	.85
Competent Intellectuals	49	6.28	.61
Relaxing moderates	189	5.94	1.15
Social Relaxers	6	6.47	.64
Positive Holiday-makers	111	6.31	.93
Active Relaxers	25	5.86	1.36
Unimaginative Holiday-makers	370	6.02	1.02
Intellectual Active Isolates	72	6.08	.89
Noisy Socialisers	19	5.70	.82
Mental Relaxers	28	5.91	.98
Total	997	6.06	1.02

Note: deleting from the analysis the groups with less than 20 respondents made very little difference to the results. In this case F=2.77, p=.005, Cochrans' C=.21, p=0.00).

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type of holiday-maker, and by extension, the type of motivation for the holiday, is not conclusive. However, before dismissing this thesis entirely, the data were reworked by comparing the cluster with the numbers scoring high and low on the total satisfaction score as calculated before (eg in appendix two). A matrix for each cluster was set up which examined the distribution of high and low satisfaction scorers for that cluster against the distribution of high and low scorers for every other cluster, and the distribution was tested for significance by use of the chi-square test. The results are shown in table 14.2.

Table 14.2   The Significance of distribution of low and high satisfaction scores by cluster.

Group	X^2
Relaxed Discoverers	3.40
Competent Intellectuals	1.70
Relaxing moderates	0.67
Social Relaxers	1.21
Positive Holiday-makers	13.46[***]
Active Relaxers	3.93
Unimaginative Holiday-makers	2.06
Intellectual Active Isolates	5.32
Noisy Socialisers	9.97[***]
Mental Relaxers	3.61

Table 14.2 highlights the previously observed feature of the positive holidaymakers, which is that they score highly on most items. Hence the finding that positive holidaymakers are characterised by above expected levels of high scores of satisfaction cannot be said to be a surprise. Positive attitudes seems to produce positive outcomes! The other group, the noisy socialisers also

have above expected numbers of highly satisfied holidaymakers, and again, given the relatively simple criteria associated with this group, the result is not unexpected.It would therefore seem that the relationship between type of holidaymaker, motivation and satisfaction outcome is only clear in extreme cases of highly positive holiday making attitudes or essentially straightforward objectives. For the majority however, more subtle patterns result, and there is a need to consider other items. Therefore, the sources of dissatisfaction might lie in:

a) the nature of the actual experience as indicated in the previous chapters,

b) some factor that limits choice with the subsequent constraint leading a higher probability of unsatisfactory experience;

c) a combination of poor choice, poor service and/or poor resort physical attributes.

In other words, a holiday-maker may make a well informed choice, but the provision and execution of the service provided is poor. Or, perhaps, dissatisfaction occurs because of poor choice due to a lack of experience, constraints of income, family pressure or other factors, and the location, although ideal for other holiday-makers, is inappropriate for the specific holiday-maker. However,

as the matrix, figure 14.1, indicates, the position can become more complex.

Thus, an uninformed or restricted choice does not necessarily lead to an unsatisfactory holiday experience. If, by happy accident, the location turns out to be ideal for the required experience, then the lack of information has not led to dissatisfaction. However, it can be hypothesised that there is a greater probability of dissatisfaction when there is a lack of experience of either destination or a given type of holiday. Did that occur in the case of the current sample?

Figure 14.1   The relationship between destination, choice, and holiday satisfaction

		Location's appropriateness for a specific type of holiday	
		Good	Poor
Nature of Choice	Informed	Satisfactory	Unsatisfactory
	Uninformed	Satisfactory	Unsatisfactory

The role of experience

Two questions related to past experience. Question 41 and 43 asked respondents how many times they had been to their holiday destination before, and how many times they had taken a similar type of holiday. Additionally, holiday-takers were subsequently asked how important in their holiday choice was it that they had taken that type of

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holiday in the past.   In appendix two it is shown that
that the former was a significant factor in determining the
choice of the holiday destination.

The relationship between past experience of a given
destination as measured by the number of past visits and
satisfaction was found to be significant (F=7.47, p<.001).
Those that had never been to a destination before measured
5.9 on the total satisfaction score, whereas those that had
been 3 or more times measured 6.3. There was some evidence
that visits in excess of five times did not add to the
total amount of satisfaction, implying that the opportunity
for additional learning (which in itself is a motivation
for travel) may not be present in many instances.   The
Scheffé test also indicated that the main difference
existed between those that had visited a destination three
or more times, and those who had never previously visited
it (p<0.05).

On the other hand, experience of a given type of holiday
did not correlate with total satisfaction (F=.58, p=0.63)
implying that knowledge of a given location was far more
important in contributing to the success of a holiday than
is knowledge of a given type of holiday. As already noted,
this highlights the need for tour operators to inform
clients of the specific attributes of a given holiday
destination rather than the generalities of the type of
holiday being considered.

These conclusions were confirmed by adopting a slightly different approach in analysing the data. The sample was divided into two groups, those scoring the lowest levels of satisfaction as measured a total satisfaction score of less than 4, and those scoring 6 or above, categorised as those with high total satisfaction scores. (The calculation of the total satisfaction score was as identified in appendix two). A matrix was constructed for these two groups against the questions 41 and 42, and a chi-square statistic calculated. When asked, 'how many times have you been on a similar holiday before', the result was $X^2=1.11$ (p=0.29); that is the relationship was not significant. In the case of whether the destination had been previously visited the result was $X^2=16.97$ (p<0.001), ie, it is significant and supports the results from the analysis of variance.

The role of constraints in influencing holiday satisfaction

This is fully discussed in appendix two, and hence only a brief review will be noted here. There is some evidence that past destination experience is a factor positively correlated with holiday satisfaction, but the question therefore remains, what factors inhibit a better choice of holiday. Lifestage has been found to be factor in holiday choice, so is there any difference between holiday satisfaction achieved between those that are single or married, young or old, with or without children? If so, why should this be? The questionnaire permitted various approaches to this question of possible determinants of

holiday satisfaction through constraints upon holiday choice leading possibly to poor decisions about holiday destinations and activities.

The first was that categorical data as to marital status, gender etc existed. The second was through a series of questions about the importance of price, the influence of a spouse and other similar factors. The first lends itself to the technique of log-linear modelling, the second to regression analysis. Both are similar in that they seek to assess the relative contribution of factors to a given outcome, and whether or not those factors are important.

Socio-demographic determinants of holiday satisfaction

The reasons as to why there might be a linkage between socio-economic factors, holiday choice and subsequent satisfaction have been discussed in chapters four and seven. For the initial analysis to assess whether it was worth pursuing this theme, the sample was divided into the highly satisfied (ie those scoring 6 or above on the 'total satisfaction' score as calculated in chapter fourteen), and the highly dissatisfied (those scoring 4 or less). Utilising hierarchical loglinear techniques, and excluding any missing data reduced the sample to approximately 300 in number. The variables that were included as potential determining variables were gender, marital status, age, income and the presence of children. Loglinear models

differ a little from regression models in that all the variables are determining variables, and the dependent variable is the number of cases that exist within the cell. It is therefore allied to chi-square analysis, with the exception that the technique permits an examination of the interaction between all variables. Thus, analysis can begin, in unsaturated models, with an examination of the differences between observed and expected frequencies within the given cells.

As in many cases of modelling, one is searching for a parsimonious model, ie one where the smallest number of factors 'explain' a relationship or phenomenon. From table 14.2, which shows a pair-wise comparison between the total satisfaction score and the other items, it would appear that the factor that is most significantly associated with the level of satisfaction is that of age in that there is a tendency, albeit small, for younger people to be more dissatisfied than older holidaymakers. This might reflect a comparative lack of experience, which, as has been noted, has a role to play. As might be expected from table 14.2, an attempt to build up a model of prediction of holiday-maker satisfaction from these variables met with little success. Initially, in the first design of the model (the saturated model), Pearson chi square was 139.87, and a plot of the distribution of residuals had a distinct clustering, whereas what is required is a low chi square value and a random distribution of small residuals. Design

two in the hierarchy still had unacceptably high Pearson chi square values (111.7) while in the third stage, no improvement was noted. From this evidence therefore, there was little to support the notion that degrees of total holiday satisfaction could be linked with age, gender, income, and the presence of children.

Table 14.3   LogLinear results of socio-economic factors associated with degrees of satisfaction

Level of Satisfaction	Factor	Obs	Exp	St.Res	Chi^2
Dissatisfied	Married	43.0	42.1	.95	
Dissatisfied	Unmarried	10.0	10.9	-.29	
Satisfied	Married	226.0	226.9	-.01	
Satisfied	Unmarried	60.0	59.1	.12	.121
Dissatisfied	Male	24.0	25.1	-.22	
Dissatisfied	Female	26.0	24.9	.22	
Satisfied	Male	136.0	134.9	.09	
Satisfied	Female	133.0	134.1	-.09	.110
Dissatisfied	<35 yrs old	21.0	14.0	1.88	
Dissatisfied	>35 yrs old	33.0	40.0	-1.11	
Satisfied <35 yrs old		68.0	75.0	-0.81	
Satisfied >35 yrs old		222.0	215.6	.48	5.66*
Dissatisfied	No children	23.0	19.9	3.11	
Dissatisfied	With children	31.0	34.1	-3.11	
Satisfied	No children	103.0	106.1	-3.11	
Satisfied	With children	185.0	181.9	3.11	.911
Dissatisfied	< 25,000	39.0	36.1	2.94	
Dissatisfied	> 25,000	13.0	15.9	-2.94	
Satisfied	< 25,000	185.0	187.9	-2.94	
Satisfied	> 25,000	86.0	83.1	2.94	.931

key * = p<0.05

This runs counter to some of the findings of Laing (1987) where, as noted in chapter two, he found some relationship between type of holiday experience and social factors.

Indeed, this seems contrary to some of the evidence discussed in earlier chapters as to correlations between components of the holiday and social variables. However, an important distinction exists. In the earlier chapters the discussion centred upon a molecular approach, whereby the separate components such as the desire for relaxation, or the need for a location with good bars, were being examined. In this instance the concept of total satisfaction is being examined. It would seem that while there are differences between what people seek and require from their holiday, it is indeed possible that using some concept of total satisfaction (or, in traditional economists' terms, total utility), it is possible for different people experiencing different locations and engaged in different activities to yet speak of similar degrees of 'total satisfaction'.

However, the questionnaire still left further means of attempting to assess whether any structural personal situational components could be found to predict possible levels of holiday satisfaction. Variables 47 to 56 related to items such as the influence of partners, children, available time for holidays, the time of year available for holidays, price, friends, ability to speak the language, the role of the brochure and, again, level of experience measured by its influence on holiday destination choice. Again, these have been discussed with reference to individual components of the holiday experience, but it was

also possible to assess whether any relationship existed with a measure of 'total satisfaction'.

The results confirmed the findings of the hierarchical loglinear analysis in one respect. The most important determining variable was past experience as measured by the item that choice was influenced by whether the respondent had visited the location before. However, the partial regression coefficient for this item was only .07, and the adjusted coefficient of determination for all the determining variables was .02. This certainly implied that the factors that might have constrained choice, and which might have influenced expectation, had no role of any substance in determining the final outcome of holiday satisfaction. Hence, reverting back to the theory of holiday taking expounded in chapter four, it would seem that the ante-cedents of the holiday taking decision in terms of age, gender and income are not important in determining a 'total' level of satisfaction. However, it must be emphasised that the sources of that satisfaction, as evidenced by earlier chapters, can be many and varied, and the social variables such as age, and the presence of children do play a role in determining the type of experience that is being sought. In short, the data support a 'commonsense' viewpoint of there being equal potential for satisfactory experiences to be derived from a quiet drink with friends, or from undertaking a walk alone on a hill side. Both might score highly on some

measure of 'total' satisfaction, but the sources of such pleasure, and the level of pleasure to be derived by any one type of holidaymaker, can be different. It is in the distinction of these types of sources of pleasure that the disaggregated models that seek to measure consumer satisfaction have as their advantage over more 'holistic' measures.

Chapter 15   **Discussion of results**

In chapter four specific propositions arising from the theory of holiday maker satisfaction were suggested. Chapter five was concerned with the development of a questionnaire to test the propositions, and following chapters describe subsequent results. Have those results supported the theory and its propositions?

Proposition One - gaps measure satisfaction

The first proposition was that satisfaction arose from the perceived attributes of a holiday destination matching the expected characteristics of that destination. In fact, this proposition was not examined in these terms. The resource base did not permit identification of a large enough sample going on holiday to a specific destination prior to the actual holiday. Hence, as described in chapter seven, the proposition was amended to read, satisfaction arises from the congruence of the holiday destination's attributes with the desired attributes of a vacation site. From the viewpoint of the research design this possessed some advantages. First, it avoided problems of holiday makers having to recall correctly expectations after they have actually visited the site. This is a criticism that has been made of gap models such as SERVQUAL. While it is true that perceptions of what constitutes an ideal holiday location may change as a result of a holiday, that does not necessarily affect a

definition of satisfaction as being a congruence between the (amended) concept of desired and perceived holiday attributes. If the cognitive structures of 'desired holiday attributes' have changed as a result of knowledge derived from a satisfactory holiday experience, then congruence occurs because the desired model has moved towards that postulated by the perceived satisfactory holiday location. If the holiday location visited lacked the components of a desired holiday destination, thereby sharpening a perception of what is desired and creating a gap, the gap is a measure of dissatisfaction.

The questions thus made possible an identification of whether a gap existed for the sample between desired and perceived attributes of a holiday destination. Further, it is logical to argue that the direction of the gap indicates the presence or otherwise of satisfaction. If the destination exceeded the attributes of a desired holiday destination, then almost certainly high levels of satisfaction might be deemed to exist. If there is congruence between desired and perceived holiday attributes, again it can be assumed that the holidaymaker is satisfied. Finally, if the holiday location failed to meet the requirements of a desired holiday location, then dissatisfaction can be said to exist.

This approach had two immediate implications:

a)   from the stance of the research design, the fact that holidaymakers visited different destinations was not material - the key component was the gap;

b)   the concept of satisfaction advanced is relativistic, and does not actually measure a 'level' of satisfaction.

To clarify point (b). A respondent might state that the desired holiday location has to possess a 'good climate', but it might be found that a 'good climate' is not rated very highly as a contributing factor towards a satisfactory holiday. The fact that the holidaymaker actually selects a destination with a good climate and has fulfilled the requirement of a 'good' holiday, does not in itself imply satisfaction with the holiday. The questionnaire thus used the approach of 'how important to you are the following attributes of a desired holiday location'. A measure of satisfaction is hence not simply the existence of congruence or a gap where the perceived rating exceeds the desired rating - it needs to be weighted by the importance attached to that variable, or assessed by reference to satisfaction derived from another measure.

The proposition of the gap measuring potential satisfaction thus created a series of issues. Did gaps exist? In which directions did the gaps exist? Are the gaps measures of satisfaction? What attributes are measured? This last question formed the subject of the second proposition, and thus, for the moment, discussion on this item is delayed until later. Suffice to say for the moment that gaps were analyzed on the basis of motivational needs being met, and physical attributes being present.

The gap analysis also has one other advantage. It requires an assessment of what forms the image of the desired holiday place, and secondly how did holidaymakers rate their holiday experience? Consequently, motivations for holiday taking, and the images of places were analyzed in some detail, as were characteristics of the desired holiday place as shown in appendix four. Chapter eleven described the activities actually undertaken at the holiday destination. It was not until chapter twelve that the gaps were measured. On the motivational factors a high level of congruence was found, with the gaps ranging from -0.45 to +0.41 on a seven-point scale where a negative indicated the holiday location exceeding the desired holiday requirement. With reference to physical attributes the gaps had values of less than 0.41 in all but two cases. In these two cases the gaps were negative, again indicating that perception exceeded desired attributes.

It can be concluded that gaps do exist, but that they are small. By implication therefore, high levels of satisfaction with holiday taking exist. It might cynically be noted that this says little new, and that it has been argued that people are reluctant to admit to unsatisfactory holiday experiences.

However, the contention that the gap is a measure of not only holiday satisfaction, but a means of identifying where the major components of holiday satisfaction arise, was

'dead';

b)   eco-tourism is simply a repackaging of old products;

c)   the 'adventure'/eco-tourism market at most accounts for 15 percent of the total market have much validity.

Third, the analysis of gaps does confirm the importance of the conventional concerns as to the sources of dissatisfaction. The sample was divided into two groups based on the total satisfaction scores, and the gaps of the 'high' and 'low' scorers on the total satisfaction scores were identified. The highly dissatisfied were shown to have high positive scores on the items relating to relaxation accommodation, scenery and weather - in other words, their holidays failed significantly to meet the requirements of a desired holiday on these key factors. On the other hand the highly satisfied tended to have much lower gaps, but the gaps were at their most negative (ie the perceived holiday exceeded the desired attributes) on the social factors. Therefore, while the relaxation needs must be met, a key component of the holiday was the social component. This would confirm the emergence of the social needs within the factor analysis, and also confirm one of the observations that generated this research - namely that an important factor for the determination of success in a holiday for many holidaymakers is the sharing of experiences with like-minded others.

Proposition two – four primary motivations exist

The second proposition examined was that 'expectation is formulated by reference to four primary motivations.. described by the Ragheb and Beard Leisure Motivation Scale'. The factor analysis (chapter nine) revealed these factors to be social, relaxation, intellectual and competency/mastery as described by the research of Ragheb and Beard (1983). Orthogonal analysis, alpha coefficients and other tests of reliability indicated the consistency of these factors.

However, such a finding might demonstrate little other than the tautological processes involved in factor analysis. The actual items were derived from an implementation of the full questionnaire, specifically selecting those items that carried the highest weighting as being the most discriminatory. This process was described in chapter seven. If therefore, items are selected on the premise that they should correlate highly with each other and form four factors, and such a result occurs, then the analysis might be said to say more about the method of item selection and consistency of respondents rather than a process of motivation. In response to this criticism a number of points can be made. First, the emergence of the four factors does indicate a consistency and logic of responses made by the sample. Failure to achieve the result would have posed many problems and invalidated other components of the research. Second, the legitimacy of the

factors identified by the Leisure Motivation Scale is confirmed by these results. Third, the main arguments for the validity of the scale are found not simply in the work of Ragheb and Beard, but also in the ability of other researchers to replicate the Ragheb and Beard Scale. To a large degree this research took the Leisure Motivation Scale as a given factor. What was new was the reduction of the scale to 14 items, and its use within a holiday taking context, which previously had not been done. The replication of the items as measuring desired and perceived attributes was also new, and shown to work. Hence, it can be claimed that a Holiday Motivation Scale has been successfully developed and applied.

The success of the scale was also confirmed by a reworking of the data to develop clusters of holiday makers based on different motivational needs (chapter ten). A total of 13 clusters were identified in chapter ten, but subsequently most of the analysis was undertaken using 11 of the groupings because of small size of two of the groups. These clusters confirm the impression that some of the 'new' developments being identified in the development of tourism products are possibly little more than a renaming of existing products targeted at niche markets. Indeed, some of the clusters were akin to well known market groups. The 'noisy socialisers' were almost the epitomé of the caricature of the 18-30 holidaymaker, being young, male and interested in a 'good time' with little interest in

culture. The group who had the highest interest in holidays which shared the characteristics of an eco-tourism product was categorised as the 'intellectual active isolates'. These were shown to have high levels of interest in hill walking, being with nature, discovering new things and having little interest in nightlife and socialising. It is noteworthy that they formed 7 percent of the sample, a figure consistent with segmentation exercises undertaken by Tourism Canada (1990), the Australian Tourist Commission and the New Zealand Tourism Board (1993) which identified groups interested in outdoor adventure/activity holidays.

It was noted in chapters ten and eleven that these clusters could form the basis of discrimination on a number of activities, and that significant differences existed between them. Hence, from the perspective of the factor analysis and the resultant clusters, the second proposition has not been invalidated.

Proposition three - the matching of destinations and needs.

Proposition three argued that the destination selected by the holiday maker will possess attributes that match the primary source of motivation for that holiday maker. The research actually only presents indirect evidence that this is the case. A number of reasons account for this. First,

the description of a destination given by most respondents was little more than a country name. Therefore, to try to identify a pattern of destinations with specific needs would be problematical in that within any given country a large number of needs could be met. On the other hand, appendix one indicates that countries and ares within the UK could be distinguished by differences in image. For example, the Lake District was overwhelmingly described as being 'scenic'. France was often described as being a place of good food, while both Austria and Switzerland were categorised as being scenic and clean.

It might be thought possible to analyse the data so as to identify the countries visited by each classification of respondents, eg by cluster, age, income group etc. While this is possible, the major problem would still remain, which is that as an unit of analysis any individual country is too large to say much that is meaningful about the nature of the tourist experience or the needs being satisfied.

Second, the gap analysis indicates that as high levels of satisfaction were being recorded, a matching of need to a destination with the required attributes was being achieved. In other words, as stated, the proposition is little more than a rewording of the first.

However, in one sense a matching was undertaken. The

attributes of the holiday destinations actually visited were analyzed in chapter eleven by socio-economic factors and by clusters. It was found that married couples were more likely to seek relaxation than single people, and females were also more likely to value such relaxation than males. It was the middle aged who were more likely to require relaxation from their holidays, while the younger and older age groups scored more highly on social needs. As might be expected, the presence of young children had a significant impact, and it is expected that parents seek destinations which permit their offspring to play safely with other children. Geo-demographic categorisations were less strong as discriminatory variables, although some differences existed in attitudes towards couriers and sporting facilities. It is thought that the factors of age, income, and marital status were much more important, and the research supports the contention that life-stage is a very important variable in determining holiday motivations and choice of vacation destination.

It has been argued by Ryan (1991) that psychographics are an important means of segmenting markets, especially in the application of consumer behaviour models to leisure activities where personal preference is a key determinant of demand and of allocation of discretionary income and time. This research supports such a notion. Having categorised holidaymakers into clusters based upon motivation revealed through the holiday motivation scale,

significant differences were found in what the holidaymakers thought they had achieved during their holiday. 'Unimaginative relaxers' scored highly on relaxation, but still significantly differed from other groups who valued relaxation. The 'discoverers' did actually score highest on discovery achievement, while 'intellectual active isolates' shunned social contact, scored highly on the acquisition of knowledge, and were the highest scorers in reporting use of imagination. In short, there was every evidence to support the notion that differences in holiday activities and the benefits sought from holidays did vary between groups classified by socio-demographic variables and motivational factors.

However, the proposition goes further than simply stating that differences in activities will be sought. It argues that a successful match of need and activity will be achieved. The proposition leads to the null hypothesis that no difference in total satisfaction levels will be achieved, even though the component parts of what constitutes a satisfactory experience will differ. The questionnaire permitted two approaches to measurement. The first is to examine the gaps on the items between the various groups. Accepting the premise that congruence between desired and actual experience reveals a satisfactory experience poses the problem that all groups could have small gaps, but the actual absolute values of the items would vary. The evidence presented in chapters

ten and eleven suggest this is what in fact happened. In chapter twelve relationships between clusters and socio-economic variables with total satisfaction were analyzed. From this it was suggested that a major explanatory variable was the level of experience the holidaymaker possessed.

Proposition four - experience determines satisfaction

This finding was consistent with hypothesis four, which stated that 'the more experienced the holidaymaker, the better is the match between primary motivation sources and destination attributes'. In both chapter fourteen and appendix one the relationship between experience and the nature of the satisfaction derived from holiday experiences was explored. While there was a weak relationship between satisfaction and experience of a given type of holiday in the past, a strong relationship existed where holidaymakers had previously visited a holiday destination. However, it was shown that this relationship was subject to diminishing returns, and it was argued that part of the lower increment of satisfaction (marginal utility) associated with high levels of repeat visits might in part be explained by the destination life cycle - ie the resort changes its nature.

There was little evidence to support Pearce's (1988) concept of a tourist career - for example, no relationship could be found where unimaginative holidaymakers were the least experienced holidaymakers and, say, active isolates,

the most experienced. This relationship would have provided some evidence for Pearce's theory, but, as noted, it was not present.

A further contention stated that while the least experienced might have the lower satisfaction scores, another symptom of less experience would be higher standard deviations in satisfaction scores. This would occur because their ability match destination more correctly with motivational needs would lead to a greater chance of disappointment or expectation being surpassed, hence creating a greater variation in the distribution of satisfaction ratings. Table 15.1 indicates evidence that supports this contention. When experience is based upon the number of such types of holidays, the level of satisfaction remains the same (F=0.288, p=0.834), but the standard deviation is, as predicted, higher for the least satisfied. However, when assessing experience on the basis of previous visits to the same destination, not only is the standard deviation for satisfaction scores higher for the least experienced, but the differences in total satisfaction are significant (F=12.14, df=3, p<0.001). Indeed, the Scheffé test indicates that the distinction between the most and least experienced is significant at p<0.05.

It was also noted that one aspect of experience would be, from Pearce's theory of the tourist career, differences in

an assessment of the intellectual needs by tourists of differing levels of experience. It has been noted that this research found little supporting evidence for this theory. Table 15.2 indicates the evidence arising from this sample where the intellectual

Table 15.1   Mean Satisfaction Scores and Standard Deviation by Experience

Number of times a similar type of holiday has been taken	Mean Satisfaction	Standard Deviation	Number of cases
never	5.84	1.05	198
1-2 times	5.83	0.92	243
3-5 times	5.87	0.83	280
6 or more	5.90	0.86	386
Number of past visits to the destination			
never	5.71	0.98	472
1-2 times	5.87	0.87	294
3-5 times	6.08	0.75	164
6 or more	6.13	0.74	156

dimension is the mean score from the intellectual components of the Holiday Motivation Scale. Two sets of scores are given. The first relates to the desired attributes of the holiday, and the second to the experience of the holiday.

There is little evidence to support Pearce's theory. Based on past visits to the same destination, there is no increase in the intellectual motivation for travel ($F=0.81$, $p=0.49$), and in the case of an experience of past, similar types of holidays, there is even a significant reduction in the importance of the intellectual need as a motivation for

the holiday (F=2.85, df=3, p<0.05).

Table 15.2   The relationship between experience and
                    intellectual motivation

Number of times a similar type of holiday has been taken	Mean Intellectual Score	Standard Deviation	Number of Cases
never	3.73	1.17	198
1-2 times	3.81	1.76	243
3-5 times	3.61	1.13	280
6 or more	3.47	1.23	386

Number of past visits to the destination			
never	3.63	1.50	472
1-2 times	3.67	1.20	294
3-5 times	3.46	1.21	164
6 or more	3.69	1.21	156

Table 15.3   The relationship between satisfaction and
                    ability to meet intellectual needs

Number of times a similar type of holiday has been taken	Mean Intellectual Score	Standard Deviation	Number of Cases
never	3.22	1.30	198
1-2 times	3.43	1.46	243
3-5 times	3.57	1.38	280
6 or more	3.69	1.40	386
F = 3.43	df = 3	p<0.05	

Number of past visits to the destination			
never	2.50	1.03	472
1-2 times	3.91	1.29	294
3-5 times	4.04	1.21	164
6 or more	4.36	1.26	156
F = 102.16	df = 3	p<0.001	

However, the second half of table 15.2 illustrates an
interesting and potentially important point. The data for
the intellectual motivation is here derived from that part
of the questionnaire where respondents were asked to
indicate what they felt they had gained on their last

holiday. Hence, it is a measure of the fulfilment of the intellectual motivation. In both instances where past experience is based on numbers of previous holidays of the same type, and past visits to the same destination, there is an increase in the meeting of intellectual needs. Indeed the differences are significant, as shown in table 15.2, and the Scheffé test revealed inter-group differences significant at $p<0.05$.

It appears therefore that, on the whole the intellectual motivations are generally consistent, but that holidaymakers, through experience, get better at meeting those needs. It leads to the question whether Pearce's work at Timbertown where he reports the more experienced frequent visitor as having higher intellectual and self-actualization needs has not actually measured the need as such, but simply the better ability to meet the need. The research did not adopt the multi-attribute approach used in this research, but was of a 'one-shot' nature.

A further implication of experience that was noted in Table 5.4 chapter five was that the more experienced is a holidaymaker, the more appropriate is the match between their choice of location and their needs, thereby requiring lower levels of destination exploration. It has already been shown in chapter eleven that there was a positive correlation between satisfaction and exploration, and it was argued that exploration, far from being a reaction to

initial unsatisfactory experience, was in fact a source of
satisfaction for many holidaymakers.

The Explorative Need and Experience

Number of times a similar type of holiday has been taken	Mean 'Exploration' Score	Standard Deviation	Number of Cases
never	3.30	1.75	198
1-2 times	3.52	4.06	243
3-5 times	3.27	1.85	280
6 or more	3.14	1.94	386
Number of past visits to the destination			
never	3.31	3.13	472
1-2 times	3.20	1.85	294
3-5 times	3.24	2.00	164
6 or more	3.39	1.92	156

Explorative behaviour and experience

Number of times a similar type of holiday has been taken	Mean 'Exploration' Score	Standard Deviation	Number of Cases
never	5.39	1.77	198
1-2 times	5.51	1.47	243
3-5 times	5.43	1.58	280
6 or more	5.45	1.74	386
Number of past visits to the destination			
never	5.37	1.59	485
1-2 times	5.51	1.68	305
3-5 times	5.40	1.74	171
6 or more	5.62	1.73	161

Table 15.3 examines the differences arising from various
levels of experience. The first half of the table relates
to the desired need of the holiday, while the second refers
to the exploration scores derived from the actual
perception of the holiday. It is noteworthy that the
exploration scores are much higher in the second half of

the table, and this is consistent with the increased sense of belonging scores after the holiday that has been noted in appendix one. No significant difference occurs in the levels of exploration motivation when analyzed by levels of past experience, ie the more experienced do not undertake any more or less exploration than the least experienced holidaymaker.

Another sign of the influence of experience is the contention that more experienced holidaymakers consider a smaller number of destinations prior to making their decision. There is some evidence to support this contention, but again there is a difference where experience is measured by the number of past holidays of a given type and the number of times a destination has been visited in the past.

It needs to be stated that table 15.5 refers to the numbers of destinations considered by holidaymakers in addition to the one selected. It can be seen that the number of times a holidaymaker has been on a given type of holiday is not significant ($F=0.82$, $p=0.48$), whereas there is some significance, albeit marginal, attached to the number of times a holidaymaker has been to the same destination ($F=2.57$, $p=0.053$). The tendency towards destination loyalty can be discerned for those with 6 or more past visits to a destination in that they considered a smaller number of alternative destinations to those who had never visited the country. However, this sample does not show a

simple inverse relationship, and hence while there is a tendency towards the predicted relationship, it is not conclusive.

Table 15.5   Number of destinations considered by number of past holidays of a given type.

Number of times a similar type of holiday has been taken	Mean Number of Destinations Considered	Standard Deviation	Number of Cases
never	1.87	1.41	198
1-2 times	1.88	1.51	243
3-5 times	1.99	1.44	280
6 or more	1.82	1.43	386
Number of past visits to the destination			
never	1.94	1.47	485
1-2 times	1.82	1.45	305
3-5 times	1.99	1.44	171
6 or more	1.61	1.32	161

An associated proposition was that the more experienced was the tourist, the more homogeneous was the selection of holiday destinations. It was thought that as a holidaymaker becomes more experienced, and becomes better at ascertaining what provides a satisfactory experience, then increasingly their holiday choices would exhibit a homogeneity of characteristics. Unfortunately it was not possible to test this hypothesis with the data provided by the questionnaire. What is clear is that there exists high levels of repetition of types of holidays and visits to past destinations. Eighty-two percent of the sample repeated a type of holiday at least once, and 60 percent of

respondents repeated it more than three times. Fifty-seven percent of tourists make repeat visits to a country, and 29.6 percent made three or more visits. Fourteen percent have made 6 or more visits. This is consistent with other studies. In a study of holidaymakers aged over 55 in Majorca, Ryan (1995) found 10 percent had visited the island 6 or more times.

Proposition five - congruence between expectation and perception of a holiday place may not lead to satisfaction because of a need to consider the wishes of others.

The implication of this proposition is that lowered expectations derived from a sub-optimal holiday destination chosen because of constraints upon choice may mean a non-existent gap in that perceptions match expectation, but it cannot be said that satisfaction is the outcome. This proposition, although logically following from the theory advanced, was not directly measured by this research. As noted above, the limited resource meant that the sample consisted of 1127 respondents going to many different holiday locations, and the first part of the questionnaire therefore asked not for expectations of a given place, but for requirements of a desired holiday location. The gap being measured was therefore between a generalised image of the desired, and a perception of the actually experienced. As noted, this method avoided the problem of asking holidaymakers to recall expectations retrospectively from the time of making the holiday booking. Assuming that many book their summer holiday several months in advance of the

actual holiday dates, such recall would have been problematic.

However, this approach does mean that the proposition as stated was not actually examined. Nor are there any satisfactory proxies for examining the hypothesis within the research design. What has been shown is that intervening variables are important in influencing choice, but are of varying importance in affecting satisfaction. As just noted, previous experience is one such factor. A number of factors influence choice, but are neutral in affecting total satisfaction. One example is the price of the holiday. Other variables, as seen in appendix one, do affect satisfaction, not in the sense of affecting total satisfaction, but in determining the component parts of satisfaction. One such major influence is personality as expressed through the clusters of differing types of holidaymakers as analyzed in chapter ten. Another group of factors have little influence at all: one such being the time of year for the holiday.

Therefore, although it was not specifically hypothesised, and indeed further research would be required, it does appear that a categorisation of variables can be identified as follows:

a) factors that significantly affect overall satisfaction would include:

i)   level of past experience of a destination;

ii) relationship with holiday partners;

b)   factors that significantly affect the <u>sources</u> of satisfaction would include:

i)   motivations;

ii) attributes of the holiday destination;

c)   factors that significantly affect the <u>type</u> of holiday selected would include:

i)   motivations of holidaymaker;

ii) need to consider significant others needs;

iii) related to this, life-stage, and in particular, the number and ages of children;

d)   factors which possess the potential to <u>cause dissatisfaction</u> would include:

i)   standard of accommodation;

ii) poor weather;

iii) too high prices;

iv) poor couriers;

e)   factors with <u>little influence</u> would include:

i)   time of year;

ii) available time for holidays;

iii) ability to speak languages.

Additionally, there are some factors which possess importance when combined with others. The research shows that the holiday brochure is one such variable, in that it is depended upon more by the less experienced, and referred to more frequently by inexperienced holidaymakers.

An attempt to group countries used by tourist typologies and considered as holiday destinations was not conclusive. Broad groupings did emerge as might be expected with UK destinations, the Mediterranean and Long haul destinations being identified, but there was some considerable overlap, particularly between UK destinations and other countries.

For future research it might be pertinent to identify more clearly the types of activities sought by tourists on repeated holidays, and to assess how external factors such as life-stage affects their choice. It has been hypothesised that holiday patterns are set quite early in the tourist career, and even with the arrival of children, parents will seek to continue their preferred holiday patterns, albeit with some modification (Laing, 1987). It was not possible to assess this from the data generated from this study.

Practical Implications arising from the study

The study was partly motivated from the work of Lewis and Outram (1986). It had been noted that in surveys undertaken of tourist satisfaction, comparatively high levels of

dissatisfaction had been found with individual components of the holiday such as the late arrival of aircraft or the standard of accommodation, and yet high levels of satisfaction had been found with the total holiday experience. It had been asked whether therefore, the surveys being undertaken by tour operators had actually identified the correct issues for examining tourist satisfaction, especially as few questionnaires related to the actual motivations of holidaymakers.

In many ways this research actually justifies the methods being used by the tour operators who are concerned with conventional package holidays based on the concept of 'sun, sea and sand'. The cluster analysis revealed that the largest single grouping of holidaymakers were those categorised as being the 'unimaginative relaxers'. These accounted for 37 percent of the total. Another segment, the 'positive holidaytakers', comprising 11 percent of the sample also seemed to be very positive, and uncritical of their holiday circumstances. For such groups, the relaxation needs were very important, and an environment which cosseted the tourist and met these needs was one which satisfied.

The evidence would also seem to suggest that questions about accommodation are very much in order. The standard and comfort of accommodation were certainly regarded as being very important by a large segment of the respondents.

It also means that the emphasise given by the tour operators on accommodation in their brochures is not misplaced, especially for the less experienced holidaytaker, who, as has been noted, tended to rely much more upon the brochure than others. Additionally, there is evidence within the research to indicate that the large cluster entitled the 'unimaginative holidaymaker' is a large proportion of the package holiday market, and hence the traditional summer sun brochure does meet their particular requirements.

One must return to the question, has the research design been unnecessarily complex to confirm that existing practices are more than adequate for the task in hand? As previously noted, one response is to state that independent corroboration of received practice is not without value.

The second argument is that discussed in detail when analysing the relationship between gap scores and other measures of total satisfaction. The correlation between gap scores and total satisfaction was about 0.55. A correlation of approximately 0.30 between the gap scores and the motivational items, and a higher correlation of approximately 0.6 between behavioral and gap scores, were also calculated. The distinction is one that was observed in the earlier discussion of measures of attitude and the different techniques used to measure attitude; namely there is a difference between holistic and dis-aggregate

measures. It is the view of this author that it is not possible to achieve much higher correlations between the two approaches to attitude measurement because each measure a different perception of the tourist experience. The holistic measure requires the tourist to arrive at a judgement where the 'highs and the 'lows' of the holiday are assessed to arrive at an overall evaluation of the experience. The gap approach requires, on the other hand, an assessment of component parts thought to be important contributors to that experience. As in other areas of life, people adopt both perspectives in their thinking. There must be a relationship between the two approaches, but a 'perfect' congruence will not occur. In many senses therefore the argument becomes a repetition of that associated with the SERVQUAL model, namely that the gaps become indicative of on which items satisfaction is more or less lacking, rather than a score of total satisfaction.

From the view of 'practical' management, does the data provided by a motivational-perception model specifically based on needs actually provide any help? It can be argued that the SERVQUAL model does not relate to motivational drives of customers, but rather to service performance by factors specifically subject to management influence. Managers can change the tangibles present, and train staff to be more 'empathetic' or 'convivial' in relationships with customers, while ensuring staff possess technical knowledge to handle 'critical' incidents. Such claims

cannot be made of a model based on social, intellectual, relaxation or mastery needs.

Various responses might be made. Within the marketing literature client categorisation is often made on the basis of customer motivations, and as seen in this study, it is possible to distinguish between different clusters of holidaymakers and their specific needs and attitudes towards holiday destination attributes. It is of interest to note that although Parasuraman, Zeithaml and Berry (1985) did envisage their SERVQUAL model as being able to provide a basis for client segmentation, the literature has not moved in this direction. Currently Cliff and Ryan (1994) are analysing results from a mailing of 1000 SERVQUAL questionnaires to assess the reactions of a New Zealand sample to the services provided by travel agents, and one objective is to use the responses for a clustering exercise, but no similar study has yet been found. The model advanced in this study does permit a market segmentation based on a holiday motivation scale which might be of some use.

However, it is felt that of more importance is the usefulness of the findings in terms of brochure design. A marketing cliche is not to sell the sausage but the 'sizzle'. It is not therefore the physical detail of destinations that are really important, but rather the way in which those details create potential for a satisfactory

experience that are of concern to the holidaymaker. Reference to the motivational needs of tourists permits the development of marketing messages that pertain to the desired holiday experience. This is recognised already by many responsible for writing holiday brochures. As noted, details relating to accommodation are important, and such details are not only itemised in brochures but described in terms of comfort, views, intimacy and other similar adjectives as a proxy for the promised experience.

So too, with the motivational needs. Relaxation and socialisation needs are recognised in a number of brochures. However, what the research has shown is some distinction between holidays as desired, and holidays as experienced. The desired holidays are characterised by a strong need for relaxation, whereas the perceived holidays are more successful in achieving socialisation needs (as measured by the gaps). It cannot, on this evidence, be argued that people desire relaxation, but once on holiday begin to veer towards social needs - but it is an inference that might be worth further research. However, although the gaps from this study show that holidays are better at meeting social needs than relaxation needs, the absolute scores show the importance of relaxation needs. This study also shows the importance of having to design different brochures for different segments of the market, and the importance of 'key' words. 'Isolated splendour' might, for example, appeal strongly to 7 percent of the market, while

the same terms can act as a deterrent to, at least 37 percent of the sample.

The research also highlights the usefulness, and limitations of difference gap analysis that emerges from a multi-attribute approach. While an emphasis upon gaps can show where, dependent upon the size of the gap, a tour operator might be more or less successful, a concentration upon the gap without reference to the absolute score can be misleading. For example, in this study the gaps on social needs were approximately -0.11, while on relaxations needs the gaps were about +0.2, implying, as just noted, that perception exceeded wants for socialisation, but fell short for relaxation needs. However, the mean relaxation score exceeded both the mean scores for socialisation need and perception scores. Other aspects of the argument were discussed in the previous chapter.

To conclude therefore. The study has shown that:

a) it is possible to construct a workable holiday motivation scale derived from the Ragheb and Beard Leisure Motivation Scale, and that a distinction between desired and perceived holiday attributes can be scored;

b) it is possible to distinguish different tourist typologies upon this scale;

c)   the four motivational components of the original
      leisure scale are broadly retained;

d)   differences attributable to tourist typology and life-
      stage were found to exist at significant levels. What
      is of interest was that although the sample was
      selected on the basis of MOSAIC groupings, these
      groupings had only weak predictive powers. It should,
      however, be recalled that the sample was based on the
      MOSAIC categorisation of above average spenders on
      holidays, and it is thought that the spending pattern
      was actually swamping the geo-demographic grouping.
      However, such effects did not swamp lifestage. It is
      not without interest that the geo-demographic
      categorisation performed poorly exactly in an area
      where it might expect to perform well. Ryan (1991)
      argued that such systems would perform better when
      discussing spending patterns of discretionary income
      exactly because such expenditure was the most likely
      to respond to personal whim rather than perceived
      necessity. However, the sample was a group for whom
      holidays were important, and it can be expected that
      the contention advanced by Ryan might be still
      pertinent across the wider spectrum of population.
      Again, this would be another item for further
      research.

Does the bias within the sample to those for whom holidays

are so important imply any limitation upon the results? Are these results applicable to a wider grouping of tourists, including the less frequent traveller? Again, the strict response must be that the answer is not known. If anything, it can be surmised that the findings would actually reinforce further the conventional wisdom of the holiday industry. The less experienced will, from this study, be greater users of the holiday brochure, and refer to it more frequently, the gaps for satisfaction might be wider, with greater standard deviation reflecting their lack of experience, and the 'unimaginative package holiday maker' might be even more numerous.

The study began with a contention that possibly tour operators were asking the wrong questions. It had been noted that while complaints about accommodations and flights might be far from uncommon, satisfaction with holidays were still high. This research has tended to confirm the high levels of satisfaction, and the importance of accommodation and its comfort. It reinforces the hegemony of relaxation needs, but it also pinpoints socialisation and other needs, and indicates that for some holidaymakers these will be even more important. The mass market of the summer sun brochure has been confirmed, but so too has the existence of healthy niche markets, for whom the current, standard, tour operator questionnaire would be inappropriate.

Although it was not a question or an issue for this research, the findings do raise other points for future research. Why is the satisfaction level with holidays quite so high? It can be suggested that it is indeed true that holidays do fulfil needs not generally fulfilled by daily life? From the enthnomethodological perspective, where the margin is analyzed to uncover and answer the unspoken questions and conventions of the main-stream of life, it is tempting to view holidays as one of those margins. In time, the holiday is marginal. For many the tourist trip might not exceed two weeks in a year. Its importance to the individual holidaymaker has been commented upon, and in the open-ended responses of many respondents it is seen as possessing a special quality. Krippendorf (1985) commented that sick societies produce sick tourists when he was criticising the actions of many tourists. The relationship can be reversed - if so many tourists derive so much satisfaction from holidays, even in the concrete high rise hotels that Krippendorf and others would condemn, why is that daily life fails to meet these needs of relaxation, companionship, intellectual challenge and an expression of competency?

Perhaps the significance of the study is that so well do holidays meet these needs that a possible denial of these motivations in 'ordinary' life is tolerated because of the existence of holidays. Again, a reference to the nature of the sample raises an issue. Why do these people have above

average expenditure on holidays? The research did not consider this.

Another factor to emerge from the findings is the continuing importance of lifestage as an explanatory variable for at least large sectors of the population. In spite of significant social changes in divorce and illegitimacy, the changing role of women and a tendency to child-bearing at a later age, this research confirms the work of Ford and O'Brien (1988), Bojanic (1990) and Lawson (1991) in pointing out the continuing importance of this factor.

In conclusion, and contrary to initial expectations, this research has confirmed many thoughts and practices, but in doing so has shown the applicability of the Ragheb and Beard Leisure Motivation Scale to holiday taking. Additionally, it has shown it capable of sustaining a psychographic clustering of holidaymakers, each with their own different motivations and needs. Additionally, the research has shown that the Scale does lend itself to a consumer gap analysis approach, and that these gaps parallel findings in other areas of consumerist gap analysis.

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Appendix One - Desired and actual holiday destinations

Introduction

This appendix is primarily concerned with identifying the holiday locations perceived as being desirable, and the places used on respondents' last main holiday. In doing so it uses data derived from the research, but which might be seen as supplementary to the main thesis. The same perspective also refers to appendices two to four. Additionally, data are provided about the accommodation used and the year of the last main holiday, which exercise confirms the findings of Woodside and Freeman (1988) is provided. The actual clusters and findings related to them are left until chapter ten, while the general overall satisfaction is discussed in chapter eleven. Appendix two considers those factors that impinge upon holiday choice. A series of questions was asked about:

a) the destination that first came into the holiday-makers mind;

b) how they would describe this location;

c) what other locations could they list;

d) where did they have their last main holiday;

e) what they enjoyed most and least about that holiday;

f) a series of Likert type items about holiday destination attributes.

Such a process permitted:

a) an identification of desired holidays;

b) a comparison with actual holidays;

c)   a classification of holiday destination
     attributes being selected by various sub-groups
     of the sample, including clusters based on the
     holiday motivation scale;

d)   an examination of the contention by Woodside and
     Freeman (1988:12) that most respondents can only
     list a small number of holiday destinations.

Desired and Actual Holiday Destinations

The rationale behind the question, 'when you think about
destinations to visit on holiday, what destination comes to
mind first?', is that the respondent lists a destination
that has particularly positive (evoked) sets for him or
her.   They may be either 'ideal' holiday destinations, or
destinations that the respondent has particularly enjoyed
in the past.   In some way they are criteria against which
other destinations are judged.   From another perspective,
they represent destinations for which there is a
significant actual or potential demand.

Question 29 asked this question, and the results are shown
in the appendices 7.   This shows that Great Britain is
still perceived as being an attractive holiday destination
approximately a quarter of the sample nominated British
destinations.   The most popular destinations were Spain
and its islands, Greece, France, the USA and the Caribbean.
These destinations accounted for approximately 45 percent
of the total mentions, and hence, when combined with the

number of mentions for Britain, 5 countries plus the Caribbean account for about three-quarters of all responses. The appendix also indicates the potential attraction of some long haul destinations, including Australia and New Zealand. It also shows the actual holiday destinations visited for the respondents' last main holiday. It can be noted, as might be expected, that the UK, and especially the south-west and Yorkshire, account for a large proportion of the actual holidays taken. The UK accounted for 23.4 percent (n=217) of the locations itemised as 'desirable' locations, but recorded approximately a third (n=304) of the actual holiday destinations.

This does pose one problem as to the nature of the sample, in that it appears to over-represent overseas destinations. Indeed, there was some evidence from the forms that some respondents interpreted their last main holiday as being an overseas holiday - but this evidence is difficult to quantify. When the date of the last main holiday was asked for, a number of respondents indicated a holiday taken more than 2 years prior to the questionnaire. In some cases where the respondent was an elderly person, this was plausible, but a series of questions arise:

a)   did some respondents perceive holidays within the UK as being other than a 'main holiday' - ie, it is seen as a temporary 'stop gap'?

b)   there would appear to be, on the basis of accommodation used by respondents, a strong perception that time spent away from home visiting friends and relatives, is not perceived as being a 'holiday'; (even though such trips are counted as being part of tourism by the national tourist boards).

c)   if respondents do list overseas destinations as a 'main holiday' (even if they have not been on such a holiday for two or more years), is this in fact a true perception of 'main holiday' or a reflection of how they like to project themselves?

One way that the questionnaire permitted the checking of data was to tabulate destinations by date of last main holiday taken.   A series of possible contentions might be made.   Thus, if respondents were referring to primarily overseas destinations as their last main holiday, it would be expected that:

a)   high proportions of holiday dates would be more than two years in the past;

b)   there might be a tendency for UK holidays to be of a more recent date than overseas holidays.

This last point emerges from the assumption that those preferring to count overseas holidays as their last 'main'

holiday would be more likely to quote less recent holidays as their 'main' holiday if they had, in fact, holidayed in the UK, while those less sensitive about the matter would be happy to record a UK based holiday.

No correlation between the dates of the holidays and the principal locations chosen was found. In the case of the main British resorts, 87 percent of holidays in Cornwall and Devon had been taken in 1991/2; in the case of Yorkshire, 94 percent, and 78 percent for the Lake District. For Wales and Scotland the respective figures are 93 and 92 percent. This represents little significant difference from Italy (78 percent), Greece (92 percent), Portugal (76 percent) or France (98 percent). For the USA the figure was 86 percent. In short, there was no significant difference in the pattern of recall of last major holiday by destination. Overall, 87 percent of the holidays recalled as the respondents' last main holiday took place in the period 1991-2, and 95.2 percent of respondents recalled a holiday taken since 1989.

Does this mean that the sample is distorted by the overseas holiday market? This is not necessarily the case. It must be remembered that the sample was based on high holiday expenditure groups. In chapter eight it was noted that approximately a third of the sample came from the top professional groups, while the MOSAIC groups indicated in table 6.5 are biased towards higher income groups. Data

from the ETB and BMRB indicates that such groupings are significantly more likely to take overseas holidays. The above analysis of destination choice is quite consistent with the known holiday-taking patterns of such groups.

Perceptions of 'desired' holiday locations

After naming the destinations, respondents were asked to indicate their perceptions of the destinations by using 'key-words' of their own choosing to describe the destination. Table app1.1 summarises the adjectives used for the major British and overseas destinations, and is constructed on an arbitrary cut off point in that it lists only the main descriptions. A total of 81 different 'images' was categorised by 981 respondents. Only 13 percent (n=146) of the sample were unable or unwilling to describe a holiday destination. The most popular attributes of the holiday destinations relate to the relaxation dimension. Scenic values were the most quoted aspect with 344 mentions, followed by the perception that the holiday destination had an agreeable climate (usually described as being warm or sunny) with 257 mentions, with, in third place, the destination being described as relaxing or peaceful (n=215). Other, more specific descriptors that fit this type of categorisation included the presence of good beaches or seaside (n=51) and a recognition that an area was good for hill walking (n=15).

Social factors were also present in this open-ended

question. A number of responses were categorised as 'Friendly people', and this was the fourth most frequently mentioned item with 127 mentions. Such a categorisation is, however, indicative of both social and intellectual dimensions. Many respondents described their motivation in terms of being an ability to meet local people, and coupled this item with descriptions such as exploring a different culture.

Intellectual motivations could be identified by the use of 'descriptors' such as 'culture' (93 mentions), and 'historic' (60). The adjective 'interesting' was also used frequently, but unfortunately respondents did not always identify that which was of interest. However, in many instances it is thought this referred to culture or history or some similar intellectual motivation.

Table appl.1   Most commonly used 'descriptors' of locations.

Scenic values	344
climatic factors	257
relaxing/peaceful	215
friendly local people	127
interesting	101
culture	93
historic	60
good beaches/sea	51
good food	40
exciting	40
clean	33

The fourth dimension identified from the Ragheb and Beard scale, mastery-competence, was also present, and respondents used words such as 'exciting', 'exhilarating', 'good skiing', 'good hill walking', and 'adventure'. There

were 60 of these comments. Of course, not all references to 'exciting' could be interpreted in terms of an 'exciting culture' or 'exciting social life', but, from other responses, it appears that a quarter would relate to the sports/physical dimension. This was evident from responses to specific likes about holidays.

At the other end of the scale there were some who reflected the risk aversion described by Laing (1987). Sixteen respondents noted their holiday destination as being 'not too far to travel', while 6 nominated destinations as being 'safe'. On the other hand 16 selected 'exotic' destinations.

It is of interest to note that in the this section of the open-ended questions, only 3 respondents identified their holiday destination by the characteristic 'having good facilities for children', yet, when one turns to the quantitative analysis this factor becomes quite important. Eleven respondents selected their 'ideal' holiday destination on the premise that it was 'far off/improbable'. Apart from these 11, the impression is of a choice that is not based on 'fantasy' but on a perception of what is possible. Equally, the choices are based on what has been selected in the past, or what might be selected in the future once current commitments are fulfilled. This conclusion was reached after analysing whether any significant differences resulted from dividing

the respondents by sub-samples such as those with or without children. This seems to imply that holiday makers have a latent list of potential holiday destinations that might have a 'survival' value; that is, the wish to visit might be sustained through various phases of the life-cycle and might at some stage be actually realised. This is but speculation as the questionnaire was not designed to test this contention, but it might serve to form the basis of future research.

Perceptions of individual countries

The sample was sufficiently large to permit an analysis by individual countries, and this was undertaken for the most popular areas. The appendix gives the raw data for items mentioned more than once. Within this main text an index calculated on the number of mentions as a percentage of total possible mentions will be used. For example, France received 80 mentions. Therefore, a potential total of 160 descriptors would be available. As 20 respondents used the adjective 'good food' in describing France this gives an index of 12.5. This method permits a comparison between different countries that takes into account the different frequency of mention as 'desirable' holiday areas.

France appears to attract by being able to promote a diversity of quite strong images. In addition to its reputation for good food, it is perceived as being scenic (12.5), and having a pleasant climate (12.5). Its culture

(10.6) probably helps to account for a score of 9.4 as being an interesting country. On the other hand South West England seems to have an appeal based in primarily two dimensions. It scores highly as being relaxing (20.0) and scenic (24.0) but apart from the perception of it possessing good beaches (6.6) it does not have any other strong associations. Similarly the Caribbean has a strong focus for its image. It is perceived as having a warm climate (28.0), being relaxing (24.0), scenic (10.0) and possessing good beaches (9.0).

Italy is perceived as a far less relaxing holiday destination. The main themes that came to peoples' minds when describing Italy were its scenic beauty (28.0) its warm climate (15.8), and its history (12.2) and culture (8.5).

Cyprus has run advertising campaigns based on the theme of its friendly people, and this certainly seems to be the perception of the island. Its 'friendly people' scored a 28.0 on the index, while it too was perceived as being relaxing (15.6), warm (12.5), and scenic (9.3). Indeed, Cyprus accounted for 16 percent of all references to friendly local people. The Greek culture seemed to attract many respondents through a perception of it being relaxing and friendly. Greece scored 16.2 for being relaxing, 15.2 as friendly, and 21.9 as being a warm/hot destination. Crete scored 18.7 on each of the items 'being friendly',

scenic, warm and relaxing.

Some areas seemed to be perceived primarily in terms of scenic values. Austria and Switzerland were two such countries. Both Austria and Switzerland scored 33.3 for scenery. Both were seen as 'clean' countries - Austria scoring 12.9 and Switzerland 12.5. Scotland and Wales were similar in their dependency upon a perception as scenic areas. In the case of Scotland the score was 38.8 (the highest score), and for Wales 34.7. The next highest perception of these places was as an area of relaxation. For Wales the score was 15.2, for Scotland 11.1. The Lake District was very similar with a score of 33.3 for scenic values.

The appeal of Spain seemed to reflect its past marketing as an area of sunshine, although no-one referred to its beaches. 28.9 was the score for the Spanish mainland for the item warm/hot climate, while the Canary Islands scored 30.0 on this item. the next most frequently mentioned item for Spain was its friendly people, but this was a long way behind with a score of 6.5. In the case of the Canary Islands the image was both stronger and more varied with relaxing (11.3) and scenery (12.5) also making a moderate showing.

Mallorca was an interesting case in that it had a very diffuse image with, possibly apart from being a warm/hot

destination (16.6), no one item scoring highly. It scored across a range of items including being scenic (14.3), lively, lots of activities, having friendly people, being 'wonderful' and relaxing. It would seem that Mallorca is able to convey itself successfully to a large number of different market segments.

The USA achieved not only a large number of ratings as a desirable destination, but also had a diffuse perception allowing it to appeal to many. It was seen as having a warm climate (9.2), being exciting (10.7), scenic (8.2), interesting (6.7) and having friendly people (5.6). It also attracted descriptors such as being relaxing, lively and having lots of activities, of being fun and being large and varied. It obviously had an appeal to all types of people.

In many ways these images and perceptions confirm the cliches about the countries and areas, indicating the persistence of images however gained. However, what the questionnaire also permitted was an examination of countries actually selected as holiday destinations, and hence the possibility of assessing whether countries would be perceived differently as a result of respondents having actually visited those countries.

The number of holiday destinations recalled.
The number of holiday destinations recalled.

What of the finding by Woodside and Freeman (1988) that respondents tend to select from a small set of options? In their report they indicated an average of 4.1 destinations being mentioned. There was evidence of a similar process occurring in the present sample, as indicated in table app1.2. Respondents were asked to indicate which destination first came to mind, and then, after using some key words to describe the location, to list further destinations.

Table app1.1 indicates that of those selecting alterative destinations, only two-thirds actually nominated three alternatives. The total number of destinations actually mentioned by respondents was 113. The average number of mentions made by the 1022 respondents who replied to these questions was 3.07; this is less than the sample quoted by Woodside and Freeman, and thus reinforces their suggestion that holidaymakers select from a small number of alternative holiday destinations.

Table app1.2   Number of mentions of destinations by respondents

mentioning 6 destinations	78
mentioning 5 destinations	71
mentioning 4 destinations	204
mentioning 3 destinations	285
mentioning 2 destinations	257
mentioning 1 destination	127

The role of experience in holiday selection

Do holidaymakers, as they become more experienced, have less need to consider more selections of holiday

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destinations? This is linked with the concept of a travel or tourist career as postulated by Philip Pearce in the 'Ulysses Factor' (1988). This theory was discussed in chapter one.

One test of the theory was to tabulate scores on the motivations for the holiday and desired holiday destination attributes with numbers of past holidays taken of that type, and the degree of destination loyalty. Following the implications of Pearce's theory, the better travelled the holiday maker the more likely they are to score more highly those aspects of the holiday relating to self-fulfilment needs, and the more willing they are to explore rather than to seek the familiar.

There was, using this approach and calculating chi-square values, little support for the concept of 'the tourist career'. None of the motivational items had significant chi-square values. Of the holiday destination attributes only the item 'has an interesting culture' had a significant chi-square value with the variables measuring the number of times a place had been previously visited, and the number of similar holidays taken in the past. The raw data indicate that younger people had comparatively little interest in the culture of an area, and most interest in culture was shown by the middle age groups. This analysis was generally confirmed when ANOVA tables were constructed comparing mean scores between items by the

variables of numbers of past visits and holidays taken.

What did seem to be present was a life-stage effect in that when age was cross-tabulated with scores on motivation and desired holiday attributes, significant chi-square values resulted. For example, 'to be in a calm atmosphere' and age grouping was significant at $p=0.003$, and for the items 'is comfortable', 'has many nightclubs and bars', 'use my physical abilities/skills in sport', 'has beautiful scenery' to take but a few examples, the chi-square values were all at $p<0.01$. This theme of the role of age as an explanatory variable is further discussed in chapter 10 when ANOVA is used to analyse the relationship.

The accommodation used.

The accommodation used by the respondents on their last main holiday is indicated in table app1.3. There was a high number who used self-catering facilities of one form or another, and the number using a caravan is high and indicates one significant deviation from national holidaying data. However, it must be noted that the data are derived not from a sample of national holiday takers, but from high spending holiday takers. Unfortunately available BMRB data did not cover caravan users. As might be expected, there was a high usage of hotels (38 percent), while a further 20 percent were users of self catering villas or apartments on a holiday complex. The sample was representative of UK tourists in two further respects. The

number on a package holiday was 513 (46 percent of the sample) and 157 described themselves as being on a touring holiday (14 percent). This is consistent with data from the United Kingdom Tourism Survey of holiday taking by the British population, where, for overseas holidays, approximately 50 per cent travel by package holidays. Given that the above data are skewed towards high spending holiday takers who travel more frequently abroad, but also includes UK holiday takers where packages are less frequently used, these figures relating to touring and the use of package arrangements are in line with expectations.

Table app1.3   Accommodation used in the last main holiday

	no.	%
3 star hotel	192	17.3
Villa	142	12.8
Caravan	134	12.1
4 star hotel	133	12.0
Chalet	93	8.4
In a holiday complex - self catering	79	7.1
2 star hotel	61	5.5
Camp site	51	4.6
Bed and Breakfast Accommodation	49	4.4
House belonging to friends	41	3.7
De luxe hotel	25	2.1
House belonging to relatives	21	1.9
House belonging to family	20	1.8
1 star hotel	16	1.4
Other	51	5.1
Number of respondents	1122	

Discussion

It has been noted that when comparing holiday destinations visited with 'ideal' holiday locations a degree of congruence is exhibited which implies that there is comparatively little fantasising on the part of purchasers.

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However, it can be argued that the 'ideal' destination choice might be a delayed purchase decision as people await a suitable time in their life-stage for the purchase of the 'once-in-a-lifetime' holiday. Because there was no testing of this hypothesis in this survey, the contention cannot be further explored, but as is evident from chapter 11, it certainly appears that life-stage is still an important factor in determining holiday choice. This is discussed further in chapter 11.

Holiday choice might also be a factor determined in part by intervening and moderating variables, and chapter 4 indicated that these could include the role of children, a partner, income, available time and other factors. What the previous discussion does indicate is that whatever the role of intervening variables, holidaytakers are able to identify a short list of potential holiday destinations and attribute to them some image which is found to be fulfilling. The degree to which these images are based upon knowledge, either direct or derived, has not been assessed, and indeed such knowledge can be categorised as an intervening variable. It is these variables that are considered in the following chapter.

Appendix two -   External factors that impinge upon
                        holiday choice and satisfaction.

Introduction

In chapter four it was argued that the choice of any given
holiday destination might be a decision constrained by
socio-economic and life-stage variables such as income, the
presence of children or the preferences of a spouse. In
the longer term the desired holiday destination might
actually be visited, but, under these circumstances it
becomes a delayed purchase decision. There are some
implications for any theory of holidaymaker satisfaction of
such considerations. For example, is there a higher sense
of expectation when the holidaytaker actually visits the
'delayed' holiday destination? The factors considered
below are those identified in chapter four, and include
problems of travelling with young children, a partner's
preferences, lack of holiday time, cost and constrained
income. Such factors can inhibit or constrain holiday
choice, while other variables might facilitate choices.

Past positive experiences could facilitate a repeat visit
to a destination, a brochure or spouse might be important
in swaying choice, and income might be high enough for an
expensive holiday. However, findings discussed in chapter
thirteen found few significant correlations between these
variables and holiday satisfaction. Thus, while these
factors might influence choice, holidaymakers derive
satisfaction from a range of holiday situations, including
what might be perceived as 'second' choice destinations

(Ryan, 1994). Additionally, while the above mentioned factors relate little to holiday satisfaction, they are far from unimportant. For example, it was found that dependency upon a brochure is greater for holidaymakers with comparatively little background of a given type of holiday than those with more experience.

The primary concern of this chapter is to assess the importance of the various facilitating and inhibiting variables for different socio-economic groups. Mean ratings are derived from a seven-point Likert type scale where respondents were asked to rate the importance of the need to consider partners, presence of children, price of the holiday, available time and similar factors. The higher the score on the seven-point scale, the more important was the factor judged to be.

Such constraints are well described in the literature. Suffice to say that in traditional micro-economics, price and income are conventional determinants of demand. Equally the theories of joint decision making between family partners (eg Sheth and Howard, 1969) would apply to holiday taking. Holidays are examples of purchases that engender high emotional involvement, significant outlay, and are not frequent purchases in the sense that fast moving consumer goods are. Hence, it would be expected that, as a joint purchase decision, the influence of the spouse would be significant. A further factor to be

considered is the degree of knowledge that purchasers possess about destinations.

Figure app2.1   Barriers to Leisure at Different Family
                        Stages - the U-shaped pattern

Barriers   Not knowing what activities to be involved in
            Not knowing what's going on or what's available
            Not being sure how to use available resources
            Difficulty in planning and making decisions
            Not having anyone to do things with
            Not being at ease in social situations
            Difficulty in carrying out plans

Great effect

Effect of barrier

Little effect

New married   Family Stage   Empty Nester
                                    Lifestage
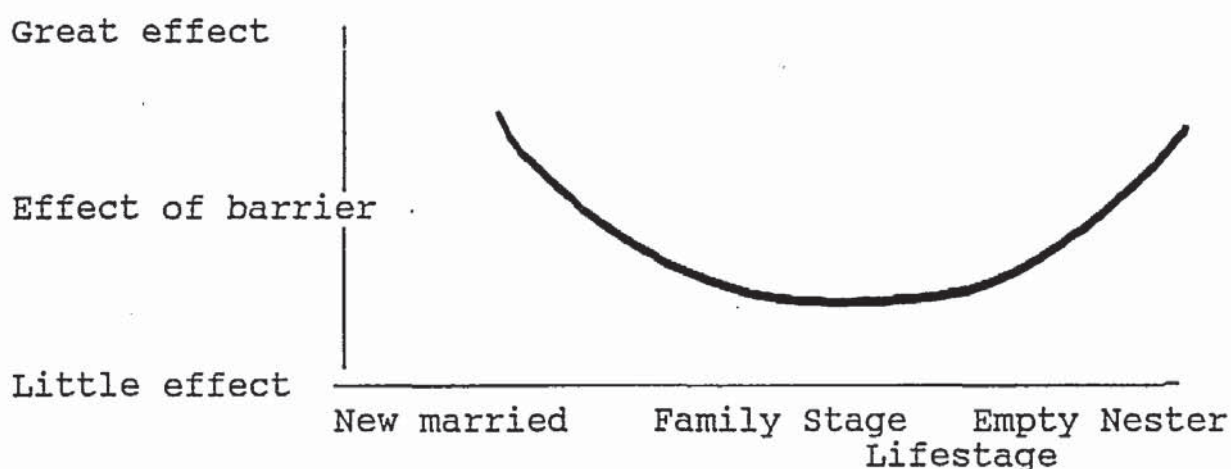
Significant research has been undertaken on the role of constraints in purchase decisions. The role of the life cycle, for example, has been discussed both generally (eg Wells and Guber, 1966), and with specific reference to holiday purchases (Lawson, 1987, Bojanic, 1991, Ryan, 1994). Mill and Morrison (1985) adopt the work of Witt and Goodale (1981), in discussing the role of barriers to leisure enjoyment. These are divided into three groupings, each of which have a different impact at various stages of the family life cycle. For example, a U-shaped pattern between level of barrier and life-stage is said to exist based upon the questions shown in figure app2.1. (Mills and

Morrison, 1985).

Two other situations exist, the inverted U-shaped pattern and the linear relationship. In the inverted U-shaped relationship, a number of constraints emerge that are primarily associated with the full nest stage and relate to the presence of children. In the third scenario, barriers to leisure enjoyment are hypothesised as continuing to increase as individuals get older. The stress of work, of child rearing, the decay of physical fitness, the reduction of income after retirement - all are thought to impose restrictions upon an ability to engage in leisure. This contention is consistent with the approach being taken in this study with its view of more complex life cycles as described in chapter three. Hence analysis of variance of the data based on an assumption of linearity is useful as a first stage, and has been adopted below on the premise that if insignificant findings result, then it becomes necessary to test for non-linear relationships. As is noted, in many cases ANOVA produced results consistent with the assumed linear relationship. Additionally, the questions associated with the U-shaped relationship can be said to not generally apply to the holidaymaking behaviour being considered. As discussed when considering Foxall's taxonomy of decision taking, there is a process of extended information search, and further past experience will also mean high levels of knowledge might be assumed. Under these conditions, the pressures associated with age may

become the determining factors. It might also be noted that Mill and Morrison produce no empirical evidence to support these relationships - rather the diagramu are illustrative of possible relationships. Also, such barriers can be mitigated or reinforced by personality factors. Indeed, Grazin and Williams, 1979, Hawes, 1978, and Moss et al, 1969, in a series of early studies found correlations between personality type and recreational activities. For example, water related enthusiasts were characterised as 'easy-going' (Grazin and Williams, 1979), while camper owners were described as conservative (Hawes, 1978) or traditional (Moss et al, 1969).

The Overall Factors

As noted in chapter seven, the questionnaire asked respondents to assess the importance of a number of reasons that could moderate holiday choice, and these and the scores are listed in table app2.1. It can be seen that the items listed in the table replicate concerns just expressed, although the length of the questionnaire limits the examination of external influences to a series of items thought to be particularly pertinent to holiday choice. It perhaps should be re-stated, that the primary purpose of the research was not to simply identify constraints, but rather to examine whether these restraints had any impact on levels of satisfaction.

As expected, the presence of a spouse or partner is important. It is also interesting to note that it is past experience of a <u>type</u> of holiday that is rated as being more important than having visited a destination before, although subsequent findings will question this. Following the discussion about Pearce's concept of tourism career (1988) as detailed in chapter two and appendix one, it seems the 'career' is not about processes of self-fulfilment, but, in behaviourist terms, is about finding that activity and place that confirms pleasurable experiences. It is this, rather than a process of changing types of experiences leading to 'self fulfilment', that characterises the 'tourist career'.

Table app2.1   The importance of factors that moderate holiday choice

Overall scores

Variable	Mean	SD	N
The influence of a spouse/partner	5.26	1.84	1000
Past experience of the type of holiday	5.13	1.87	1015
The time of the year	5.05	1.82	1070
The price of the holiday	5.00	1.85	1080
The available time for holidays	4.68	2.21	1008
Had been there before	4.06	2.50	875
The influence of children	3.77	2.40	719
The brochure made it look attractive	3.57	2.06	841
The influence of friends	2.99	2.04	914
Able to speak the language	2.44	2.00	807

Note a seven-point scale is used where;
                        7 = Very important
                        1 = of no importance

The availability of time was thought to be important because some writers on leisure refer to the 'time famine' (eg Shaw, 1990, 1993) whereby 'busy' people perceive

themselves as having little free time. Hence holidays may be dictated by time free from other duties rather than the respondent being able to 'control' when they wish to go on holiday. Some evidence of this was found from a study undertaken by Ryan (1995) in interviewing holiday-makers in Magalluf, Majorca, in February 1993 when some indicated that the holiday was a 'delayed' purchase decision in the sense that they had not been able to take a holiday at Christmas because of other commitments.

The comparatively low score for children within this sample arises because table app2.1 includes those without children, and this is discussed in more detail below. The brochure appears to be of minor importance compared with other reasons, but this is further examined below. Finally, the ability to speak the appropriate foreign language is generally of little importance, but again it can be expected that for some tourists this might be an important consideration.

Each of the factors will now be considered in more detail, and reference will also be made to differences between separate groups of holidaymakers revealed by cluster analysis. (Details of this cluster analysis are given in chapter ten where a fuller analysis is also described).

Role of spouse or partner
As noted above, table app2.1 actually underestimates the

influence of the spouse or partner because it is the combined score of both the single as well as the married! Those that were married (n=796) scored 5.55 as against the 2.60 of the unmarrie identified constraining/facilitating variables except in three cases. Two of these are, it is thought concerned with the presence or otherwise of children. Females rated presence of children as a more important factor than did males (4.1 vs 3.5, t=8.2, p<.01), and hence possibly felt the constraint of school holidays more in that they were more sensitive to constraints of available time (4.87 vs 4.48, t=7.36, p<.01). The only other area where there was a gender difference was that males rated the brochure as being less important than females did (3.29 vs 3.79, t=11.35, p<.001).

Age

A number of the differences relating to age could be explained by life-stage variables such as likelihood of marriage and presence of children. For example, older people deemed a partner's influence as being more important than did younger respondents. Others appeared to be independent of life-stage. Older respondents (aged 35 years and above) rated experience of past holidays of the same type as more important in choosing a destination (5.4 vs 4.5, F=7.93, p<.0001). Similarly, experience of a past destination was of much more importance as a factor influencing choice for older people than for younger holidaymakers (4.5 for those over 45 as against 3.5 for those under 45). In chapter fourteen it is noted that

'past experience of a given destination' and 'age' correlate with total satisfaction. The current analysis further supports the contention that choice becomes better informed through such experience. As noted in chapter two, a travel or tourist career does exist, but not necessarily in the style proposed by Pearce (1988), who based his concept on progression through the motivational hierarchy described by Maslow. Here, it is contended that the correlation between age and importance of past experience is thus not a life-stage variable, but one of age being a proxy for learning opportunities. If this is the case, experienced travellers of the age of, say, 45, might show the same reliance on past experience informing choice as older people who travel less frequently, but through older age, have accumulated the same number of holiday trips.

It was also interesting to note that while ability to speak a language was of little importance to the total sample, for those under the age of 24 it had above sample average importance, but not at significant levels.

Families with children under the age of 16

The presence of children under the age of 16 is certainly perceived by respondents with such children as being an important consideration when thinking about their holidays. Those with such children rated this item as 5.23, those without such children, 2.80 (t=254.0, p<0.001). The obvious question that arises is, how does the presence of

such children affect the holiday decision? From the factors examined, two possible ways are suggested. First, for respondents with children under 16, the price of the holiday is seen as being more important than is the case for those without children of this age group. The importance of price was rated at 5.31 compared with 4.81 for those without children under the age of 16 ($t=18.40$, $p<0.001$). Additionally, some constraint of time was noted, in that time availability was rated at 5.06, compared with 4.46 for those without children under 16 ($t=16.68$, $p<0.001$). It was thought that this distinction arose because of a need to take into account school holidays, but the time of year did not emerge as a factor of significant difference between the two groups.

Recognising the importance given to families with young children by tour operators, and the information provided in many brochures about the importance of facilities for 'kids', it might be significant that those with young children did not rate the role of the brochure in making a destination attractive any differently from other respondents. Brochure use was also checked by the question, 'to what extent did you refer to the holiday brochure or other holiday literature prior to the holiday?' Again, respondents with children under 16 did not differ significantly from others (4.02 vs 4.04).

Yet, from the analysis of the attributes of holiday

destinations in appendix four, it seems that the presence of facilities for children under 16 is important for parents. It can be hypothesised that for respondents with children under the age of 16, factors such as past experience of a destination, the influence of friends or the use of brochures is no more, or less important than for other groups, but the information sought differs from that sought by other groups. Parents with children under 16 will seek information on facilities for children, and the suitability of a location for young children, while other groups will want information pertinent to their particular needs. Thus, a question which simply asks, 'how important is a brochure in considering holiday choice?', will elicit the same scores of importance between different respondents, but hide significant differences in how the brochure becomes important. One suggestion for future research would be to look more carefully at what components of the brochure being are being used by different groups. For example, the importance attached to text, pictures and their content might be examined.

The consequence of the presence of children under the age of 16 in the family was also checked by another question asking whether respondents had been accompanied by children on their last holiday. A one-way analysis of variance confirmed the significance of age and presence of children under 16, with one variation. Although the difference was not significant, those accompanied by

children on their last holiday rated the importance of past holiday experience more highly than others did (5.17 vs 4.84 p=0.06), perhaps again indicating concern about finding an appropriate location for children under 16.

The role of past experience of a holiday

As a holiday maker becomes more experienced, then it can be contended that a greater value is given to that experience as a factor influencing future holiday choice. Therefore the importance of past experience should be positively correlated with measures of age and travel experience.

This proved to be the case. For those under the age of 24 the assessment of past experience as a factor in determining holiday choice was 4.2 (n=50), while for those over 65 the score was 5.5 (n=79), while for intervening age groups the scores ranged from 4.6 to 5.3. Differences between the oldest and youngest age groups were significant at p<0.05.

It can be argued that of greater importance than age is the number of times someone has been on a holiday of a given type -in that direct experience should inform choice more than general experiences accumulated over time. Analysis of variance lends weight to the hypothesis that past experience of holiday type is important as is indicated in table app2.2. Those who had been on a similar type of holiday more than 3 times assessed the importance of past

experience on holiday choice differently from those who had been on only 1 or 2 occasions at p<0.05. There was some evidence of 'diminishing returns' from additional experience in informing future holiday selection occurs, as seen in figure app2.1.

A similar, but not quite as strong an association between the number of previous visits to a destination and the role of past experience in determining holiday destination was also apparent.

Figure app2.2   Correlation of Ranking of experience as a factor determining holiday choice with number of past holidays

Important

Assessment
of past
experience
as a factor
determining
holiday
choice

Not important

No. of holidays taken in the past
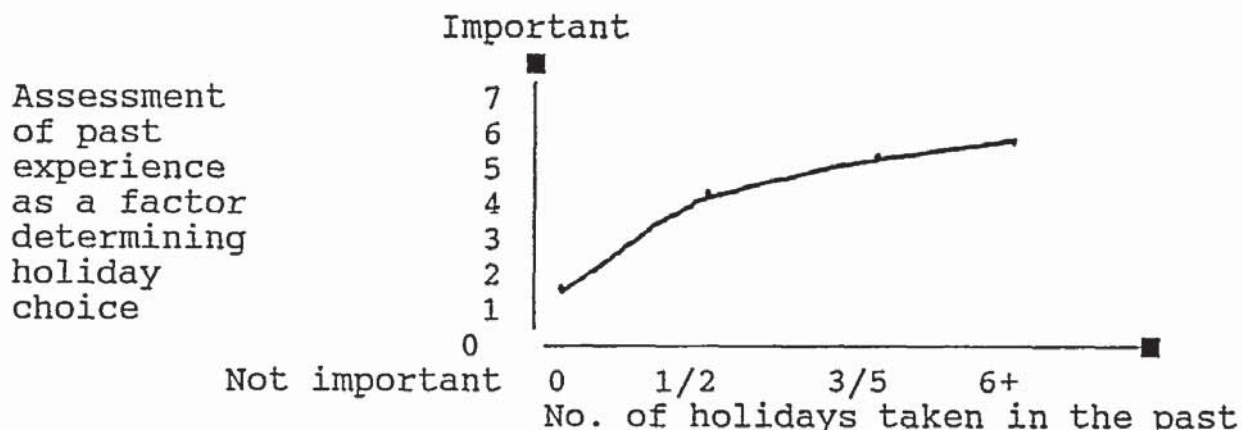
Regressing the assessment of importance of past holidays on the determining variables of the past number of visits to a destination and previous experience of a type of holiday gave a multiple r of 0.54 and adjusted $r^2=0.29$ between the explanatory and dependent variables.

Using the results of the cluster analysis described in chapter ten, the hypothesis that certain types of holidaymakers tend to utilise past experience more fully in

the choice of holiday taking was examined. There was little evidence to sustain this as a factor in that analysis of variance revealed no significant inter-group differences. The group described as 'positive holiday makers' did have the highest score in assessing the importance of past experience in determining holiday choice (4.9) while 'intellectual active isolates' had the lowest (4.4); but the differences were not significant.

Table app2.2   The importance of past experience

Number of times a similar type of holiday has been taken	Mean Score of importance of experience in selecting type of holiday	Number of cases
never	1.96	198
1 - 2 times	4.40	243
3 - 5 times	5.31	280
6 or more times	5.68	386
Overall average	4.64	

F-ratio = 179.47   Prob <.0001

The role of past experience, on the other hand, seemed to be very important in determining satisfaction derived from the holiday as measured by the total satisfaction scale calculated from summing scores on items relating to satisfaction at the end of the holiday with accommodation, the holiday area, enjoyment, value for money and a willingness to recommend the holiday. The data are shown in tables app2.3 and app2.4. Those with scores of 1 to 4 on the total satisfaction score were categorised as having low satisfaction, and those with scores of 6 or above were

classified as being highly satisfied. The score of 1 to 4
permitted a suitably large enough sample for statistical

Table app2.3   Relationship between levels of satisfaction
                and past experience of the same type of
                holiday

Level of Holiday Experience	Number of Respondents with	
	Low Satisfaction	High Satisfaction
Never had that type of holiday	27 35%	50 65%
Been once or twice before	35 44%	58 56%
Been three to five times	30 30%	69 69%
Been six or more times	54 41%	77 59%

Table app2.4   Relationship between levels of satisfaction
                and past experience of the same destination

Level of Destination Experience	Number of Respondents with	
	Low Satisfaction	High Satisfaction
Never been to destination holiday	76 37%	131 63%
Been once or twice before	36 31%	78 69%
Been three to five times	15 30%	35 70%
Been six or more times	22 63%	13 37%

purposes.   So, in table app2.4 for example, 76 respondents
reported they had never been to their holiday destination
before, and had low levels of satisfaction. The chi-square

statistic for experience of past similar holidays was 3.02 (p=.389), and for previous visits to the same destination, $X^2=12.56$, (p<0.005). Table app2.4 seems to imply that there is a diminishing rate of satisfaction derived from repeatedly visiting the same destination. In the case of having never visited the destination, approximately twice as many were highly satisfied as dissatisfied, whereas the ratio is reversed for those who had paid six or more visits to the same destination. Indeed, the table would seem to suggest that high levels of satisfaction can be maintained until approximately 5 visits. There seems to be a parallel between figure app2.1 and table app2.3 in that experience is an asset which helps to generate satisfaction to a certain point, after which it ceases to help. It implies that the learning process comprises of two components:

a) an ability to learn so as to develop more satisfactory holiday experiences;

b) an ability to learn to identify when further, additional visits will cease to generate satisfaction.

The findings are of interest because they support the notion of the life-cycle of a tourist destination which changes in its appeal to different types of tourists. Continually visiting the same geographic space is not the same as visiting the same tourist attraction, and hence the attributes that once appealed will, over time, change and

perhaps cease to be present. Hence, there is a risk of too many visits with a subsequent loss of satisfaction, perhaps, it can be hypothesised, made all the more painful by the memory of what had been once.

Time of year

Conventional wisdom would dictate that this could be important for reasons such as the presence of children at school and the need to take holidays during the main school holiday periods, the desire to find good weather, and, for some, a need to avoid peak periods of activity at their work place. However, the correlation between an assessment of the importance of the time of year and the desire for good weather on the holiday was only 0.14 ($p < 0.001$), while the presence of children under the age of 16 had no significant impact upon the importance of the time of year for holidays as a factor determining holiday choice. This latter point is difficult to explain, but it might be that such is the process of habituation whereby holidays are taken during school holiday periods that it almost ceases to be considered. This is speculation, but the result is such that it would require additional questioning to find whether it truly represented the situation. Certainly, as indicated in appendices three and four, children do have a significant impact upon holiday motivation and attributes required of a holiday destination.

The hypothesis that the time of year might also be

important for some holidaymakers because of the nature of their occupation was also not supported by the questionnaire data. If anything, retired respondents rated time of year marginally more important than students did as a factor determining holiday choice (perhaps because of price considerations - see below). Overall there was no correlation between occupation and the assessment of time of year as being an important factor in holiday choice.

The role of brochures

In chapter four it was argued that holiday brochures were significant in helping not only to decide holiday choice but also to confirm the wisdom of that choice prior to departure. From table app2.1 it would appear that the brochure is comparatively unimportant in its influence. However, some interesting differences can be observed from the data. Females attach more importance to the brochure than males do. The average score for males was 3.3, for females, 3.8; the difference being significant at $p < 0.01$.

Logic would dictate that the brochure becomes less important the more experienced a tourist is. The data support this contention. Tourists who had never made a prior visit to their last holiday destination rated the importance of the brochure as a factor in holiday choice at 3.2 on a seven point scale where 7 was the maximum score. For those who had been 6 or more times to the same destination the score was 1.3. Those who had been once or

twice before rated the importance of the brochure as 2.7, those who had been 3 to 5 times previously, 2.3. (F-ratio was 27.3, $p < 0.001$). Figure app2.2 illustrates the relationship. Of interest was the finding that there were no significant differences in the assessment of the importance of the brochure where the variable examined was 'how many times have you been on a similar type of holiday'. It can be hypothesised that the brochure has some importance for holidaymakers wanting to find another destination to repeat (or perhaps avoid) a holiday experience gained at a different destination; but less in deciding between holiday types.

The contention that the brochure helps in assuring the holidaymaker that a choice of a given destination or holiday type is felt to be appropriate was also tested. The first step was to establish if there were differences in the rate of referral to the brochure. Item 83 on the questionnaire asked 'prior to the holiday, to what extent did you refer to the holiday brochure or other holiday literature'. Respondents replied on a 7-point scale. The relationship between ranking of the importance of the brochure and rate of referral to the brochure is clearly established, as seen in table app2.5.

The differences are significant at $p < 0.001$; and indicate a positive relationship between the variables - ie those who refer most to the brochure are those who rate the brochure

highest.

Figure app2.3   Importance of the brochure vs Number of past
                visits made to   a destination.

```
                        High
                        7 ■
     Importance of      6
     the brochure       5
     Influencing        4
     holiday            3
     choice             2
                        1
                 Low  ─────────────────────────────────
                        0   1/2   3/5   6+
                              Number of prior visits made
```
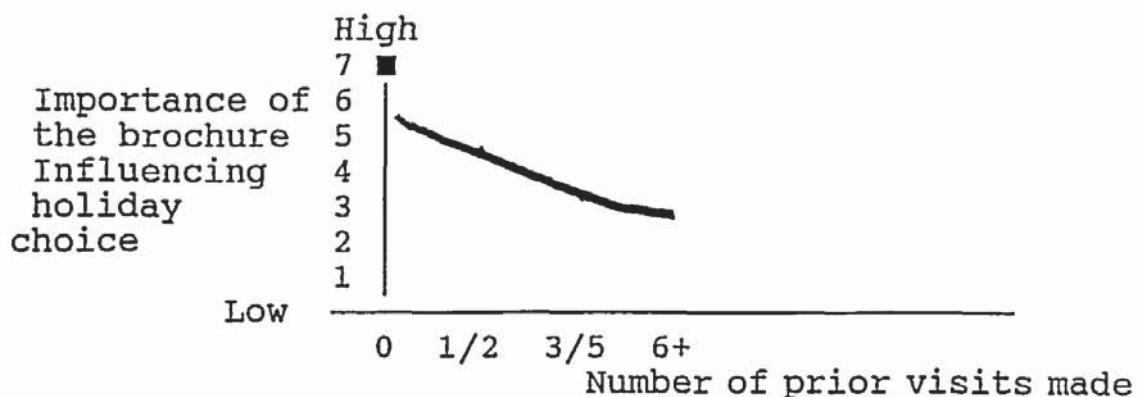
Table app2.5   Importance of the brochure in influencing
                holiday choice and rate of referral to the
                brochure.

Rate of referral to brochure prior to of cases the holiday	Ranking of Importance	No.
7 Very Large Extent	4.4	211
6	3.5	152
5 Some extent	3.4	163
4	2.9	82
3 Small extent	2.7	112
2	1.7	78
1 Not at all	1.1	208

There were significant variations in the rate of referral
to the brochure by the number of previous visits to the
destination. Where respondents had been to the destination
more than 6 times, the rate of referral to the brochure was
as low as 3.0 on a seven point scale, whereas for those who
had made no previous visit, the brochure was referred to at
a score of 5.7.   The inter-group differences were
significant at $p=0.05$ on the Scheffé test.

Figure app2.4 The importance of the brochure by rate of
referral
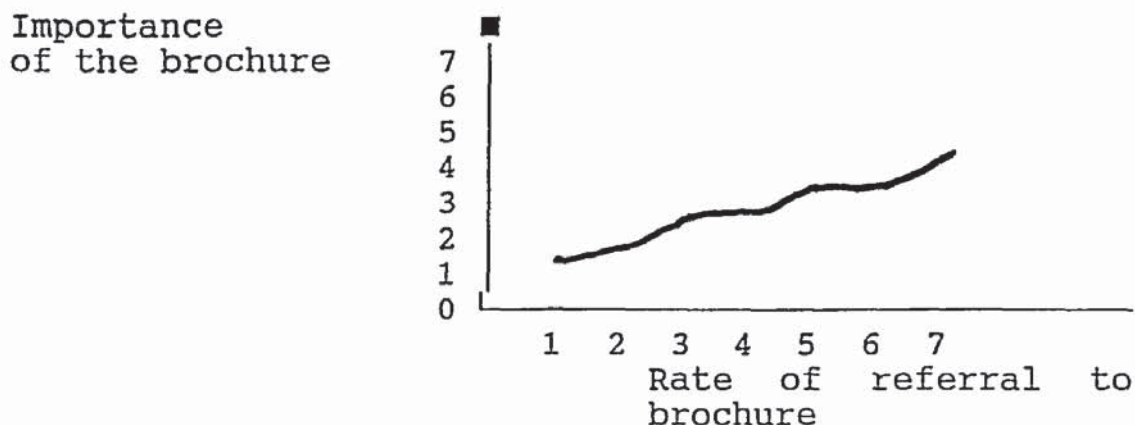
Utilising regression analysis where the dependent variable
was the rating of the influence of the brochure and the
independent variables the rate of referral and the past
experience of the destination, the linkage was measured as
$r^2=0.23$, dominated bythe level of past experience and with
a negative, small beta loading on the rate of referral.

There were no significant differences between the clusters
of holidaymakers (as defined in chapter ten) on this
variable.

The Role of Income

There are many reasons for thinking that income is an
important determinant of the emergence of constraints or
inhibitors upon choice of holiday destination. Low income,
especially when combined with the presence of young
children, would, ceteris paribus, make people more price
sensitive. Additionally, it might be argued that low
income would make people more risk averse in the selection
of holiday destinations, as the comparative cost of failure

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to select a satisfactory holiday destination is greater for those with income constraints. For example, they are less likely to be able to 'replace' an unsatisfactory holiday by having a second holiday later in the year.

While the evidence is not conclusive, the analysis of variance undertaken lent support to some of these contentions. The first finding was that there was a tendency for those with higher household incomes to be more likely to consider the wishes of their spouse (F=2.59, p<0.05). Why this should be so is not entirely clear. Possibly, those with higher household incomes might have higher educational qualifications, or have been married longer (if length of marriage is construed as being indicative of more consideration of a partner's needs), or lifestyle differences might be associated with higher incomes. One further caveat in interpreting the data is that the question related to household incomes; no questions were asked about whether both partners were in paid employment. Hence, the tendency of higher income couples to consider the other partner's wishes over holidays might mean little more than a need for both to book their holidays with their respective employers.

Considering income and need to consider the price of the holiday, data in table app2.7 advocates an inverse relationship between these variables. The ratings are of interest, as they imply from the lower importance attached

to holiday price by higher income groups that the price elasticity of demand for the lower income groups could be greater than unity, whereas the price elasticity of demand for higher income groups is less than unity.

Table app2.6   The importance of the price of the holiday by household income

Gross Household Income	No	Importance mean	std dev.
less than £10,000	209	5.40	1.33
£10,001 to £15,000	166	5.18	1.88
£15,001 to £25,000	299	5.16	1.78
£25,001 to £35,000	177	4.78	1.79
£35,001 to £50,000	96	4.34	1.76
over £50,000	47	3.38	1.82

Total   994

$F=13.61$ $p<0.001$

As noted previously, higher income groups might be more prone to a 'time famine' (Shaw, 1990, 1993, Kay and Jackson, 1990). However, for this sample, when asked whether available time was a factor in considering their holidays, there were no significant differences across the six household income groups. However, the data did indicate an interesting divide between respondents from households earning less than £35,000 and those earning more than that amount. For those earning less than £35,000 the 'available time' constraint was rated at 4.6. For respondents with household income above this figure, the score was 5.0. Recoding the data to divide the sample into these household income groups did not show the gap to be significant ($p=0.18$), but it was in the direction predicted by the 'time famine/harried leisure class' thesis that

relates feeling of time pressure to higher income groups, and deserves further examination.

Low income implies a comparatively greater 'investment' in holidays of scarce resources for lower than for higher earning groups. Thus, a risk avoidance strategy for low income groups would be greater dependence upon external information sources. Table app2.7 shows that lower income groups are more likely to depend upon the information provided by friends, brochures and past experience of the type of holiday chosen.

Table app2.7   Importance of outside sources of information
                by household income

| Gross Household Income | No | Importance (mean score) | | |
| | | Friends | Brochure | Past |

Experience

less than £10,000	209	3.52	3.83	4.44
£10,001 to £15,000	166	2.89	3.75	4.41
£15,001 to £25,000	299	2.98	3.69	3.80
£25,001 to £35,000	177	2.81	3.06	3.99
£35,001 to £50,000	96	2.71	3.07	3.72
over £50,000	47	2.86	3.18	4.26
F-ratio		2.89	3.68	2.20
Probability		.073	.003	.052

Note   1=least   important   7=most   importance

Two immediate observations can be made about Table app2.8. First, the differences are only significant in the case of brochure use. Second, ratings suggest moderate importance for this variable. This implies that while the trends observed are in the expected direction, they are probably subject to intervening variables which may be inhibiting

the anticipated relationship. Such variables might include the role of the travel agent, which was not examined.

The relationship between income and inhibiting factors of holiday behaviour was significant in one other area, and that was the ability to speak the language of the host country. There was an approximate 'U-shaped' relationship between this item and income, with the lower and higher income groups tending to consider this as a factor, as shown in table app2.8. Without any evidence from the sample, why this should be so is subject to speculation. Assuming a correlation between educational attainment and income, it suggests that higher income groups saw language skills as a positive factor while lower income groups perceived the lack of such skills as a negative factor. The F-ratio was significant at $p < 0.01$, but care must be taken in that a) the F ratio is not appropriate to non-linear relationships, b) the scores are low, indicating a comparatively low importance being attributed to this factor and c) the standard deviation is large compared with the mean.

Table app2.8   The importance of an ability to speak the language, and household income

Gross Household Income	No	Importance mean	std dev
less than £10,000	209	2.91	2.36
£10,001 to £15,000	166	2.25	1.99
£15,001 to £25,000	299	2.13	1.80
£25,001 to £35,000	177	2.61	1.90
£35,001 to £50,000	96	3.37	1.80
over £50,000	47	2.83	2.27

As noted, the questionnaire, as constructed, only

identified the existence of this relationship. It is not known how this variable operates - the question was included on the hypothesis that inability to speak the language was an inhibiting factor, and the ability to converse in the language, a facilitating factor. The actual scale simply requires respondents to indicate the importance of the factor. Hence a respondent could score highly on this question without revealing whether linguistic ability (or its lack), was a facilitating or inhibiting factor.

The influence of friends

Some marketing literature refers to the importance of 'word of mouth'; while many tour operators refer to the importance of recommendations by friends. Yet, in comparison with most other items provided to respondents such as the influence of a spouse, children, the price of the holiday, and brochures, the role of friends was significantly less. It could be contended that perhaps the role of friends is more important where respondents had not previously visited a destination. Also, some feminist literature on leisure time refers to the different networking of males and females. Harrington (1991) finds evidence of constraints upon female leisure patterns. Stokowski (1990) argues that males tend to have wider networks of friends and access a wider range of opinion, while females tend to operate at more intimate levels across a smaller network of close ties, even while they may

appear to access as wide a network as males. This is not to say that males do not operate at intimate levels, but they tend to do so differently across different groups. What the implications are for dependence upon friends' opinions is unclear. On the one hand it might be argued that males will attribute more weighting to friends' opinions because they have access to more people, while, on the other hand, females might accord more weighting because of intimacy with a smaller number. The findings from this research do not support either contention because no significant gender differences were found. Males scored the importance of friends at 3.02, females at 2.97.

There was evidence that the role of friends was more important where tourists had not previously visited a location. For those who had not previously visited the location, the role of friends was assessed at 3.1 compared with 2.7 for those who had been more than three times (a difference that was significant at the 0.05 level according to the Scheffé test).

With reference to the clusters of holidaymakers (see chapter ten), it was of little surprise to find that 'social relaxers' paid the highest attention to friends when considering holiday choice (4.6) while 'unimaginative relaxers' had the lowest score (2.4). The F ratio between the clusters was 8.56 ($p < 0.001$), while the Scheffé test revealed some inter-group differences at the 0.05 level (eg between 'positive holidaymakers' (3.8) and 'unimaginative

holidaymakers'(2.4))

The importance of being able to speak the language

It can be hypothesised that the ability to speak a foreign language might play a role in selecting a holiday destination. The data were again analyzed in different ways. For example, was there any evidence that age might be a factor, on the premise that older people might not have acquired language skills and hence may be less reluctant to go 'abroad'? There was weak evidence that this might be a factor. Those under 24 rated the influence of being able to speak a language at 3.1, those over the age of 65 rated this at 2.0 on a seven-point scale, but Scheffé tests failed to indicate significant inter-group differences.

A second hypothesis, which is fully consistent with several themes in the literature, is that the 'explorer' is characterised by an interest in culture and peoples, and hence would be more likely to rate the ability to speak a language highly. This was assessed by checking the ratings of the importance of language choice by an interest in culture, and by reference to the clusters of holidaymaker types revealed by cluster analysis (see chapter ten). A some evidence existed to support the contention.

An analysis of tourist typologies indicated some difference between groups with a F-ratio of 2.53 ($p < 0.01$, df=8).

'Competent intellectuals' had the highest rating of the importance of language (2.6), while 'active relaxers' (the more sports orientated) and 'mental relaxers' had the lowest scores (1.3 and 1.1). Finally, it should noted that the findings from this analysis are incomplete in that no data was collected on how many respondents could actually speak a second language with confidence.

The impact of occupation

One-way analysis of variance was used to examine the relationship between occupations and the importance of inhibiting or facilitating factors upon holiday choice. Significant relationships were found in the cases of the importance attached to:

        a) presence of children;

        b) price of the holiday;

        c) past experience of the type of holiday;

        d) influence of a friend;

        e) ability to speak the language; and

        f) brochure making a destination appear attractive.

Detailed results are outlined in table app2.9. In the case of the influence of children it can be contended that occupation is simply a proxy for household income, and that the greater importance of children for manual groups reflects these

Table app2.9 Occupation and Holiday Inhibiting/Facilitating Factors

means, F-ratios and probability values

	Children	Price	Past Exper*.	Friend	Language	Brochure	N
Student	na	5.2	3.9	5.3	3.7	3.8	18
Retired	na	5.4	5.6	3.5	2.9	4.2	43
Manual work	5.0	5.3	4.7	3.4	3.0	4.2	33
Skilled man work	4.2	5.4	5.1	2.8	2.3	3.8	108
General clerical \admin	3.9	3.5	5.3	3.3	2.7	3.7	28
Lower Supervisory Management	3.2	4.7	4.9	3.1	2.1	3.5	37
Higher Supervisory Management	3.6	4.8	4.8	2.6	2.1	3.3	87
Professional	3.7	4.8	5.2	3.0	2.6	3.0	172
Self employed (small business)	3.9	4.6	5.1	2.8	2.2	3.5	88
F-ratio	2.4	2.9	2.0	3.5	1.9	2.8	
Probability	.010	.002	.037	.000	.041	.003	

* = Past experience of the type of holiday

groups' lower income levels. The same can be true of price, in that it is at its most important for students and the retired, although those employed in general clerical and administrative occupations seemed to be the least price sensitive. One possible reason for this is that higher income groups might be considering a wider range of holidays, and from English Tourist Board data (see chapter three) are more likely to consider two or more holidays per annum. Hence, the consideration given to the term 'price' differs for different occupational groups.

Students rank importance of friends the highest of any respondent group, possibly because they are the most likely to travel with friends, whereas the self employed and the higher salaried income groups are the least likely to consider friends as aiding or inhibiting their holiday plans. Students are also the most likely to consider

ability to speak a language as having some importance, and it likely, that for them, it is perceived as a facilitating factor. Importance of the brochure is at its greatest for lower income groups.

The relationship between external influences and clusters of holidaymakers

Reference has been made to a typology of tourists derived from a cluster analysis. As noted above, a fuller analysis is described in chapter ten. For the purpose of this section the categories are taken as given variables in order to assess whether differences exist between types of tourists as to their susceptibility to the constraints/facilitators identified. An analysis of variance was undertaken with the results shown in table app2.10.

Table app2.10   Analysis of variance of 'external factor scores' by cluster groupings

Constraint	F-ratio
The choice of my destination was my own	2.40^{**}
The influence of a spouse or partner	1.97^{*}
The time of year	3.92^{***}
The price	0.56
Past experience of that type of holiday	9.28^{***}
The influence of friends	2.58^{***}
Able to speak the language	1.53
The brochure made it attractive	0.51
Had been there before	20.71^{***}

$* = p < 0.05$ $** = p < 0.01$ $*** = p < 0.001$

The item 'choice of my destination was my own', had been included as a measure of a lack of any constraints, although it can always be argued that a choice perceived as being one's own may, nonetheless, have been either overtly

or subtly influenced by significant others. However, it must be noted that the highest cluster score on this item was 4.7, by the 'positive holiday makers' (for descriptions of the clusters, see chapter ten). The 'social relaxers' had the lowest score for this item. Indeed, the problem with this item as a measure of independent decision taking is illustrated by the fact that the 'positive holiday maker' also scored highest in considering their partner or spouse, and the time of year. 'Social relaxers' scored highest on the influence of having previously visited a destination, while the 'mental relaxers' scored this the lowest.

Table app2.11 adds to the role of past experience, for not only is it an important factor in determining choice, but it also helps differentiation between groups of holiday makers. Previous visits to a destination are quite unimportant to the noisy socialisers (1.55), but very important to 'social relaxers' (6.08). On this item, Scheffé tests showed the 'noisy socialisers' and 'mental relaxers' to score differently at $p < 0.05$ from six other classifications of holiday makers.

External factors and levels of satisfaction.
It has been noted that external factors can either inhibit or possibly facilitate choice. For example, the need to consider a partner's wishes cannot be automatically classified as an inhibiting factor. In chapter eleven some

respondents are quoted as saying how much they appreciated the opportunities that holidays provided for them to share time and experiences with their partners and families. For such respondents, the need to consider these significant others might be categorised as a facilitating process. Yet for others, the same factors could be classified as inhibiting choice. Hence, to seek a relationship between these externalities and eventual satisfaction can only yield, at best, indicative results for discussion rather than a definitive statement of cause and effect. Nonetheless, the results are not without interest.

The data were recoded to yield a four cell matrices of low and high satisfied holidaymakers on a total satisfaction score as noted above with the scores on the external influence items similarly divided into two categories - those scoring 6 or above as rating the item very important, and those rating the item at 4 or below. The four cells were then analyzed by using the chi-square test, with the results shown in table app2.11.

The chi-square test can indicate the existence of a significant relationship, but not the direction. However, analysis of other statistics and the pattern of expected and actual cell numbers offers some insights. The first two items in table app2.12 were more carefully re-examined to take into account the fact that the data provided in table app2.12 was for all respondents, whether married or

not. The results were quite clear. In the case of those who were married, and where a partner's wishes were rated as being very important, 75 percent of the repsondents rated their holiday as being highly satisfactory. For those not married, and rating the importance of having a free choice in holidays very highly, 80 percent of the respondents rated their holiday as being very satisfactory.

Table app2.11   Chi-square results from ratings of importance of external factors influencing choice and final satisfaction.

Factor	Chi-square
The choice of my destination was my own	6.9**
The influence of a spouse or partner	16.4***
The time of year	2.3
The price	18.6***
Past experience of that type of holiday	1.1
The influence of friends	1.8
Able to speak the language	3.8
The brochure made it attractive	0.7
Had been there before	17.0**

* = p<0.05   ** = p<0.01   *** = p<0.001

The data on prices are a little more difficult to interpret, but the cell indicating high satisfaction and a high importance attached to price contained 131 respondents against an expected 113. Conversely, those rating price as being unimportant were under-represented in the cell for high satisfaction (51 actual respondents as against an expected number of 68). A possible explanation is that where price is important more care may be taken about the choice of destination, thereby creating more opportunity

for satisfactory holiday experiences. This is consistent with the hypotheses developed around the data summarised in table app2.8.

The data about past holiday experience and previous visits to a destination tend to support the previous discussions. Past experience of a destination is far more important than general experience of a type of holiday.

What was interesting was the failure of the brochure to be associated significantly with high levels of satisfaction. It has been noted above that the brochure is not without importance for the less experienced holiday maker, yet obviously such dependence is not a guarantee of being able to increase the score of satisfaction. Another item worth mention is the relationship between satisfaction and the ability to speak a foreign language. Although not significant there was tendency for those who rated this item highly to be over-represented in the high satisfaction cell and under-represented in the low satisfaction cell. It confirms the previous discussion that while this item is of marginal importance, it cannot be disregarded, and possesses a potential to make or mar a holiday.

Conclusions

The evidence from the sample indicates that not only do factors such as presence of children, price, brochure, and other items possess degrees of importance in constraining

choice, but that they are viewed differently by different socio-economic groups and tourist typologies. Given the changes resulting from higher divorce rates, more single households, delayed child-bearing and other social phenomena - all of which changes are often thought to reduce the importance of social class as a predictor of attitude, this finding is not without interest. It is also consistent with evidence reviewed in the initial chapters of this work - for example, that of the British Audience Research Bureau and O'Brien and Ford (1989).

Another implication is that if factors have short term influence constraining holiday choice, does this mean that some holiday decisions are of the nature of delayed purchases? There is some evidence that is the case (Ryan, 1995). This hypothesis poses a further dilemma for one of the central cores to the theory of holiday satisfaction developed in chapter four. It was argued that these expectations determine goals and hence might shape coping behaviours whereby holidaymakers negotiate with their environment to obtain a satisfactory holiday experience. In the case of 'delayed' purchase decisions, does the 'delay' reinforce this process? The current research design did not permit examination of this issue, but it represents another area for future study. However, inasmuch as some quite strong relationships did emerge, it can be argued that the delayed purchase decision, while important to those engaging in it, might have only a

marginal influence on the main themes of the thesis. It is possibly a factor than could explain 'outliers' in the analysis, but it seems not to inhibit the development of the general themes.

The evidence outlined above suggests that marketing literature is correct in identifying the influence of a spouse as significant in joint purchase decisions such as holiday taking. Also, there is significant evidence to suggest that a learning process occurs whereby purchases of future holidays are partly influenced by past experience, albeit this factor is subject to 'diminishing returns'. The evidence also suggests that the brochure is an important factor where holiday makers lack experience of the destination or type of activity associated with the holiday, but becomes less important as holidaymakers become more experienced. This observation lends support to the practice of tour operators where the standard 'summer sun' brochure aimed at the mass market is comparatively 'standardised' in its informational content which tends to feature primarily the hotel rather than the resort or activities available. After all, the market is mature and hence experienced. On the other hand 'niche' market brochures contain more information not only because of the need to persuade and dissuade appropriate market sectors, but also because, it might be said, the incidence of inexperienced holiday makers is higher, and hence confirmation of the wisdom of the purchase is more

important. On the other hand, as noted in the preceding section, this dependence upon the brochure does not appear to improve significantly the possibility of achieving higher levels of holidaymaker satisfaction.

While in isolation, the findings indicate the potential importance of factors such as family, friends, brochures and other factors, it is another question as to whether these factors are so important as to so significantly alter holiday satisfaction ratings where poor decisions are made. The analysis between the rating of the external factors and levels of satisfaction concentrated on the low and high satisfaction scorers. This was a sample of approximately 300. Allowing for the exclusion from the analysis of those items with missing values, that still represents only about a half of the total sample. In other words, most holidaymakers are 'satisfied' regardless of these items. Another factor to take into account as is that the method of dividing the sample between the high and low satisfied holidaymakers means that some cluster groups are over-represented, and others under-represented. When this was realised, data were recoded and checked again, but there seemed to be little significant difference in the results. For example, while the chi-square values changed, the levels of significance varied only slightly from those reported in this appendix.

However, there do appear to be at least two very clear

findings, as reported above. For those who are married, and who rate as important the need to consult with their partner, the chances of holiday satisfaction are high. Similarly, the role of past experience of holiday destinations is confirmed as being important as part of a learning process, albeit with evidence of this becoming a diminishing asset as the number of repeat visits increase above five.

Summary

It has been shown that external constraints upon holiday destination choice are significant. Family considerations are important, as is the level of past holiday experience. However, these factors have been considered in a sequential manner without reference to the actual holiday motivations, and it is these that need to be re-examined. In chapter nine these motivations were considered, but this time questionnaire data will be analysed to see if the abbreviated form of the Leisure Motivation Scale supports the four dimensions of that scale.

Appendix three Holiday taking Motivations

Introduction

As described in chapters two and seven, a series of items
designed to measure holiday motivation were identified.
The overall scores and the resultant factor analysis were
discussed in chapter nine. Here the concern is with the
differences between sub-samples such as marital status,
gender, age, the presence of children, occupational type
and MOSAIC category. The null hypothesis that these
variables have no impact upon item scores is examined.

The significance of marital status

There are reasons to believe that marital status might
account for some differences in scores. From the responses
made to the open ended questions, as described in appendix
one, it was seen that a number of respondents stated that
one of the best parts of the holiday was that it permitted
the family to be together. This is consistent with the
list of motivations for holiday-taking noted by, amongst
others, Mathieson and Wall (1982). It could also be argued
that married couples therefore tend to require a relaxing
holiday more than single people would. Additionally they
might not value social contact with other people as highly
as the unmarried. But moderating variables exist. A
married couple with young children might actually prefer a
social context where their children could play with others
- hence the correlation between marital status and a desire

for a peaceful holiday might be influenced by life-stage. In short, a number of hypotheses could be advanced to merit an analysis by marital status, life stage and age of the respondent. Of the respondents who answered the relevant questions, 829 were married and 248 were single. Non-responders to this item were 100. Table app3.1 reveals that the null hypothesis that marital status has no impact on holiday motivation must be rejected. T-test results reveal significant differences for the items 'build friendship with others', 'be in a calm atmosphere','develop close friendships', 'relax mentally',

Table app3.1   Differences in Holiday Motivation by Marital Status

(Mean scores) (n=977)

	Married	Single	t
	(N=829)	(N=248)	
Increase my knowledge	4.42	4.38	0.31
Avoid daily hustle and bustle	5.73	5.44	2.31[*]
Build friendships with others	3.38	3.82	-3.47[***]
Challenge my abilities	2.66	2.91	-1.78
Use my imagination	3.45	3.56	-0.77
Be in a calm atmosphere	5.56	4.91	4.95[***]
Develop close friendships	2.42	2.69	-2.08[*]
Use my physical abilities	2.54	2.71	-1.11
Relax physically	5.55	5.35	1.53
Gain a feeling of belonging	2.85	2.75	0.59
Discover new places	5.95	5.90	0.48
Relax mentally	6.07	5.68	3.14[**]
Be with others	3.60	4.09	-3.82[***]
Have a 'good time'	3.64	4.61	-6.48[***]

* = p<0.05   ** = p<0.01   *** = p<0.001

'be with others' and 'have a good time with friends'. Married couples do score lower on the items that comprise the social dimension, and higher on the relaxation factor.

For the item 'relax physically', although the difference is not significant it is in the 'predicted' direction, ie contrary to the null hypothesis.

One practical implication of table app3.1 is that tour operators might wish to strengthen the distinction between holidays designed for single people and for married couples along the social dimension. Single people tend to value the social opportunities that holidays generate, and, on the basis of these results, might even do so regardless of age.

Impact of children upon holiday motivation

The contention that life stage is important can also be checked to a degree by the use of questions 109 and 110 on the questionnaire. These asked respondents whether they had children below the age of 16, and whether their children below that age accompanied them on their holiday. Question 109 could be analyzed in a number of ways. For example, should the comparison be between those with children under 16 and all other respondents, or simply between married couples who do, or do not, have such children. Such an analysis would not include single parents with young children, and from the sample it was possible to identify situations where either respondents were single parents or had chosen to describe themselves as unmarried, but with children, yet having a partner. However, due to some anomalies of self-description by

respondents it was not possible to be precise about the numbers of such 'psuedo-families', and hence a comparison between those with young children and all other respondents was thought sufficient.   Table app3.2 identifies the responses by these criteria.

Again, some significant differences emerge, albeit perhaps not so strongly as in the case of marital status. Nonetheless, differences between those with and without children occur for the items 'avoid the hustle and bustle of daily life', 'be in a calm

Table app3.2   **The impact of the presence of young children on holiday motivation**
(Mean Scores)

Item	With Children	No Children	t
	(N=376)	(N=720)	
Increase my knowledge	4.31	4.45	-1.27
Avoid daily hustle and bustle	5.81	5.55	2.60**
Build friendships with others	3.37	3.55	-1.64
Challenge my abilities	2.73	2.70	0.29
Use my imagination	3.46	3.46	0.00
Be in a calm atmosphere	5.54	5.32	2.15*
Develop close friendships	2.57	2.44	1.14
Use my physical abilities	2.78	2.46	2.76**
Relax physically	5.74	5.37	3.54***
Gain a feeling of belonging	2.94	2.76	1.25
Discover new places	5.91	5.95	-0.52
Relax mentally	6.15	5.87	3.13**
Be with others	3.80	3.68	1.05
Have a 'good time'	3.84	3.83	0.04

* = p<0.05   ** = p<0.01   *** = p<0.001

atmosphere', 'use my physical abilities', 'relax physically' and 'relax mentally'. Those with children rate the relaxation needs higher than those without children. Unlike the case of marital status however, there are no significant differences in the need for social

interaction, perhaps reinforcing the notion that married couples with children are more socially orientated than those married without children.

What is also of interest in tables app3.1 and app3.2 is that the ranking of relaxation, social, intellectual and competence-mastery needs remains fairly consistent. Marital status or the presence of children does not seem, prima facie, to be a determinant of the potential rankings of these factors. Another criterion that lent itself to the use of t-tests was the question of gender. Is there any difference between men and women in the way in which they rank these motivations? Table app3.3 sets out the results of this analysis.

Table app3.3 Impact of Gender upon Holiday Motivations

Item	Males (N=523)	Females (N=490)	t-stat
Increase my knowledge	4.36	4.45	-0.84
Avoid daily hustle and bustle	5.56	5.80	-2.37*
Build friendships with others	3.51	3.46	0.45
Challenge my abilities	2.74	2.71	0.21
Use my imagination	3.49	3.49	-0.02
Be in a calm atmosphere	5.35	5.48	-1.27
Develop close friendship	2.52	2.47	0.45
Use my physical abilities	2.61	2.56	0.47
Relax physically	5.28	5.73	-4.18***
Gain a feeling of belonging	2.55	3.16	-3.74***
Discover new places	5.84	6.05	-2.55*
Relax mentally	5.82	6.14	-3.44***
Be with others	3.57	3.90	-2.89**
Have a 'good time'	3.83	3.87	-0.38

$* = p<0.05$ $** = p<0.01$ $*** = p<0.001$

Some differences exist between the sexes for the ranking of items. Females significantly rate more highly the

relaxation motivations. Additional evidence is marginally provided by the responses to the open ended questions where it tended to be females who remarked upon the lack of escape from domestic chores such as washing up. If females are ranking relaxation needs more highly than their male counterparts then this type of comment has even more significance than at first sight appears. Females are also more interested in the place they are going to, and this is identified in two ways. They score significantly higher than males in wanting to explore the holiday destination, and secondly they are more likely to want to identify with the location.

Table app3.4   The impact of marital status of females upon holiday motivations
(mean scores)

Item	Married	Single	t-test
Build friendships with others	3.35	3.73	-2.12[*]
Be in a calm atmosphere	5.64	5.02	3.37[***]
Use my physical abilities	2.69	2.24	2.37[**]
gain a feeling of belonging	3.30	2.86	1.96
Be with others	3.79	4.20	-2.25[*]
Have a 'good time'	3.61	4.60	-4.85[***]

* = p<0.05   ** = p<0.01   *** = p<0.001

Again practical implications for tour operators exist. If it can be shown that females have a significant influence in the holiday purchase decision, then details about the holiday destination will be valued. This assumes that females who are both single and married share this predisposition. This assumption was tested by transforming the data and undertaking t-tests on single and married

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females. There were significant differences on six items as seen in table app3.4.

From table app3.4 it seems that marital status does have some influence. It is interesting to compare this table with table app3.1. It is the married females for whom being in a calm atmosphere is important, while single females again stress social aspects. However, this interpretation has to be modified by the fact that on the other items relating to relaxation, there was no difference between the females divided by marital status. The item 'a feeling of belonging' is included in table app3.4 simply because it implies that the distinction between the sexes on this item seen in table app3.3 arises primarily from the married females. In table app3.4 the t-statistic forr this item is almost at significant (p=0.052).

The Impact of age upon holiday motivation

A conventional means of testing the null hypothesis that means between groups are not significantly different is to undertake an analysis of variance, or ANOVA. ANOVA undertakes an analysis of two components - variability of the observations within a group about the group mean, and variability of group means. The F score measures the ratio of the between groups mean square divided by the within groups mean square, but a large F score in itself only indicates unequal population means, but not the source of the differences. This is the purpose of multiple Table

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app3.5 The impact of age upon holiday motivation

	AGE GROUPS					
	1	2	3	4	5	F-ratio
Increase my knowledge	3.7	4.2	4.5	4.2	4.4	4.09**
Avoid daily hustle and bustle	4.9	5.6	5.8	5.1	4.6	9.90***
Build friendships with others	3.8	3.4	3.5	3.7	3.5	1.44
Challenge my abilities	3.2	2.9	2.7	2.1	2.0	4.91***
Use my imagination	3.4	3.3	3.6	3.2	3.7	1.47
Be in a calm atmosphere	4.8	5.1	5.6	5.3	5.4	5.88***
Develop close friendships	2.8	2.4	2.5	2.2	2.5	1.38
Use my physical abilities	3.6	3.0	2.5	1.6	1.1	18.3***
Relax physically	5.3	5.5	5.6	5.2	5.3	1.33
Gain a feeling of belonging	2.7	2.7	2.9	2.4	2.9	0.93
Discover new places and things	5.6	5.8	6.0	5.8	5.7	3.35**
Relax mentally	5.4	6.0	6.1	5.4	5.2	9.18***
Be with others	4.1	3.9	3.6	3.7	3.5	2.17
Have a 'good time' with friends	5.1	4.2	3.6	3.6	3.0	11.44***
Number	60	248	667	93	27	

        Notes   Age   Group   1   =   16-24
                                    2   =   25-35
                                    3   =   36-65
                                    4   =   66-75
                                    5   =   over   75

 * = p<0.05   ** = p<0.01   *** = p<0.001

comparison tests.   These are used below in the discussion

of the results.   The SPSS command ONEWAY permits the

Scheffé multiple comparison test. Additionally the command

allows the assumption that, in this case, the variance of

the scores between the population age groups are equal. If

sample sizes and variances are unequal, then the convention

is that ANOVA is too stringent in its assumptions and a

non-parametric test needs to be used.   Additional

questions relating to the efficacy of using a univariate

approach for this type of data is discussed below.

From the questionnaire six age groups were identified, but

in the following analysis the age group of those below 15

years of age is deleted because only 2 respondents fell

into this category.   Age is not a variable that causes

differences in 2 of the social items, 'building and developing friendships', but when this aspect is described as 'having a good time', the Scheffé test shows a significant difference at $p < 0.05$ between those under 24 years of age and those aged over 66 years. Interestingly enough, the test also shows a distinction between those under and over 35 years of age on this same item.

In the relaxation dimension the group aged 36 to 65 years are significantly different from the other ages in emphasising the need to get away from the daily hustle and bustle of life, and this is confirmed for the items 'to be in a calm atmosphere' and 'to mentally relax'. As might be expected, for those over 75 years old, the score on physical activity is lower than for other age groups, and the difference for those under 65 and those over 75 is significant at $p < 0.05$.

Three tests of homogeneity of variance are provided by SPSS-PC; Cochrane's, Bartlett-Box and the ratio between maximum and minimum variance. Of these Cochrane's is the most sensitive, and is based on the ratio of the maximum variance to the sum of all of the variances. It was found to record values of less than 0.05 in 10 of the 14 items. Combined with the discrepancies in sample size as recorded in table app3.5, the implication was that less rigorous criteria should be selected for the data available. The norm for such non-parametric tests is that the median

rather than mean is used for the basis of comparison, thereby removing the problem caused by extremes of values and high degrees of skew. A number of tests including Wilcoxon, Cochrane's Q and the Kendall coefficient of concordance adopt this approach. Each has its own set of assumptions. For example Cochrane's assumes that the tests are dichotomous. Kendall's test requires ordinal data. The simplest is to compare medians using a variant of the chi-square test as undertaken by the SPSS command 'k-sample'.

These tests generally confirmed the findings presented in table app3.5. There were two exceptions. First, 'challenge my abilities', which tests indicated as not being significantly different, (the conventional ANOVA test indicated that those over 65 had significantly lower scores). Second, the item, 'to discover new places', was found not to be significant on both the Scheffé and non-parametric tests, although the probability was less than 0.01. The F-ratio is discussed above, and perhaps this item is an example of the comment made by Norusis (1988:B156) that 'Multiple comparison tests protect against calling too many differences significant'.

The Impact of income on holiday motivation.

A series of contentions might be made about the effect of income upon holiday motivations. However, in many cases it might be said that income either acts as a proxy for other determining variables, or it acts as a consequence of

intervening variables. For example, higher income groups might be said to be driven more by intellectual or exploration needs. The 'spillover hypothesis' of the work-leisure ratio discussed in chapter two would lead to the contention that those in higher income occupations are more likely to have work patterns that are more fulfilling, and thus this 'spills-over' into holiday behaviour where, in Maslow's terminology, the self actualization needs (or intellectual dimension) might be more dominant. On the other hand, as already seen, an alternative 'compensation' theory would mean that exciting work leads to a relaxation need during holiday periods. Alternatively, if it is argued that income is related to educational attainment, a series of potential relationships might emerge.

From another viewpoint, as noted by Summary (1987), Guitart (1982) and others, income is perceived as a variable that permits holidays to be taken, but in itself would not 'explain' the type of holiday selected - such selection being determined by social and psychological variables. In short, if a relationship between motivation and income is found, there would be some difficulty in explaining the nature of the relationship. The 'economist' approach whereby income operates as a variable determining the potential number of holidays to be taken, but not necessarily the type nor actual number, would lead to a null hypothesis that no relationship exists between income and holiday motivation. This hypothesis was analyzed by

the same procedures adopted above for assessing the impact
of age.

The questionnaire asked respondents to indicate their gross
household income.   Six categories were available for
analysis.   Table app3.6 indicates the results.

Table app3.6 **The impact of income upon holiday motivation**

	INCOME GROUPS						
	1	2	3	4	5	6	F Ratio
Increase my knowledge	4.2	4.3	4.3	4.7	4.7	4.7	3.4**
Avoid daily hustle and bustle	5.3	5.6	5.8	5.7	5.9	5.4	3.0**
Build friendships with others	3.8	3.6	3.4	3.2	3.2	3.0	4.6***
Challenge my abilities	2.4	2.7	2.6	3.1	2.8	3.2	4.3***
Use my imagination	2.4	2.7	2.6	3.1	2.8	3.2	1.7
Be in a calm atmosphere	3.5	3.2	3.4	3.7	3.6	3.3	2.0
Develop close friendships	5.4	5.4	5.5	5.3	5.4	4.7	0.6
Use my physical abilities	2.0	2.5	2.6	3.0	2.9	3.2	8.6***
Relax physically	5.5	5.6	5.7	5.3	5.3	5.1	1.8
Gain a feeling of belonging	2.9	2.7	2.8	2.9	2.5	2.0	1.9
Discover new places and things	5.8	5.9	6.0	6.0	5.9	5.9	0.5
Relax mentally	5.6	5.9	6.1	6.1	6.1	5.8	4.5***
Be with others	4.0	4.0	3.6	3.5	3.5	3.8	3.2**
Have a 'good time' with friends	4.1	4.0	3.8	3.5	3.6	3.8	1.8

   $* = p<0.05$ $** = p<0.01$ $*** = p<0.001$
1=   2=   3=
4=   5=   6=

From table app3.6 it at first sight appears that the null
hypothesis is rejected in 7 of the 14 items.   The
competence- mastery dimension appears to be one in which
higher income groups do score higher than lower income
groups.   'Middle income' groups appear to rate mental
relaxation more than low and high income groups do.
However, a number of important caveats need to be entered.
The first is whether the test is valid.   Applying the
various tests of homogeneity of variance indicated that the
tests were valid in only 8 of the 14 items. ANOVA was
indicated as being an invalid test in 4 of the 6 cases
where the F-ratio was significant.   The Scheffé test

implied very few relationships being significant at the 0.05 level. However, what is of interest is the finding that the competence-mastery dimension is valid by the Cochrane C and Bartlett-Box test of homogeneity of variance, and the Scheffé test showed the source of the difference in variance being due to the lower income groups scoring significantly lower on these items.

But, still some caveats exist. The lower income groups comprised a large number of pensioners and the few unemployed within the sample, as well as those of working age who were employed in low income posts. In the case of the pensioners, table app3.5 already shows that this group scored low on the competence-mastery items. In short, a more detailed analysis might find that income effects are really masking the impact of age.

The impact of MOSAIC lifestyle upon Holiday Motivation

A number of alternative approaches exist. The final question on the questionnaire permitted an analysis that took into account both age and income by the simple expedient of using the MOSAIC categorisation. Thus, the same procedures were adopted, but by geo-demographic categories. ANOVA tests showed no significant differences on 11 of the items. Differences did exist on the items 'challenge my abilities', 'use my imagination', and 'be in a calm atmosphere'.

MOSAIC Group 13 with a score of 6.0 was above the mean score of 5.39 for wish to be in a calm atmosphere, while at the other extreme MOSAIC Group 20 had a score of 3.8. MOSAIC group 13 is described as young families in service jobs living in older suburbs, while MOSAIC Group 20 categorises those living in rented, non-family, inner city areas. Results such as these were difficult to interpret, and hence the individual MOSAIC Group data were transformed into the CCN life-style categorisations previously described in chapter two by use of the SPSS command 'recode'. The subsequent ANOVA analysis showed no significant differences between the lifestyle groups on these items. Equally, the various tests of homogeneity of variance indicated that, in the majority of cases, ANOVA was an appropriate test. Hence, in this instance it can be stated that the null hypothesis, ie that there is no difference in holiday motivations between MOSAIC lifestyle groups, cannot be rejected.

The impact of occupation upon holiday motivation.

There was no significant difference between occupational groups on 9 of the holiday motivation items. In four of the remaining cases those who were retired were found to have mean scores significantly lower than at least one other occupational group at $p < 0.0001$. These items were 'avoid hustle and bustle of daily life', 'challenge my abilities', 'use my physical abilities /skills in sport' and 'relax mentally'. Hence, these findings confirm the

previous findings that those who are older and have lower household incomes (less than £10,000 pa) tend to score lower on these items. This, it can be contended, is an aspect of life-cycle.

For the remaining item 'to increase my knowledge', those respondents who described themselves as doing manual work (n=40) scored significantly less (p<0.001) than those in middle/higher management, the professions or self employed.

The highest score on the use of sporting skills was that of the professional group with high levels of education, and this group also scored highest on the items relating to acquisition of knowledge, challenging abilities, and use of imagination. The unskilled and skilled manual groups scored highest on the item 'have a good time with my friends'.

Such tendencies raised the question as to whether the ANOVA was too rigorous a test if there was a need for non-parametric testing. The Bartlett and Cochrane tests were run and indicated that possibly further testing might be worthwhile in 2 more cases - one of which was the need to relax physically. However, the non-parametric tests confirmed the previous results with the exception that professional/higher education and the supervisory management groups scored lower on the need to build

friendships than the skilled and unskilled workers did.

Are motivational item scores dependent on social determinants? Considering the results as a whole, it might be thought that life-cycle might play a role in determining holiday motivation. The factors that produced the greatest difference between sub-groups were related to age, marital status and the presence of children, although gender also produced some differences. The differences were less marked by occupational group and MOSAIC lifestyle, and where those differences did occur they tended to be related to life-stage. There is weak evidence that education might play a role, but the questionnaire does not permit this to be examined in any detail.

One way of assessing the independence of factors such as gender, age, etc is to see if there is any correlation with the scores on the motivation items. This is recommended by Norusis (1988:B217) in his discussion of the tests to be considered prior to undertaking multiple regression analysis. It could be argued that holiday motivations are determined by age, gender, marital status, the presence of children, household income, and occupation. Such a model could be tested by multiple regression, but there is a problem inasmuch as a number of the variables are dichotomous. Berenson and Levine (1992:635) note that for multiple regression to be undertaken a number of assumptions need to be fulfilled, that is:

a) normality - the distribution of scores of the dependent variable around the values of the independent variable follow a normal distribution;

b) homoscedasticity - the variation around the line of regression is constant for all values of the independent variable;

c) independence of error - the value of the residual (the difference between the predicted actual value of the dependent variable) is independent for each value of the determining variable.

Therefore, a common test to assess the data is to examine whether the residuals themselves form a normal distribution.

The use of nominal data (eg, the classification of respondents as either male or female) or ordinal measurement (eg, the rating of liking) is not uncommon, but ideally determining variables should consist of continuous data with each determining variable being independent from every other.

As noted above, a common step for testing independence of the determining variables is the use of a correlation matrix. If high correlations occur, then problems of multicollinearity occur. The highest correlation ($r=0.78$, $p<0.001$) was between those having children under 16 and those taking children under 16 on holiday. The latter variable was removed from the analysis. Otherwise the highest correlations concerned the motivational item, 'to use physical abilities/skill in sport', and not the determining variables. Thus, not surprisingly skill in

sport correlated with age at r=-0.24 (p<0.001), and with income at r=0.19 (p<0.001). There was a correlation of r=0.29 (p<0.001) between age and the presence of children under 16.

These findings lead to the conclusion that the motivational factors are, to a large extent, independent from the social determinants. Social determinants could influence, but not fully explain the holiday-taking motivation, and this would be consistent with the model advanced in chapter four. The hypothesis was tested by running a multiple regression test with the motivational items as the dependent variables and age, sex, marital status, presence of children under 16, and income as the determining variables, all items being entered into the equation together (ie a stepwise procedure was not adopted).

The results were as expected. The adjusted r^2 (coefficient of determination) was generally less than 0.03, that is the determining variables 'explained' less than 3 percent of the variance in the motivational item. There was one unimportant exception to this - the determinants explained 6 percent of the

variance of the item, 'to use physical abilities/skills in sports'.

However, as already noted, these results are not conclusive evidence of the independence of motivational item scores

from social factors. The dichotomous nature of three of those factors (married - yes or no; gender - male or female; and children under 16 - yes or no) has been noted, and the problems that arise from this. However, if it is argued that the motivations are independent of these social determinants, then the four factors described in chapter nine would be found within sub-samples of the respondents. For example, the four factors would appear with a sample of females as well as males, or for both the married and the unmarried. The sample was large enough to permit this type of analysis.

The sample was divided into sub-samples based on age, marital status, presence of children, occupational groups and income. There was a significant homogeneity about the results. All showed a four-factor solution. The percentage of variance explained by the four factors is shown in table app3.7. Generally speaking the four factors accounted for between 60 to 63 percent of the variance of the analysis. Nonetheless, there were some interesting variations. The most significant was between the married and the singles group. Those that were married (n=829) placed the four factors in the order, social, relaxation, intellectual and mastery-competence. The singles group (n=248) reversed the order between relaxation and social - the only group to do so.

Another finding confirmed the trend for the senior management and self employed groups to score higher on the

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mastery- competency items. For these groups this factor accounted for 9.4 percent of the variance against 8.5 percent for the retired, and 9.0 for the manual groups and 9.1 for the others.

Item 11 on the scale, the 'feeling of belonging' again proved its ambiguity. In most cases the loading placed this item in the social factor, but for the professional and self-employed it was found in the intellectual factor. Indeed, for the professional groups, it had a loading of 0.52 on the intellectual factor - its highest and 'clearest' loading on any of the factors. This would seem to provide further evidence for the contention that a sense of belonging can be interpreted as not simply a social need, but as part of an intellectual need, where the need is interpreted, in terms of Maslow's hierarchy, as part of a process of self-discovery. (Aspects of this topic have been previously discussed in chapter two in the section, needs analysis). Of some interest is the finding that the same item is also placed in the intellectual dimension for those who are retired. It is tempting to construct a number of hypotheses as to why this could be, but the questionnaire does not generate the evidence for this, and it can only be noted as something worth further study.

Conclusions

The previous sections have explored the possibility that the four factors identified in chapter nine are dependent

upon a number of social determinants. However, on the whole, the factors have proven to be consistent in their loadings and composition across a number of sub-samples based on socio-economic variables. Nonetheless, some minor variation has emerged which is of interest, and consistent with the theories discussed in chapter two, but as a general conclusion it can be stated that the motivational drives are independent of socio-economic and demographic factors. If this is the case, then it becomes valid to distinguish between groups upon the basis of their scores on the items. As noted at the end of chapter nine it is possible to hypothesis that categories such as high relaxation, high intellectual need driven holidaymakers exist, while on the other hand, other groups such as low social need, high mastery-competence types exist. If this is the case, it becomes possible to argue that different 'need types' might be drawn to different types of holiday destinations, or use those destinations in different ways. This is discussed in more detail in appendix four.

Appendix four Attributes of Desired Holiday Destinations

Introduction

This appendix considers the desired attributes of holiday destinations. It first considers the overall scores, and subsequently reports the significance differences between sub-samples based on socio-economic variables. Finally it re-examines the role of life-stage, and the conclusion is reached that life-stage is still an important determinant of holiday activity.

Overall scores

The second section of the questionnaire listed a number of attributes of holiday destinations, and required respondents to indicate their appeal when considering their 'ideal' holiday. The scores for the total sample are shown in table app4.1. Again a 7-point scale was used where 7 represents the highest score.

Table app4.1   Mean Scores for Desired Holiday Destination Attributes (n=1127)

Questionnaire item	Mean	Std Dev
beautiful scenery	6.11	1.19
is comfortable	6.03	1.30
good accommodation	5.95	1.38
a chance to get away from it all	5.85	1.50
nice climate	5.77	1.66
friendly local people	5.72	1.31
interesting culture	5.19	1.67
interesting history	4.94	1.65
supportive couriers	3.73	2.50
chance to mix with people	3.24	1.84
good for children	2.90	2.82
an active nightlife	2.54	2.47
nightclubs and bars	2.02	1.67
Number of respondents	1127	

The selection of the items was based on categorisations of tourists noted by Pearce (1982), Yiannakis and Gibson

(1992) and similar typologies. However, the original pilot studies indicated that the original list was too long and the list was shortened on the basis of discussions with other academic staff teaching tourism, student groups studying tourism at post graduate level and a small sample of office staff from the Nottingham Business School. Their help is duly acknowledged.

Table app4.1 indicates that scenery received the highest rating, and this confirms the high rating attributed to scenic values in appendix one when the open-ended questions were assessed.   The relaxation motivation is also apparent in the high score given to the chance to be away from it all, and, to some extent, in the importance given to comfort and accommodation standards.   What is interesting is that a number of items related to the social dimension such as the provision of bars and nightlife score comparatively lowly, and even the chance to mix with people is not particularly valued.   This will be discussed when considering the cluster analysis, but briefly it can be noted that the standard deviation for nightlife is relatively high.   This seems to imply possible distinctions based upon, for example, age and marital status. Additionally, it raises the question as to the interpretation of the social dimension. From the factor analysis discussed in chapter nine that on holiday, it seems some tourists are orientated towards friendship or cultural interaction rather than simply an opportunity to

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meet with other people. In short, the social interaction is not the end in itself, but rather the potential to confirm existing friendships or to make new friends is the prime purpose. Attractive though this hypothesis is, the data do not fully support it. Thus, as noted in chapter nine the items 'to be with others' and 'to have a good time with friends' scored higher than building or developing close friendships. The difficulty of interpretation of these items was discussed in chapter nine, and it is of interest that this ambiguity is repeated here.

The impact of socio-economic variables

As has already been noted in appendix three, a number of analyses of the data by socio-economic variables were carried out. Again, a number of significant differences were found. Rather than simply repeat the process undertaken in appendix three of considering each variable in turn, a summary of key findings is shown tables 11.2 to 11.4. As before t-tests were carried out on dichotomous data, and these results are considered first.

Table app4.2   Impact of marital status

Item	Married	Single	t-value	df
nightclubs and bars	1.82	2.76	-6.61***	322
good facilities for children	3.19	2.08	5.77***	437
chance to mix with lots	3.13	3.75	-4.68***	395
active nightlife	2.31	3.40	-4.31***	275
good standard of accommodation	6.00	5.75	2.37**	368
an interesting history	5.03	4.75	2.28*	369
is comfortable	6.07	5.86	2.21*	373
has beautiful scenery	6.18	5.98	2.18*	358

    * = p<0.05   ** = p<0.01   *** = p<0.001

Table 11.2 refers to the differences caused by marital

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status. As might be expected, an active nightlife is of more importance to singles than to married couples, and as noted below an age factor is also present. Cultural and comfort factors, although important to both groups, are of more importance to those who are married. Table app4.2 does not show the items for which no significant difference existed, and in this respect it is worth noting that such items as meeting local people, getting away from it all and a nice climate are perceived equally regardless of marital status.

Table app4.3   The impact of gender

Item	Males	Females	t value	df
a chance to mix with lots of people	3.04	3.47	-3.38***	1001
has an interesting culture	5.00	5.39	-3.74***	1010
supportive couriers	3.44	3.96	-3.38***	1004
offers good facilities for children	2.66	3.26	-3.42***	997
offers a chance to get away from it all	5.72	6.02	-3.21***	1006
has a good standard of accommodation	5.92	6.14	-2.81**	1009
has local people who are friendly	5.63	5.84	-2.64**	1010

    * = p<0.05   ** = p<0.01   *** = p<0.001

Table app4.3 records differences based on gender, and again highlights only those areas where significant differences exist. There is a tendency for females to score higher than males across all items. Table app4.3 indicates that females differ significantly from males in scoring higher on items relating to a liking for comfortable accommodation, getting away from it all, selecting a place with an interesting culture, being sociable, and considering facilities for children.

Impact of age

Age proved to be a valid discriminator as to the importance of varying attributes of holiday destinations. As might be expected, an inverse relationship existed between nightlife and age - the older the respondent the less this attribute was valued. As might also be expected, the older the respondent, the less their concern about children's facilities. Older people were more concerned with the comfort of accommodation. One thing that all age groups did agree upon was the importance of a 'nice' climate while away on holiday.

Items relating to the history and culture of a holiday destination tended to be most valued by the 36 to 64 years old, while they and adults over the age of 25 most appreciated the opportunity to 'get away from it all'.

Impact of the presence of children

There were only three items where there were significant differences between those with children below the age of 16, and those without. Not surprisingly the first was a concern about the availability of children's facilities. Those with children rated this item at 5.8, those without children at 1.4 (t=38.5, p<.001). Also, those with children looked to a holiday to provide a chance to get away from it all more than those without children (5.99 vs 5.76, t=2.57, p<.01), while they also sought more

opportunity to mix with others (3.6 vs 3.1, t=4.24, p<.000). It could be hypothesised that parents with younger children in particluar, prefer situations where their children can play with others, and where perhaps other parents can also supervise groups of children, however informal such an arrangement might be.

Table app4.4   The significance of age

AGE GROUPS

	16-24	25-35	36-64	65-75	>75	f value
many nightclubs and bars	3.9	2.5	1.8	1.1	1.3	39.5***
an active nightlife	5.5	3.0	2.3	1.7	1.7	32.2***
good facilities for children	2.7	3.8	2.9	1.1	1.3	18.8**
an interesting history	3.9	4.5	5.3	4.8	4.7	17.0***
beautiful scenery	5.4	5.8	6.2	6.4	6.4	13.5***
interesting culture	4.3	5.1	5.4	5.0	4.5	8.3***
chance to get away	5.8	6.0	5.9	5.5	4.6	6.4***
is comfortable	5.7	5.7	6.1	6.3	6.5	5.9***
good standard accommodation	5.6	5.7	6.0	6.2	6.5	4.7***
chance to mix with others	3.9	3.5	3.2	2.9	6.4	3.8
friendly local people	5.2	5.7	5.8	5.7	5.4	2.8**
supportive couriers	3.5	3.7	3.7	4.1	4.5	1.6
nice climate	5.3	5.7	5.8	5.7	6.0	1.3
Number	60	248	667	93	27	

* = p<0.05   ** = p<0.01   *** = p<0.001

Impact of income

Income was found to play little role as a discriminator in expressed preference for different attributes of holiday destinations. There was some difference in two areas only. There was a tendency for lower income groups to prefer a more active nightlife, but it is suspected that other factors are masking the relationship. As chapter ten indicated, the 'noisy socialisers' cluster of holiday makers tend to be young, male and also have lower income,

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and it is this combination of variables rather than simply low income alone that produced this result.

The only other area where analysis of variance indicated that income might be a factor was in the need for a supportive courier. Here there was an inverse relationship between income and an assessment of the importance of a supportive courier - the lower the income the higher the need for a supportive courier.

Does life stage have an impact upon desired holiday attributes?

The above analysis seems to indicate that age, marital status and the presence of children are significant indicators of preferred holiday attributes, and reference has been made to this finding on a number of occasions in this research. As chapter ten indicated there is reason to believe that the psychographic clusters derived from responses are independent of social and life-stage characteristics. However, some clusters are characterised by certain social groups. For example, the relationship between 'noisy socialisers' and young, single males has already been commented upon.

A search of recent tourist literature revealed comparatively little study of the importance of lifestage. Bojanic (1992) on the basis of a sample of 2000 US citizens who travelled to Europe found significant differences

between stages as to their likes and dislikes. Lawson (1991), in a study of New Zealand tourists has found changes in choice of activity and destination at varying stages of the life-cycle. Backman et al (1986) also indicate that beaches could be classified on the basis of a different appeal across at least three life stage groupings - bachelor, full nest and empty nest I groups.

Certainly it is not difficult to develop a simple relationship between life-cycle stage and holiday activity. Using the work of Lawson (1991) and Bojanic (1992) the schema shown in figure app4.1 can be suggested. This is a simplified model, but is there any evidence to support these ideas? It was possible to recode

Figure app4.1 Extended Lifestage Cycle

Life-stage	Preferences
Bachelor	beaches, nightlife, not concerned about children, socially orientated to peers
Newly married	still liking beach resorts - more concern about accommodation and restaurants, still wanting 'adventure'.
Full nest I	Children important in vacation decision taking, special amenities/facilities for children important, still like beaches, types and availability of shops important.
Full nest II	Children less important because more able to take care of themselves - beaches, accommodation, shopping still important.
Empty Nest	Accommodation, shopping still important, but more interest in travel around destination, quality of provision more important.

Solitary Survivor	Safety, comfort, price/quality relationship important
Single Parent	Price considerations, beaches, accommodation - attitude towards children varies dependent upon age of child and ability to leave child with others.
Middle-aged Couples	Interested in local customs, history, culture, good accommodation and without children, quality

the items relating to age, marital status, and existence of children under the age of 16 to form four clear groups, the bachelors, full nests, empty nest I and survivors. It was also theoretically possible to create a fifth group, empty nest II from use of the occupational data where respondents had indicated whether or not they had retired, but in a large number of instances where retired married females had responded it was not possible to identify whether the spouse was still in employment. Analysing the social data by more specific life-stages simply confirms many of the findings of Lawson and Bojanic.

Analysis of variance showed that empty nesters and middle aged childless couples had the highest level of interest in the history of a holiday destination, bachelors the highest interest in sports and nightlife, survivors the highest level of interest in comfortable accommodation. Table app4.5 indicates some of the findings. This is of interest in that it would seem to indicate that in spite of the changes of family structures referred to in the second chapter which have given rise to marketing based on life -

style, the more easily identified characteristics of life-stage would still appear to have some validity.

Conclusions

Probably one of the most significant findings is that life-stage still continues to be an important factor in holiday behaviour, and this study independently confirms the work of Lawson (1991) and Bojanic (1992). Indeed, it is this might explain the significant differences shown to exist between age and marital status. Chapter ten considered differences in attitude which might be used to construct specific market segments.

Table app4.5   Life-stage and scores on selected holiday attributes

Item	Bach-lor	Full Nest	Empty Nest	Survivor	F-ratioP rdb
Holiday taking motives					
Sport	3.5	2.8	2.4	1.5	18.55***
A calm atmosphere	4.5	5.6	5.6	5.5	11.40***
Avoid daily hustle	5.1	5.8	5.8	5.0	11.30***
Relax mentally	5.5	6.1	6.1	5.3	11.20***
Physical relaxation	5.1	5.7	5.4	5.2	4.80**
Holiday destination attributes					
Children's facilities	1.2	5.8	1.6	1.1	373.7***
Nightlife	4.6	2.5	2.2	1.8	27.30***
Scenic location	5.5	6.0	6.3	6.4	14.21***
Historic location	4.2	4.9	5.2	4.9	10.80***
Comfortable accommodation	5.4	6.0	6.1	6.4	9.61***
Interesting culture	4.8	5.2	5.4	4.9	3.83**
Number	329	343	93	82	

Note   a seven   point   scale   is   used   where;
7 = Very   important
1 = of   no   importance
* = p<0.05   ** = p<0.01   *** = p<0.001

Table app4.6   Variance explained by four factor solutions
                        for sub-samples

Variable	Percent
Sex	
males	62.4
females	61.8
Marital status	
married	60.9
single	63.9
Age	
16 - 24	61.7
25 - 35	61.7
26 - 65	61.7
66 - 75	61.6
over 75	61.7
Presence of children	
Have child under 16	61.7
Have no child under 16	61.7
Income	
less than £10,000	63.8
£10,001 to £15,000	66.4
£15,001 to £25,000	62.3
£25,001 to £35,000	62.5
£35,001 to £50,000	62.4
over £50,001	62.4
Occupational group	
Retired	63.2
Manual	62.4
Skilled manual	62.4
Clerical	62.5
Administrative/	62.3
Junior Management	
Middle Management	62.4
Senior Management/	61.0
Professional	
Self Employed	61.4

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Appendix 5 –   Initial Varimax-orthogonal Rotated Factor
                Analysis of data derived from the pilot
                study of Nottingham Business School Staff on
                the Ragheb and Beard Leisure Motivation
                Scale

Factor 1   Intellectual dimension

Items   to learn about things   -0.8565
           around me
           to expand my knowledge   -0.8490
           to discover new things   -0.8450
           to use my imagination   -0.7894
           to make things meaningful   -0.7706
           to satisfy my curiosity   -0.6642
           to be original   -0.5250

Factor 2   Competency-mastery dimension

Items   to challenge my abilities   0.8632
           to see what my abilities are   0.7789
           because I enjoy mastering things   0.7056
           to get a feeling of achievement   0.5143

Factor 3   Introversion dimension

Items   to slow down   -0.7027
           to learn about myself   -0.6199

Factor 4   Social/Friendship dimension

Items   to build friendships with   0.9252
             with others
           to be socially competent and   0.8303
           skilful
           to be with others   0.6354
           to develop close friendships   0.6454
           to gain a feeling of belonging   0.5884

Factor 5   Physical wellbeing dimension

Items   to develop physical fitness   0.9012
           to keep in shape physically   0.8560
           to be active   0.7253
           to use my physical abilities   0.7869
           to develop physical skills   0.5352
           and abilities

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Factor 6   Relaxation dimension

Items   to relax physically   0.8389
           to relieve stress and tension   0.7925
           to relax mentally   0.7498
           to avoid the hustle and   0.4699
           bustle of daily activities

Factor 7   Simplicity dimension

Items   to do something simple   0.8952
           and easy

Factor 8   Creativity - self expression dimension

Items   to seek stimulation   0.6072
           to be creative   -0.5325
           to improve my skill and   -0.5372
           ability in doing them
           to be original   -0.6452
           to reveal my thoughts,   -0.7158
           feelings or physical skills to
               others

Factor 9   Escape motivation

Items   to restructure my time   -0.8442
           to get away from the   -0.5670
           responsibilities of everyday life

Factor 10 To be alone dimension

Items   to avoid crowded areas   0.7664
           because I sometimes like to   0.7767
           be alone

Factor 11
           Altruistic-socially influential dimension

Items   to help others   -0.7828
           to influence others   -0.8551
           to be socially competent   -0.5155
           and skilful

Factor 12
           Status dimension

items   to gain other's respect   0.7400
           So others will think well of me 0.8052

Forced Four Factor Analysis (Rotated Factors),
for Nottingham Business School Sample

F a c t o r

to use my imagination	-0.8522	-0.0612	0.1756	-0.1479
to expand my knowledge	-0.8450	0.0792	0.0402	-0.2709
to learn about things around me	-0.8167	-0.0392	-0.1295	-0.1683
to discover new things	0.7456	-0.0670	0.1135	-0.2150
to explore new ideas	-0.7232	-0.3111	0.3451	0.0429
to satisfy my curiosity	-0.7124	-0.2212	-0.190	-0.2768
to be creative	-0.7030	0.0233	0.1858	0.1979
to make things more meaningful to me to be	-0.6586	-0.1673	-0.2718	-0.2165
original	-0.6245	0.0629	0.2562	0.1871
to expand my interests	-0.5937	0.0569	0.0118	0.2232
to learn about myself	-0.5767	0.1638	-0.1223	0.0868
because I sometimes like to be alone	-0.5686	-0.1384	-0.2677	-0.2506
to restructure my time	<u>-0.3216</u>	0.0058	0.2974	0.0300
to use my physical abilities	0.2822	0.7768	0.0397	0.0321
to challenge my abilities	-0.0959	0.7600	0.2316	-0.1718
to see what my abilities are	-0.1400	0.7497	0.0394	0.0041
to be active	0.3632	0.6856	-0.0411	0.1055
to compete against others	0.4382	0.6666	-0.0451	-0.0019
to get a feeling of achievement	0.0656	0.6758	-0.0441	0.2159
to improve my skill and ability in doing them	0.0073	0.6152	-0.0701	0.3072
to develop physical skills and abilities	0.1618	0.5857	-0.0818	0.3836
because I enjoy mastering things	-0.1341	0.5707	0.4392	0.1678
to develop physical fitness	<u>0.5040</u>	0.5459	-0.0266	0.1466
so others would think well of me for doing it	0.1204	<u>0.4775</u>	-0.2962	0.1788
to keep in shape physically	0.4568	<u>0.4037</u>	0.0540	0.0498
to avoid the hustle and bustle of daily activities	0.0029	-0.0123	-0.8768	-0.2010
to be in a calm atmosphere	0.1255	-0.1736	-0.7068	-0.0678
to relax physically	-0.0493	-0.0056	-0.6880	-0.0690
to slow down	-0.1114	-0.0949	-0.6858	0.2051

to relax mentally	0.0772	0.1629	-0.6630	-0.0366
to get away from the responsibilities of everyday life.	0.2768	0.1775	-0.6016	0.0617
to avoid crowded areas	-0.0927	-0.0156	-0.5903	-0.1353
to do something simple and easy	-0.1711	-0.0261	-0.5172	0.1617
to relieve stress and tension	0.2115	0.2695	-0.3826	0.0054
to build friendships with others	0.0188	-0.1111	0.0285	0.8352
to develop close friendships	0.1054	-0.1460	-0.0372	0.8195
to gain a feeling of belonging	0.0003	0.1181	-0.0168	0.8037
to be with others	0.3911	-0.0269	0.1353	0.7307
to be socially competent and skilful	0.0524	0.2494	-0.1053	0.6869
to interact with others	0.2778	0.0962	-0.0881	0.6201
to help others	-0.1151	0.2094	0.1359	0.5652
to reveal my thoughts, feelings, or physical skills to others	-0.2060	0.1275	-0.2772	0.5150
to influence others	0.0026	0.2411	0.1708	0.5124
to meet new and different people	0.0646	0.0789	0.3437	0.5089
to gain other's respect	-0.1135	0.4023	-0.3968	0.4977
to seek stimulation	-0.1877	-0.0695	-0.0883	-0.2422

Mosaic Lifestyle Type	% of Pop	Index
Single pensioners in affluent retirement areas	0.5%	98
Marrieds in high status retirement areas	0.3%	135
Rented flats for elderly in retirement areas	0.2%	28
Boarding houses and lodgings in retirement areas	2.0%	135
Inter-war housing, commercial managers	3.7%	172
Prof'l/educational elite in inner metro suburb	1.9%	130
High status family enclaves in inner city areas	0.3%	177
Highest income areas - mostly outer metropolitan	1.3%	286
Inter-war semis - white collar urban commuters	6.1%	114
Inter-war semis - well paid manual workers	5.6%	117
Areas of mixed tenure, many old people	3.3%	72
Lower income enclaves in high status suburbs	0.1%	362
Older suburbs, young families in service jobs	5.4%	71
Older terraces - owned by craft manual workers	3.6%	76
Lower income older terraced housing	1.2%	68
Overcrowded older terraces, housing shortages	1.2%	86
Older terraces, young families, very crowded	0.3%	48
Tenements, caravans, temporary accommodation	0.2%	52
Town centres and flats above shops	1.1%	81
Rented non-family inner city, finance problems	1.0%	128
Low status inner suburbs, sub-divided houses	0.6%	112
Older housing, owners often sharing with tenants	0.5%	159
Purpose built private flats, single people	0.8%	120
Divided houses, mobile singles, few children	0.2%	76
Smart inner city flats, company lets	0.5%	129
Post 1981 housing replacing inner city flats	0.4%	72
Post 1981 housing replacing older terraces	0.5%	62
New high density inner city council housing	0.4%	42
Newly built inner city non-family estates	0.4%	87
Post 1981 extensions to high stress inner city	0.1%	131
High unemployment estates - worst financial	2.9%	26
Council estates, highest unempl't, large families	0.2%	30
Council estates, often Scottish flats	1.4%	65
Better council estates with financial problems	3.6%	47
Low rise council housing, low income, deprived	1.5%	44
Areas with some council housing for the elderly	0.5%	35
Council estates, mostly Scottish middle income	2.1%	53
Council estates, factory towns, older workers	2.2%	65
Quality 30s and 50s overspill estates - old pop	2.8%	54
Best quality council housing with low unemploy'y	4.8%	83
New greenfield council estates, many infants	2.4%	64
Post 1981 council estates, higher incomes	0.5%	80
Post 1981 council housing, few families	0.6%	78
Post 1981 council housing with stable families	0.9%	56
Military accommodation	0.4%	91
Post '81 housing, high'st income and status areas	0.3%	335
Newish family housing, highest income areas	1.3%	200
Post war private estates, school age children	4.0%	145
New private estates, high income yng families	2.0%	118
New private estates, factory jobs, young families	3.4%	114
Post 1981 extensions to private estates	1.2%	148
Post 1981 housing in established older suburbs	2.2%	100
New commuter estates in rural areas	1.9%	128
Villages, some non-agricultural employment	3.3%	67
Pretty rural villages, wealthy commuters	3.1%	151
Agricultural villages	1.4%	102
Hamlets and scattered farms	0.4%	56
Unclassified	5.1%	106

Note - index represents percentage of high spenders within the Mosaic group divided by proportion of total population who are defined as high spenders on holidays by the Target Group Index.

Appendix 8

Some examples of best and worst experiences extracted from pilot surveys

Respondent 1

Best   ...was to actually go away. Being self-employed
            in the hotel industry as a publican it was nice
            just to actually get away and not have to work 7
            days with long hours. To relax and just being
            away, and forgetting the pub and its customers.
            To actually be oneself.

Worse   ...was being served veal on every evening menu.
            Spending the whole day reporting theft of watch
            which included a trip to the police station, then
            back to the hotel because you need passport, then
            returning to police station only to be told you
            need an interpreter with you. The waiting around
            for hours

Respondent 2

Best   hiring a car and travelling

Worse   illness

Respondent 3

Best   Climbing up Eiffel Tower on my birthday - Paris
            as a whole

Worse   spending from 5 am until 9 am in Berlin Train
            station after a 12 hour train journey - waiting
            for the banks to open - we had no marks... having
            our rucksack stolen from out of hotel room (which
            was locked)

Respondent 4

Best   just going, we decided to go that day - the day
            we finished the PGL summer season

Worse   ... waiting for the ferry in the wind, on the
            beach, with no money and nothing to do

Respondent 5

Best   Going up to the glacier at Les Deux Alpes, skiing
            down was brilliant, but the top even though it
            was -20 degrees C - it was the most amazing view
            of the Alpes I've ever seen

Worse   ... being delayed 7 hours at Grenoble airport -
            which has minimal facilities and packed with

about 2,000 skiers. Caused by bad weather at Gatwick (they had about 0.2 mm of snow, and panicked, and didn't know what to do about it) and by the aircraft being grounded for baggage checks

Respondent 6

Best   the company - jet skiing on rough seas - meeting new friends

Worse   airport delay with hundreds of others crammed into tiny airport - getting flight only having to find accommodation at 4 am on arrival - moved hotel because the area was too quiet

Respondent 7
Best   Holiday with pen friend

Worse   Spain - Barcelona - had £1000 stolen

Respondent 8

Best   3 months in Greece, sailing into the evening sun with a long cool G&T! Stopping off at an island for something to eat, mooring there to sleep and getting up at 5.45 am to see the most amazing sunrise and dolphins following the yacht

Worse   airport delays - being ill and not being able to communicate with medical staff

Appendix 9   Destinations selected as holiday areas

	Frequency of mention	
	Desired Destination	Actual Destination

Great Britain

	Desired	Actual
England - area not specified	8	11
South and South-west	60	138
Yorkshire	22	52
Lake District & North-west	30	27
East Anglia and Cambridgeshire	13	43
Home Counties	6	0
Northumbria	4	6
Heart of England	2	8
Wales	23	43
Scotland	45	49
Channel Islands	15	15
Isle of Man	2	2
Isle of Wight	7	10

Europe

	Desired	Actual
France	80	90
Corsica	1	1
Italy	41	22
Spain	38	57
Tenerife/Canary Islands	40	50
Mallorca	21	40
Ibiza	10	19
Minorca	3	10
Greece	65	38
Corfu/Rhodes	15	24
Austria	27	18
Switzerland	24	9
Cyprus	16	0
Portugal	14	33
Algarve	6	
Madeira	5	3
Malta	11	17
Turkey	8	16
Crete	8	14
Germany	8	14
Ireland	5	12
Yugoslavia	5	5
Israel	4	4
Norway	4	2
Netherlands	3	6
Poland	3	2

Bulgaria	2	3
Scandinavia	2	0
Iceland	2	0
Russia	2	0
Belgium	1	1
Czechoslovakia	1	2

America

USA	98	58
The Caribbean	50	14
Canada	12	16
Latin America	9	0
Costa Rica	1	0
Dominican Republic	1	0
Cayman Islands	1	0

Asia

India	13	5
Thailand	11	4
Hong-Kong	9	4
China	7	2
Japan	4	0
Malaysia	3	0
Singapore	2	3
Nepal	2	0
Bali	2	1
Burma	1	1
Sri Lanka	1	0

Australasia and Pacific Ocean

Australia	16	5
New Zealand	11	0
Philippines	1	1
Fiji	1	0
Galapogas Islands	1	0
Borneo	1	0

Africa and the Indian Ocean

Egypt	19	5
Seychelles	17	0
Kenya	7	7
Morocco	3	2
South Africa	2	3
Maldives	2	0
Africa (no country specified)	2	0
Zambia	1	0
Mauritius	1	2
Gambia	1	1
No response	105	
Total	1127	100

Appendix 10 - Individual location descriptors

Yorkshire		Lake District		Mallorca	
Relaxing	6	scenic	20	relaxing	2
Warm	2			warm	7
Scenic	2			scenic	6
				friendly people	2
				lots of activities	2
				wonderful	3
				lively	2

USA		Canaries	
relaxing	5	relaxing	9
warm	18	warm	24
scenic	16	scenic	10
culture	5	fun	2
exciting	21		
interesting	13		
friendly people	11		
lots of activities	12		
wonderful	12		
lively	9		
fun	6		
large	4		

Austria		Corfu	
Relaxing	5	relaxing	5
warm	2	warm	4
scenic	18	scenic	5
clean	7	culture	2
friendly people	6	friendly	6

Spain		Greece	
relaxing	4	relaxing	21
warm	22	warm	29
scenic	3	scenic	18
culture	3	culture	4
friendly people	5	good food	4
cheap	2	friendly	20
		wonderful	3
		lively	3

Switzerland		Crete	
relaxing	7	relaxing	3
scenic	16	warm	3
clean	6	scenic	4

Wales		Scotland	
relaxing	7	relaxing	10
scenic	16	scenic	35

Channel Islands   Canada

relaxing   5   scenic 7
scenic   6

Appendix 11   Final Cluster Centre Scores

Cluster	Knowledge	Daily Bustle	Build Friend	Challenge
1	6.0000	3.3333	4.4167	3.3333
2	5.1504	6.6316	3.9774	2.5489
3	4.9661	3.4746	4.7966	4.5593
4	3.1066	6.1472	3.6599	2.3706
5	5.8571	3.7143	3.5714	.7143
6	4.3000	6.4000	6.2000	.7000
7	5.3083	6.2000	5.2333	4.8667
8	1.2000	1.0000	2.2000	3.0000
9	4.0345	6.5517	1.5862	3.8966
10	4.5505	5.6106	2.9447	1.8870
11	5.5060	4.4096	2.5542	4.2651
12	1.2000	2.8500	3.4500	.9500
13	1.9167	6.2500	1.2778	1.0833

	Imagination	Calm	Close Friend	Sports
1	5.5833	2.5000	1.5000	1.3333
2	4.9925	6.0752	2.1353	1.3910
3	4.3220	3.1017	3.8475	3.4068
4	2.6447	5.6802	2.4721	3.4061
5	2.4286	5.2857	.7143	.2857
6	1.6000	6.4000	6.1000	1.2000
7	5.2583	6.2250	4.8583	4.5083
8	1.4000	1.4000	.0000	3.8000
9	2.1379	5.7241	1.0690	4.4138
10	2.7572	5.4952	2.1202	1.7788
11	5.0964	4.3855	1.6386	3.5542
12	1.3000	2.3500	2.0000	1.2500
13	1.4444	6.0000	.7222	1.4444

Cluster	Phys relax	Discover	Mental relax	With others
1	5.8333	6.8333	6.5000	5.7500
2	6.1729	6.4361	6.5714	3.2406
3	3.1017	6.0000	4.2034	4.7627
4	5.8985	5.6091	6.3807	4.9239
5	2.4286	6.4286	1.4286	5.0000
6	7.0000	4.1000	6.6000	6.0000
7	5.8583	6.4500	6.4750	5.2167
8	3.8000	4.2000	5.4000	4.0000
9	3.0690	5.7241	5.6897	1.5172
10	5.8389	6.0553	6.2188	3.1851
11	4.3373	6.2892	4.2410	2.3614
12	3.6000	3.5000	2.8500	3.9000
13	5.8056	3.5278	6.2222	1.1389

Cluster	Good time
1	4.9167
2	4.6165
3	4.7797
4	5.5787
5	5.4286
6	5.7000
7	5.6000
8	.4000
9	1.9310
10	2.6538
11	2.3494
12	5.2500
13	1.1944

Gap Assessment of Satisfaction

	Ideal Mean	Actual Hol mean	t-stat	probdf	
Need factors					
relax mentally	6.01	5.79	5.38	.000	1111
discover new places and things	5.99	5.58	10.4	.000	1110
had a nice climate	5.93	5.46	9.09	.000	1083
avoid hustle and bustle of life	5.71	5.53	3.46	.001	1104
relax physically	5.56	5.47	1.75	.080	1108
be in calm atmosphere	5.45	5.33	2.32	.021	1107
increase knowledge	4.60	4.48	2.59	.010	1048
have a good time with friends	4.11	4.11	-0.11	.916	996
be with others	3.85	4.20	-6.90	.000	1061
use imagination	3.73	3.72	0.18	.859	1009
build friendships	3.63	3.71	-1.60	.110	1050
gain sense of belonging	3.30	3.69	-4.94	.000	929
challenge abilities	3.03	3.11	-1.47	.143	960
develop close friendships	2.74	2.90	-3.26	.001	982
use abilities in sport	2.91	2.67	5.41	.000	937
Destination Attributes					
beautiful scenery	6.15	5.83	7.13	.000	1111
was comfortable	6.11	5.80	7.15	.000	1096
good accommodation	6.03	5.78	5.22	.000	1091
chance to get away from it all	5.93	5.79	2.97	.003	1099
friendly local people	5.77	5.53	2.54	.236	1094
interesting culture	5.37	4.93	8.49	.000	1031
an interesting history	5.07	5.06	0.24	.810	1075
good facilities for children	4.62	4.51	1.45	.147	651
had supportive couriers	4.54	3.95	7.59	.000	726
chance to mix with lots of people	3.45	4.60	-11.88	.000	1019
many nightclubs and bars	2.30	2.90	-9.92	.000	933
an active nightlife	2.86	3.22	-4.35	.000	958

Gap Analysis - mean gaps

	Gap	Stand	Number	Percent
Need factors	Mean	Dev.		
increase knowledge	.13	1.58	1049	1.8
avoid hustle and bustle	.18	1.70	1105	2.6
build friendships	-.08	1.64	1051	1.0
challenge abilities	-.07	1.58	961	1.0
use imagination	.05	1.51	1009	0.7
be in calm atmosphere	.11	1.64	1108	1.5
develop close friendships	-.17	1.60	983	2.4
use abilities in sport	.25	1.39	938	3.5
relax physically	.08	1.58	1109	1.0
gain sense of belonging	-.45	1.65	929	6.4
discover new places and things	.41	1.32	1111	5.8
relax mentally	.24	1.30	1111	3.4
be with others	-.34	1.64	1061	4.8
have a good time with friends	.00	1.81	996	0.0
had a nice climate	.40	1.84	1101	5.7

Activity factors				
an active nightlife	-.41	1.95	957	5.8
many nightclubs and bars	-.59	1.83	933	8.4
an interesting history	.01	1.78	1076	0.0
beautiful scenery	.32	1.48	1112	4.5
good accommodation	.26	1.54	1091	3.7
was comfortable	.32	1.40	1096	4.5
friendly local people	.32	1.50	1094	4.5
interesting culture	.44	1.65	1031	6.3
chance to get away from it all	.09	1.62	1109	1.3
good facilities for children	-.40	2.38	755	5.7
chance to mix with lots of	-.81	2.00	1053	11.5
had supportive couriers	.43	2.18	765	6.1

The final column is simply the absolute value of the mean expressed as a percentage of 7, the maximum of the 7 point scale. This was calculated as a means of emphasising the differences between the gap means.

Appendix 14

The following are tables derived from one-way analysis of variance for the gaps on the items making up the Holiday Motivation Scale and the Holiday Destination Attributes listing with the seven levels of 'total' satisfaction.

```
          Variable    GAP  FOR  CHALLENGE    MY  ABILITIES
     By   Variable    TOTAL   SATISFACTION
```

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	6	58.9162	9.8194	3.9812	.0006
Within Groups	953	2350.5328	2.4665		
Total	959	2409.4490			

Group	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for Mean		
V Low Satisfaction							
1	7	.8571	3.1848	1.2037	-2.0883	To	3.8026
2	13	1.2308	2.3507	.6520	-.1897	To	2.6513
3	34	.4412	1.6179	.2775	-.1233	To	1.0057
4	90	.1333	1.4394	.1517	-.1681	To	.4348
5	274	.0292	1.5380	.0929	-.1537	To	.2121
6	446	-.2399	1.5060	.0713	-.3801	To	-.0998
7	96	-.2396	1.7696	.1806	-.5981	To	.1190
Total 960		-.0760	1.5851	.0512	-.1764	To	.0244

Tests for Homogeneity of Variances

```
      Cochrans    C  =  Max.   Variance/Sum(Variances)         =   .3607,   P  =   .000
(Approx.)
      Bartlett-Box    F  =                                     3.512  ,  P  =   .002
      Maximum   Variance  /  Minimum   Variance               4.895
```

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Variable   GAP   FOR   USE   MY   IMAGINATION

By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance .

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	6	67.2797	11.2133	5.0038	.0000
Within Groups	1000	2240.9308	2.2409		
Total	1006	2308.2105			

Group	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for Mean		
Low Satisfaction							
1	7	1.7143	2.2147	.8371	-.3339	To	3.7625
2	13	1.0000	2.1602	.5991	-.3054	To	2.3054
3	36	.5833	2.2087	.3681	-.1640	To	1.3307
4	94	.2660	1.4823	.1529	-.0377	To	.5696
5	282	.0000	1.3863	.0826	-.1625	To	.1625
6	473	.0486	1.4036	.0645	-.0782	To	.1754
7	102	-.4020	1.7534	.1736	-.7464	To	-.0576
V High Satisfaction							
Total	1007	.0526	1.5147	.0477	-.0410	To	.1463

Tests   for   Homogeneity   of   Variances

Cochrans   C = Max.   Variance/Sum(Variances)   =   .2077,   P =   .001   (Approx.)
          Bartlett-Box   F =   5.437 , P =   .000
          Maximum   Variance   /   Minimum   Variance   2.552

Variable   GAP   FOR   BEING   IN   A   CALM   ATMOSPHERE

By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	6	125.4991	20.9165	8.0168	.0000
Within Groups	1099	2867.3735	2.6091		
Total	1105	2992.8725			

Group	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for Mean		
V Low Satisfaction							
1	8	1.8750	2.1002	.7425	.1192	To	3.6308
2	13	1.8462	2.1543	.5975	.5443	To	3.1480
3	42	.4762	1.9285	.2976	-.1248	To	1.0771
4	99	.7475	2.2055	.2217	.3076	To	1.1874
5	315	.0349	1.6709	.0941	-.1503	To	.2202
6	513	-.0526	1.4153	.0625	-.1754	To	.0701
7	116	.0690	1.4728	.1367	-.2019	To	.3398
Tota	1106	.1130	1.6457	.0495	.0159	To	.2101

Tests   for   Homogeneity   of   Variances

Cochrans   C = Max.   Variance/Sum(Variances)   =   .1977,   P =   .002
(Approx.)
                Bartlett-Box   F =   8.079   , P =   .000
                Maximum   Variance   / Minimum   Variance   2.428

                Variable   GAP   FOR   DEVELOP   CLOSE   FRIENDSHIP

        By Variable   TOTAL   SATISFACTION

                                                Analysis   of Variance

                                                Sum   of   Mean   F
    F
    Source   D.F.   Squares   Squares   Ratio   Prob.

Between   Groups   6   70.5592   11.7599   4.6748   .0001
Within   Groups   975   2452.7168   2.5156
Total   981   2523.2760

                                                              Standard   Standard
Group   Count   Mean   Deviation   Error   95 Pct Conf   Int
for   Mean

V Low   Satisfaction
1   7   1.5714   2.1492   .8123   -.4162   To   3.5591
2   13   .7692   1.9215   .5329   -.3919   To   1.9304
3   35   .5143   1.1973   .2024   .1030   To   .9256
4   88   .1477   1.5796   .1684   -.1870   To   .4824
5   270   -.1593   1.5854   .0965   -.3492   To   .0307
6   468   -.2778   1.5249   .0705   -.4163   To   -.1393
7   101   -.4356   1.8784   .1869   -.8065   To   -.0648

Total   982   -.1680   1.6038   .0512   -.2685   To   -.0676

Tests   for   Homogeneity   of   Variances

Cochrans   C = Max.   Variance/Sum(Variances)   =   .2241,   P =   .000
(Approx.)
                Bartlett-Box   F =   2.412   , P =   .025
                Maximum   Variance   / Minimum   Variance   3.222

                Variable   GAP   FOR   USE   OF   PHYSICAL   ABILITIES   IN   SPORT

        By Variable   TOTAL   SATISFACTION

                                                Analysis   of Variance
                                                Sum   of   Mean   F
    F
    Source   D.F.   Squares   Squares   Ratio   Prob.

Between   Groups   6   35.3619   5.8937   3.0755   .0055
Within   Groups   930   1782.1813   1.9163
Total   936   1817.5432

Group Mean	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for		
V Low Satisfaction							
1	7	1.8571	1.5736	.5948	.4018	To	3.3125
2	11	.5455	.9342	.2817	-.0821	To	1.1731
3	35	.7429	1.3793	.2331	.2690	To	1.2167
4	87	.3678	1.1922	.1278	.1137	To	.6219
5	264	.2273	1.4039	.0864	.0571	To	.3974
6	438	.1370	1.4043	.0671	.0051	To	.2689
7	95	.3474	1.4275	.1465	.0566	To	.6382
Total	937	.2455	1.3935	.0455	.1561	To	.3348

Variable   GAP   FOR   RELAX   PHYSICALLY

By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	6	74.7839	12.4640	5.1313	.0000
Within Groups	1100	2671.8991	2.4290		
Total	1106	2746.6829			

Group Mean	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for		
1	8	.5000	1.1952	.4226	-.4992	To	1.4992
2	14	2.0714	2.8138	.7520	.4468	To	3.6961
3	44	-.0909	1.8529	.2793	-.6543	To	.4724
4	101	.2970	1.8684	.1859	-.0718	To	.6659
5	312	.1763	1.4111	.0799	.0191	To	.3335
6	514	-.0311	1.5008	.0662	-.1612	To	.0989
	114	-.0702	1.5949	.1494	-.3661	To	.2258
Total	1107	.0813	1.5759	.0474	-.0116	To	.1742

Tests   for   Homogeneity   of   Variances

Cochrans   C = Max.   Variance/Sum(Variances)   =   .3434,   P =   .000   (Approx.)

Bartlett-Box   F =   5.340   ,   P =   .000

Maximum   Variance   /   Minimum   Variance   5.542

Variable   GAP   FOR   GAINING   A   SENSE   OF   BELONGING

By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance

Source		D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between	Groups	6	96.3361	16.0560	6.1068	.0000
Within	Groups	920	2418.8764	2.6292		
Total		926	2515.2125			

Group	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for Mean		
V Low Satisfaction							
	7	1.1429	2.6095	.9863	-1.2705	To	3.5562
2	13	.0769	2.0600	.5713	-1.1679	To	1.3218
3	33	.7879	1.7457	.3039	.1689	To	1.4069
4	82	-.1585	1.8222	.2012	-.5589	To	.2418
5	263	-.4068	1.5720	.0969	-.5977	To	-.2160
6	435	-.6437	1.5933	.0764	-.7938	To	-.4935
7	94	-.5319	1.5077	.1555	-.8407	To	-.2231
Total	927	-.4477	1.6481	.0541	-.5539	To	-.3414

Tests   for   Homogeneity   of   Variances

Cochrans   C   =   Max.   Variance/Sum(Variances)   =   .2756,   P   =   .000
(Approx.)

Bartlett-Box   F   =   1.623   ,   P   =   .136

Maximum   Variance   /   Minimum   Variance   2.996

Variable   GAP   FOR   DISCOVERING   NEW   PLACES   AND   THINGS

By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance

Source		D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between	Groups	6	70.2017	11.7003	6.9371	.0000
Within	Groups	1102	1858.6513	1.6866		
Total		1108	1928.8530			

Group Mean	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for		
V Low Satisfaction							
	8	1.7500	1.3887	.4910	.5890	To	2.9110
2	13	1.9231	2.7827	.7718	.2415	To	3.6047
3	43	1.0233	1.5506	.2365	.5461	To	1.5004
4	99	.5051	1.2237	.1230	.2610	To	.7491
5	310	.4097	1.2784	.0726	.2668	To	.5525
6	519	.3430	1.2558	.0551	.2347	To	.4513
7	117	.1709	1.2546	.1160	-.0588	To	.4007
Total	1109	.4130	1.3194	.0396	.3352	To	.4907

Tests for Homogeneity of Variances

Cochrans C = Max. Variance/Sum(Variances) = .4218, P = .000
(Approx.)

Bartlett-Box F = 4.942 , P = .000

Maximum Variance / Minimum Variance 5.171

Variable   GAP   FOR   RELAXING   MENTALLY

By Variable   TOTAL   SATISFACTION

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	6	123.6188	20.6031	12.9775	.0000
Within Groups	1102	1749.5354	1.5876		
Total	1108	1873.1542			

Group Mean	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for		
V Low Satisfaction							
	8	2.3750	2.1998	.7778	.5359	To	4.2141
2	14	2.1429	2.3487	.6277	.7867	To	3.4990
3	44	.5455	1.6629	.2507	.0399	To	1.0510
4	99	.5556	1.3569	.1364	.2849	To	.8262
5	310	.2935	1.1800	.0670	.1617	To	.4254
6	520	.1058	1.1788	.0517	.0042	To	.2073
7	114	-.0877	1.3073	.1224	-.3303	To	.1549
Total	1109	.2381	1.3002	.0390	.1614	To	.3147

Tests for Homogeneity of Variances

Cochrans C = Max. Variance/Sum(Variances) = .2836, P = .000
(Approx.)

Bartlett-Box F = 6.403 , P = .000

Maximum Variance / Minimum Variance 3.970

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Variable   GAP   FOR   BEING   WITH   OTHERS

By Variable   TOTAL   SATISFACTION

Analysis   of   Variance

Source		D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between	Groups	6	48.2543	8.0424	3.0185	.0063
Within	Groups	1052	2802.9431	2.6644		
Total		1058	2851.1974			

Group	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for Group Mean		
V Low Satisfaction							
	8	.7500	1.3887	.4910	-.4110	To	1.9110
2	12	-1.0000	1.8091	.5222	-2.1494	To	.1494
3	39	.2308	1.7839	.2856	-.3475	To	.8090
4	94	-.0957	1.7479	.1803	-.4538	To	.2623
5	297	-.2290	1.5837	.0919	-.4098	To	-.0481
6	498	-.4779	1.6150	.0724	-.6201	To	-.3357
7	111	-.4775	1.6779	.1593	-.7931	To	-.1619
Total	1059	-.3447	1.6416	.0504	-.4436	To	-.2457

Tests   for   Homogeneity   of   Variances

```
Cochrans     C  =  Max.   Variance/Sum(Variances)        =    .1690,    P  =    .339
(Approx.)
        Bartlett-Box     F =                              .482  , P =  .822
        Maximum   Variance   / Minimum   Variance        1.697
        Variable    GAP  FOR  HAVING   A  GOOD   TIME  WITH   FRIENDS
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By Variable   TOTAL   SATISFACTION

Analysis   of   Variance

Source		D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between	Groups	6	101.6113	16.9352	5.3260	.0000
Within	Groups	987	3138.3847	3.1797		
Total		993	3239.9960			

Group	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for Group Mean		
V Low Satisfaction							
	8	1.1250	1.6421	.5806	-.2478	To	2.4978
2	12	.5000	1.6237	.4687	-.5316	To	1.5316
3	38	1.0263	1.9100	.3098	.3985	To	1.6541
4	82	.4878	1.9067	.2106	.0688	To	.9068
5	279	.0968	1.7366	.1040	-.1079	To	.3014
6	470	-.2106	1.7364	.0801	-.3680	To	-.0532
7	105	-.2286	1.9819	.1934	-.6121	To	.1550
Total	994	-.0020	1.8063	.0573	-.1144	To	.1104

Tests   for   Homogeneity   of   Variances

Cochrans   C = Max.   Variance/Sum(Variances)   =   .1740,   P =   .201   (Approx.)
            Bartlett-Box   F =   .808   , P =   .563
            Maximum   Variance   /   Minimum   Variance   1.490

                    Variable   GAP   FOR   AN   ACTIVE   NIGHTLIFE
                        By   Variable   TOTAL   SATISFACTION

                                                Analysis   of   Variance

                                                Sum   of   Mean   F
        F
Source   D.F.   Squares   Squares   Ratio   Prob.

Between   Groups   6   59.8595   9.9766   2.6363   .0153
Within   Groups   948   3587.5898   3.7844
Total   954   3647.4492

                                                        Standard   Standard
Group   .   Count   Mean   Deviation   Error   95 Pct   Conf   Int   for
Mean

V Low   Satisfaction
         8   1.8750   1.3562   .4795   .7412   To   3.0088
2   13   -.3077   3.0382   .8427   -2.1437   To   1.5283
3   37   -.2703   2.6103   .4291   -1.1406   To   .6001
4   83   -.1084   2.1012   .2306   -.5672   To   .3504
5   267   -.4307   1.7659   .1081   -.6435   To   -.2179
6   452   -.4491   1.9585   .0921   -.6301   To   -.2681
7   95   -.7158   1.7785   .1825   -1.0781   To   -.3535

Tota   955   -.4126   1.9553   .0633   -.5367   To   -.2884

Tests   for   Homogeneity   of   Variances

Cochrans   C = Max.   Variance/Sum(Variances)   =   .2848,   P =   .000   (Approx.)
            Bartlett-Box   F =   3.750   , P =   .001
            Maximum   Variance   /   Minimum   Variance   5.019

                    Variable   GAP   FOR   BARS

        By   Variable   TOTAL   SATISFACTION

                                                Analysis   of   Variance

                                                Sum   of   Mean   F
        F
Source   D.F.   Squares   Squares   Ratio   Prob.

Between   Groups   6   32.1505   5.3584   1.6067   .1420
Within   Groups   925   3084.9139   3.3350
Total   931   3117.0644

Group Mean	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for		
V Low Satisfaction							
	8	.3750	1.5980	.5650	-.9609	To	1.7109
2	13	-1.0000	2.8577	.7926	-2.7269	To	.7269
3	37	-.8649	2.1751	.3576	-1.5901	To	-.1396
4	85	-.6235	2.0235	.2195	-1.0600	To	-.1871
5	260	-.4192	1.5135	.0939	-.6041	To	-.2344
6	439	-.5968	1.8243	.0871	-.7679	To	-.4257
V	90	-.9556	2.1301	.2245	-1.4017	To	-.5094
Total	932	-.5923	1.8298	.0599	-.7099	To	-.4746

Tests   for   Homogeneity   of   Variances

Cochrans   C = Max.   Variance/Sum(Variances)   =   .2750,   P =   .000
(Approx.)

Bartlett-Box   F =   5.274   , P =   .000
Maximum   Variance   / Minimum   Variance   3.565

Variable   GAP   FOR   INTERESTING   HISTORY

By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance

F Source		D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between	Groups	6	134.0206	22.3368	7.3500	.0000
Within	Groups	1067	3242.6433	3.0390		
Total		1073	3376.6639			

Group Mean	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for		
V Low Satisfaction							
	6	1.6667	2.3381	.9545	-.7870	To	4.1203
2	12	2.1667	1.9462	.5618	.9301	To	3.4033
3	42	.6905	2.3838	.3678	-.0524	To	1.4333
4	95	.4526	1.8088	.1856	.0842	To	.8211
5	301	.0332	1.8144	.1046	-.1726	To	.2390
6	505	-.1149	1.6155	.0719	-.2561	To	.0264
	113	-.3628	1.7168	.1615	-.6828	To	-.0428
Tota	1074	.0177	1.7740	.0541	-.0885	To	.1239

Tests   for   Homogeneity   of   Variances

cochrans   C = Max.   Variance/Sum(Variances)   = .2100,   P =   .000   (Approx.)
Bartlett-Box   F =   2.980   , P =   .007
Maximum   Variance   / Minimum   Variance   2.177

Variable   GAP   FOR   BEAUTIFUL   SCENERY

By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance

		Sum of	Mean		F
F Source	D.F.	Squares	Squares	Ratio	Prob.
Between Groups	6	228.7579	38.1263	19.0760	.0000
Within Groups	1103	2204.5115	1.9987		
Total	1109	2433.2694			

Group Mean	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf		Int for
V Low Satisfaction							
	7	2.5714	1.3973	.5281	1.2792	To	3.8637
2	13	2.4615	2.2589	.6265	1.0965	To	3.8266
3	44	1.5000	2.1941	.3308	.8329	To	2.1671
4	101	.9010	1.8249	.1816	.5407	To	1.2612
5	312	.3045	1.5363	.0870	.1333	To	.4756
6	517	.0774	1.1983	.0527	-.0262	To	.1809
	116	.0603	1.0068	.0935	-.1248	To	.2455
Total	1110	.3144	1.4813	.0445	.2272	To	.4016

Tests   for   Homogeneity   of   Variances

Cochrans   C = Max.   Variance/Sum(Variances)   = .2550, P = .000 (Approx.)
          Bartlett-Box   F =   15.957 , P = .000
          Maximum   Variance   / Minimum   Variance   5.034

Variable   GAP   FOR   ACCOMMODATION

By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance

		Sum of	Mean		F
F Source Prob.	D.F.	Squares	Squares	Ratio	
Between Groups	6	385.3386	64.2231	32.3418	.0000
Within Groups	1082	2148.5971	1.9858		
Total	1088	2533.9357			

Group	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for Group Mean		
V Low Satisfaction							
	8	3.3750	2.0659	.7304	1.6479	To	5.1021
2	13	2.3077	2.0160	.5591	1.0895	To	3.5259
3	44	1.5682	2.3860	.3597	.8428	To	2.2936
4	94	1.2660	1.6923	.1746	.9193	To	1.6126
5	303	.3234	1.4561	.0837	.1588	To	.4880
6	515	-.0621	1.2382	.0546	-.1693	To	.0451
	112	-.2411	1.0842	.1025	-.4441	To	-.0381
Total	1089	.2608	1.5261	.0462	.1700	To	.3515

Tests   for   Homogeneity   of   Variances

Cochrans   C = Max.   Variance/Sum(Variances)   =   .2621,   P =   .000   (Approx.)
       Bartlett-Box   F =   12.846   , P =   .000
       Maximum   Variance   /   Minimum   Variance   4.843

       Variable   GAP   FOR   COMFORT

 By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	6	324.3342	54.0557	33.0848	.0000
Within Groups	1087	1775.9985	1.6339		
Total	1093	2100.3327			

Group	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for Group Mean		
V Low Satisfaction							
	8	2.8750	2.5319	.8952	.7583	To	4.9917
2	14	2.4286	2.0649	.5519	1.2363	To	3.6208
3	43	1.6512	2.0457	.3120	1.0216	To	2.2807
4	95	1.0526	1.6397	.1682	.7186	To	1.3867
5	306	.4183	1.3113	.0750	.2708	To	.5658
6	516	.0155	1.0900	.0480	-.0788	To	.1098
	112	-.2143	.9994	.0944	-.4014	To	-.0272
Total	1094	.3108	1.3862	.0419	.2286	To	.3930

Tests   for   Homogeneity   of   Variances

 Cochrans   C   =   Max.   Variance/Sum(Variances)   =   .2988,   P   =   .000
(Approx.)
       Bartlett-Box   F   =   15.598   , P   =   .000
       Maximum   Variance   /   Minimum   Variance   6.419

Variable   GAP   FOR   LOCATION

By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance

F Source		D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between	Groups	6	211.6176	35.2696	17.3243	.0000
Within	Groups	1085	2208.8980	2.0359		
Total		1091	2420.5156			

Group Mean	Count	Mean	Standard Deviation	Standard Error	95 Pct	Conf	Int	for
V Low Satisfaction								
	8	2.8750	2.3566	.8332	.9048	To		4.8452
2	13	2.0000	2.2730	.6304	.6264	To		3.3736
3	40	1.3750	2.0088	.3176	.7326	To		2.0174
4	93	.9677	1.8264	.1894	.5916	To		1.3439
5	309	.3301	1.3196	.0751	.1824	To		.4778
6	515	.0602	1.3617	.0600	-.0577	To		.1781
	114	.1228	1.1685	.1094	-.0940	To		.3396
Total	1092	.3123	1.4895	.0451	.2238	To		.4007

Tests   for   Homogeneity   of   Variances

Cochrans   C = Max.   Variance/Sum(Variances)   =   .2409,   P =   .000   (Approx.)
          Bartlett-Box   F =   8.376   , P =   .000
          Maximum   Variance   /   Minimum   Variance   4.068

Variable   GAP   FOR   CULTURE

By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance

F Source		D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between	Groups	6	223.0774	37.1796	14.7714	.0000
Within	Groups	1022	2572.3765	2.5170		
Total		1028	2795.4538			

Group Mean	Count	Mean	Deviation	Standard Error	95 Pct	Standard Conf	Int	for
V Low Satisfaction								
	7	2.5714	2.5071	.9476	.2527	To		4.8901
2	13	2.6923	1.8432	.5112	1.5785	To		3.8062
3	40	1.0500	2.1477	.3396	.3631	To		1.7369
4	93	1.3333	1.8611	.1930	.9500	To		1.7166
5	285	.4070	1.6019	.0949	.2202	To		.5938
6	481	.2204	1.4337	.0654	.0919	To		.3488
V High	110	.1000	1.6025	.1528	-.2028	To		.4028
Total	1029	.4393	1.6490	.0514	.3384	To		.5401

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Tests   for   Homogeneity   of   Variances

cochrans   C = Max.   Variance/Sum(Variances)   =   .2519,   P =   .000   (Approx.)
            Bartlett-Box   F =   4.505   , P =   .000
            Maximum   Variance   /   Minimum   Variance   3.058

            Variable   GAP   FOR   CHANCE   TO   GET   AWAY   FROM   IT   ALL

    By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance

F Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	6	151.9495	25.3249	10.2259	.0000
Within Groups	1100	2724.2131	2.4766		
Total	1106	2876.1626			

Group	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for Mean		
V Low Satisfaction							
	8	2.3750	2.5600	.9051	.2348	To	4.5152
2	14	.3571	2.1700	.5800	-.8958	To	1.6100
3	42	1.1190	2.1322	.3290	.4546	To	1.7835
4	96	.4896	1.8296	.1867	.1189	To	.8603
5	313	.2396	1.5761	.0891	.0643	To	.4149
6	518	-.1815	1.4298	.0628	-.3049	To	-.0580
V High	116	-.1034	1.5625	.1451	-.3908	To	.1839
Total	1107	.0786	1.6126	.0485	-.0165	To	.1737

Tests   for   Homogeneity   of   Variances

Cochrans   C = Max.   Variance/Sum(Variances)   =   .2508,   P =   .000   (Approx.)
            Bartlett-Box   F =   5.120   , P =   .000
            Maximum   Variance   /   Minimum   Variance   3.206

            Variable   GAP   FOR   CHILDRENS   FACILITIES

    By   Variable   TOTAL   SATISFACTION

Analysis   of   Variance

F Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	6	214.1917	35.6986	6.7039	.0000
Within Groups	746	3972.4882	5.3251		
Total	752	4186.6799			

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Group Mean	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for		
V Low Satisfaction							
	6	3.3333	2.8752	1.1738	.3161	To	6.3506
2	11	1.1818	2.7502	.8292	-.6658	To	3.0294
3	25	1.1200	2.1079	.4216	.2499	To	1.9901
4	68	-.1765	2.5153	.3050	-.7853	To	.4324
5	211	-.2844	2.2646	.1559	-.5917	To	.0230
6	259	-.6128	2.2180	.1171	-.8430	To	-.3826
V High	73	-.9589	2.6004	.3044	-1.5656	To	-.3522
Total	753	-.3997	2.3595	.0860	-.5685	To	-.2309

Tests for Homogeneity of Variances

Cochrans	C = Max. Variance/Sum(Variances)	= .1904,	P =	.048 (Approx.)
	Bartlett-Box F =		1.004	, P = .420
	Maximum Variance / Minimum Variance		1.860	

Variable   GAP   FOR   OPPORTUNITY   TO   MIX   WITH   OTHERS

By Variable   TOTAL   SATISFACTION

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	6	94.4074	15.7346	4.0257	.0005
Within Groups	1044	4080.5174	3.9085		
Total	1050	4174.9248			

Group Mean	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for		
V Low Satisfaction							
	6	1.6667	.5164	.2108	1.1247	To	2.2086
2	14	-1.9286	2.4326	.6501	-3.3331	To	-.5240
3	38	-.4474	2.0756	.3367	-1.1296	To	.2349
4	93	-.6022	2.0649	.2141	-1.0274	To	-.1769
5	298	-.7081	1.9136	.1109	-.9262	To	-.4899
6	494	-.8421	1.9359	.0871	-1.0132	To	-.6710
V High	108	-1.3148	2.1945	.2112	-1.7334	To	-.8962
Total	1051	-.8173	1.9940	.0615	-.9380	To	-.6966

Tests for Homogeneity of Variances

Cochrans	C = Max. Variance/Sum(Variances)	= .2193,	P =	.000 (Approx.)
	Bartlett-Box F =		2.316	, P = .031
	Maximum Variance / Minimum Variance		22.191	

Variable   GAP   FOR   GOOD   COURIERS

By Variable   TOTAL   SATISFACTION

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	6	152.3943	25.3991	5.5259	.0000
Within Groups	756	3474.8796	4.5964		
Total	762	3627.2739			

Group	Count	Mean	Standard Deviation	Standard Error	95 Pct Conf Int for Mean		
V Low Satisfaction							
	6	2.8333	2.4014	.9804	.3133	To	5.3534
2	14	2.6429	2.8718	.7675	.9847	To	4.3010
3	33	1.0909	2.5540	.4446	.1853	To	1.9965
4	57	.7719	2.5566	.3386	.0936	To	1.4503
5	207	.5266	2.1311	.1481	.2345	To	.8186
6	369	.1680	1.9943	.1038	-.0361	To	.3722
V High	77	.3247	2.1911	.2497	-.1727	To	.8220
Total	763	.4325	2.1818	.0790	.2774	To	.5876

Tests for Homogeneity of Variances

Cochrans C = Max. Variance/Sum(Variances)	= .2042,	P = .006 (Approx.)
Bartlett-Box F =	2.086	, P = .051
Maximum Variance / Minimum Variance	2.074	

Variable GAP FOR NICE CLIMATE
By Variable TOTAL SATISFACTION

Analysis of Variance

Source	D.F.	Sum of Squares	Mean Squares	F Ratio	F Prob.
Between Groups	6	382.5004	63.7501	20.8445	.0000
Within Groups	1092	3339.7343	3.0584		
Total	1098	3722.2348			

Group	Count	Mean	Deviation	Error	95 Pct Conf Int for Mean		
V Low Satisfaction							
	8	3.3750	1.7678	.6250	1.8971	To	4.8529
2	13	1.6154	2.2188	.6154	.2746	To	2.9562
3	41	1.1707	2.0112	.3141	.5359	To	1.8056
4	96	1.5104	1.9249	.1965	1.1204	To	1.9004
5	309	.6699	1.8763	.1067	.4599	To	.8799
6	516	.0775	1.6208	.0714	-.0627	To	.2177
V Hig116		-.3966	1.6359	.1519	-.6974	To	-.0957
Tota1099		.4022	1.8412	.0555	.2932	To	.5112

Tests for Homogeneity of Variances

Cochrans C = Max. Variance/Sum(Variances)	= .1999,	P = .002 (Approx.)
Bartlett-Box F =	2.468	, P = .022
Maximum Variance / Minimum Variance	1.874	

Appendix 15   Plot of Residuals for Hierarchical Log
Linear Model - Total Satisfaction vs
Marital status, Gender, Age, Presence of
children and income (Saturated Model)

Observed counts VS Standardized residuals

```
      +--+----+----+----+----+----+----+----+----+
S     |                                          |
T     |     1           1                        |
A     |                                          |
N   3 +     11    1                              +
D     |     1           1                        |
.     |      1 1             1             1      |
      |     12      1   1                         |
R     |     2             1                       |
E   0 +     5211    1                             +
S     |     H32   1         1         1           |
I     |     3 2                                   |
D     |     12        1                           |
.     |      1                                    |
   -3 +     1                                     +
      +--+----+----+----+----+----+----+----+---+
          6        18        30        42
       0       12        24        36

              OBSERVED COUNT
```

Expected counts VS Standardized residuals

```
      +----+----+----+----+----+----+----+----+-+
S     |                                          |
T     |     1      1                             |
A     |                                          |
N   3 +     2  1                                 +
D     |     1           1                        |
.     |      11              1             1     |
      |     111     1   1                        |
R     |      2             1                     |
E   0 +     521  1      1                        +
S     |     D432      1         1         1      |
I     |      21   2                              |
D     |        12                 1              |
.     |            1                             |
   -3 +            1                             +
      +----+----+----+----+----+----+----+----+-+
          5        15        25        35
       0       10        20        30

              EXPECTED COUNT
```

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Appendix 16

The following questionnaire has been designed to be easily completed. If you feel a question is not appropriate to you, <u>score the item as a zero.</u>

The following factors relate to why people go on holiday, and what they find there. If you had an entirely free choice as to destination and type of holiday, could you please indicate how important the factors are to YOU, personally, by circling the appropriate number.

	The scale is		
	Very important		7
			6
	important		5
			4
	of some importance		3
			2
	of no importance		1
	no opinion		0

<u>Motivations - While on holiday I like to</u>

increase my knowledge	1	2	3	4	5	6	7	0
avoid the hustle and bustle of daily life	1	2	3	4	5	6	7	0
build friendships with others	1	2	3	4	5	6	7	0
challenge my abilities	1	2	3	4	5	6	7	0
use my imagination	1	2	3	4	5	6	7	0
be in a calm atmosphere	1	2	3	4	5	6	7	0
develop close friendships	1	2	3	4	5	6	7	0
use my physical abilities/skills is sport	1	2	3	4	5	6	7	0
to relax physically	1	2	3	4	5	6	7	0
gain a feeling of belonging	1	2	3	4	5	6	7	0
discover new places and things	1	2	3	4	5	6	7	0
to relax mentally	1	2	3	4	5	6	7	0
to be with others	1	2	3	4	5	6	7	0
to have 'a good time' with friends	1	2	3	4	5	6	7	0

For me, it is important that the place I like to visit

has an active nightlife	1	2	3	4	5	6	7	0
has many nightclubs and bars	1	2	3	4	5	6	7	0
has an interesting history	1	2	3	4	5	6	7	0
has beautiful scenery	1	2	3	4	5	6	7	0
has good standard accommodation	1	2	3	4	5	6	7	0
is comfortable	1	2	3	4	5	6	7	0
has local people who are friendly	1	2	3	4	5	6	7	0
has an interesting culture	1	2	3	4	5	6	7	0
offers a chance to get away from it all	1	2	3	4	5	6	7	0
offers good facilities for children	1	2	3	4	5	6	7	0
offers a chance to mix with lots of people	1	2	3	4	5	6	7	0
supportive couriers	1	2	3	4	5	6	7	0
enjoys a nice climate	1	2	3	4	5	6	7	0

When you think about destinations to visit on holiday, what destination comes to mind first? (name a destination)
....

How would you describe this destination in a few key words?

What other destinations IMMEDIATELY come to mind - please simply list?

Now let us consider your last MAIN holiday away from home.

Where was your holiday? ....

In which month did you take the holiday ......   In which year .....

How long was this holiday (in terms of days away from home) ....

How many times have you been to that destination before (please tick)

never before ....   three to five times before ....

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once or twice before ....   six or more times   ....

How many times have you been on a similar type of holiday before (please tick)

never before ....   three to five times before ....

once or twice before ....   six or more times   ....

What accommodation did you use - (please circle the number of the type of accommodation that is closest to that you mainly used).

home belonging to   1) family,   2) friends, 3) relatives

self catering -   4) in a caravan,   5) villa,   6) chalet, 7) holiday complex,   8) camp site

hotel -   9) 1 star,   10) 2 star,   11) 3 star, 12) 4 star,   13) de luxe

if it was a touring holiday with different types of accommodation, place a tick here   ......

At the start of the holiday, what was the composition of your holiday party (please tick) - were you

alone.....   with family .....   with friends   .....

Consider now the some of the considerations that led you to make that holiday choice.   Indicate how important each of the following factors were in making your holiday choice on the following scale

	The scale is	Very important	7
			6
		important	5
			4
		of some importance	3
			2
		of no importance	1
		no opinion	0

the choice of destination was primarily my own   1 2 3 4 5 6 7 0

the influence of a spouse/ partner was important   1 2 3 4 5 6 7 0

the influence of children was important   1 2 3 4 5 6 7 0

the available time for holidays   1 2 3 4 5 6 7 0

was important

the time of year was important	1	2	3	4	5	6	7	0
the price was important	1	2	3	4	5	6	7	0
past experience was important	1	2	3	4	5	6	7	0
the influence of friends was important	1	2	3	4	5	6	7	0
am able to speak the language	1	2	3	4	5	6	7	0
the brochure made it look attractive	1	2	3	4	5	6	7	0
had been there before	1	2	3	4	5	6	7	0

Try to remember the holiday. Again we have a list of factors that people say are important. Remembering the holiday, to what extent were you able to achieve the following activities and did the destination possess the following aspects.

The scale is	To a very large extent	7
		6
	To some extent	5
		4
	To a small extent	3
		2
	Not at all	1
	no opinion	0

During the holiday I was able to

increase my knowledge	1	2	3	4	5	6	7	0
avoid the hustle and bustle of daily life	1	2	3	4	5	6	7	0
build friendships with others	1	2	3	4	5	6	7	0
challenge my abilities	1	2	3	4	5	6	7	0
use my imagination	1	2	3	4	5	6	7	0
be in a calm atmosphere	1	2	3	4	5	6	7	0
develop close friendships	1	2	3	4	5	6	7	0
use my physical abilities	1	2	3	4	5	6	7	0
to relax physically	1	2	3	4	5	6	7	0
gain a feeling of belonging	1	2	3	4	5	6	7	0

discover new places and things	1 2 3 4 5 6 7 0
to relax mentally	1 2 3 4 5 6 7 0
to be with others	1 2 3 4 5 6 7 0
to enjoy a nice climate	1 2 3 4 5 6 7 0

The place I visited

had an active nightlife	1 2 3 4 5 6 7 0
had many nightclubs and bars	1 2 3 4 5 6 7 0
had an interesting history	1 2 3 4 5 6 7 0
had beautiful scenery	1 2 3 4 5 6 7 0
had good standard accommodation	1 2 3 4 5 6 7 0
was comfortable	1 2 3 4 5 6 7 0
had local people who were friendly	1 2 3 4 5 6 7 0
had an interesting culture	1 2 3 4 5 6 7 0
offered a chance to get away from it all	1 2 3 4 5 6 7 0
offered good facilities for children	1 2 3 4 5 6 7 0
offered a chance to mix with lots of people	1 2 3 4 5 6 7 0
had supportive couriers	1 2 3 4 5 6 7 0

I would like you to think about the pattern of your activities during the length of the holiday. Please answer the following questions on the following scale:

The scale is	To a very large extent	7
		6
	To some extent	5
		4
	To a small extent	3
		2
	Not at all	1
	no opinion	0

Prior to the holiday

| To what extent did you refer to or other holiday literature | 1 2 3 4 5 6 7 0 |

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To what extent would you say you   1 2 3 4 5 6 7 0
looked forward to the holiday

<u>Within the first two days of your holiday</u>

To what extent were you satisfied   1 2 3 4 5 6 7 0
with the journey to your location?

When you <u>first arrived</u>, to what   1 2 3 4 5 6 7 0
extent did the location meet
your expectations?

When you <u>first arrived</u>, to what   1 2 3 4 5 6 7 0
extent did you find people
to be friendly?

When you <u>first arrived</u>, to what   1 2 3 4 5 6 7 0
extent did you travel away from
your accommodation?

When you <u>first arrived</u>, to what   1 2 3 4 5 6 7 0
extent were you satisfied with
what you found?

<u>After the first two days of your holiday</u>

<u>During the holiday</u>, to what extent   1 2 3 4 5 6 7 0
did you travel away from your
accommodation?

<u>During the holiday</u>, to what extent   1 2 3 4 5 6 7 0
do you feel you were able to make
friends with people?

<u>During the holiday</u>, to what extent   1 2 3 4 5 6 7 0
would you say you explored the
local surroundings?

<u>At the end of your holiday</u>

<u>By the end of the holiday</u>, to what   1 2 3 4 5 6 7 0
extent were you satisfied with
your accommodation?

<u>By the end of your holiday</u>, to what   1 2 3 4 5 6 7 0
extent were you satisfied with
the location?

<u>By the end of your holiday</u>, to what   1 2 3 4 5 6 7 0
extent could you say you knew
the location well?

<u>By the end of your holiday</u>, to what   1 2 3 4 5 6 7 0
extent could you say you really
enjoyed the holiday?

By the end of your holiday, to what   1 2 3 4 5 6 7 0
extent could you say your travelling
companions enjoyed the holiday.

By the end of the holiday, to what   1 2 3 4 5 6 7 0
extent could you say it was
value for money?

To what extent would you recommend   1 2 3 4 5 6 7 0
this holiday to a close friend who
shares your interests?

How satisfied were you with the   1 2 3 4 5 6 7 0
arrangements for the return journey
home?

Could you please briefly describe anything that you most enjoyed
on the holiday?

Could you please briefly describe anything that you least enjoyed
about the holiday?

Lastly, for purposes of classifications, I would be grateful if
you could complete the following questions about yourself.

Are you   -   married ....   What is your age group?
                       single   ....   0 - 15 .....
                                                   16 - 24 .....
Are you -   male   ....   25 - 35 .....
                       female   ....   36 - 65 .....
                                                   66 - 75 .....
                                                   over 76 .....

Do you have any children under the age of 16   Yes ...   No ...

If yes, did your children accompany you on your last main
holiday?
                       Yes ....   No ....

What is the annual gross income of your household? (please tick)

less than £10,000   .....   £10,001 to £15,000   .....
£15,001 to £25,000   .....   £25,001 to £35,000   .....
£35,001 to £50,000   .....   over £50,001   .....

Which is the description that is nearest to the occupation of the head of household (please tick - more than one can be ticked)

student ....   retired .....

manual work ....

manual work using specific skills and knowledge ....

general clerical and administration ....

supervisory management responsible to a middle manager .....

Supervisory management responsible to a senior manager ....

Professional work requiring high levels of education .....

self employed in a small business .....

self employed in a large business .....

housewife ....

Group code (please see on the enclosed letter)

THANK YOU VERY MUCH FOR YOUR HELP - please insert the questionnaire in the enclosed envelop - no stamp is necessary.

Dear

Holidays are important to most people. However, contradictory evidence is emerging about how satisfactory our experiences are. I believe that the results obtained by tour operators arise because of the nature of their questionnaires. Of necessity they are short, refer only to their clients, and tend to concentrate on the specific services they provide. As a result we get a confusing picture of the sources of holiday satisfaction.

The enclosed questionnaire attempts to adopt a much wider context. I would be very grateful if you could spend 15 minutes or so completing the questionnaire. It is part of my degree studies, yet could have some important implications for the way in which holiday companies market their holidays. As a result, people will be less likely to book holidays that do not match their requirements. The questionnaire refers to both package and independently organised holidays, and relates to your last main holiday.

The questionnaire is confidential. However, to show my appreciation of your time, if you enclose this letter with your completed questionnaire, your name and address will be entered into a draw. There are two prizes, which are weekend break holidays in the UK. If you do not want to enter the draw, I would appreciate it if you could enter the code at the bottom of this letter at the end of the questionnaire. It does not identify you personally, but refers to a group classification so that I can check how representative the sample is.

I enclose an envelop for your use. Thank you for your time, which will help me gain my degree.

Yours sincerely

Chris Ryan