

A STUDY ON CHOICE OF VACATION AREA

by

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BOĞAZIÇI UNIVERSITY

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July , 1986

## ABSTRACT

In this thesis vacation area and lodging choice, area activity of vacationers will be studied by analyzing various choice criteria.

Area activity preference of vacationers are examined and preference types are identified. Vacationers are asked to give importance weights to vacation destination and accomodation specific attributes. Association between sociodemographic and travel behavioral groups is analyzed through spearman-rank order coefficient and differentiation of these groups is examined by employing discriminant analyses. Also those attributes differentiating between these groups are identified. An association is only found between married and single visitors in ranking vacation area choice criteria while other groups have unique characteristics with respect to promotion activities, word of mouth communication, previous experience, price and percieved risk which differentiate them from other groups. No differences are found between sociodemographic and travel behaviour groups in area activity preference except age groups where younger group and singles are more entertainmet-prone and active than those over 35 and married. Only married and singles were discriminated by lodging choice criteria where married gave more importance to health



and appearance related attributes than singles.

Hospitality, physical establishment and courtesy were identified as the most important factors influencing lodging choice of all groups.

The research is performed through a field study and included a literature review and implications for area and hotel managers, newcomers to the industry, vacationers and travel researchers. Data were collected by a questionnaire administered to families couples and singles by convenience and interpreted through computer.

## ÖZET

Bu tezde tatil yapan insanların tatil bölgesi ve konaklama tesisi seçimi, bölge aktiviteleri üzerindeki tercihleri, çeşitli seçim kriterleri analiz edilerek inceleniyor.

Çalışmada tatilcilerin bölge aktiviteleri tercihleri incelendi ve tercih grupları tanımlandı. Tatilcilerin tatil bölgesi ve konaklama tesisleri özelliklerini önem ağırlıklarına göre değerlendirmeleri istendi. Sosyal grupların ve gezi özellikli gruplar arasındaki ilişkiler Spearman kat sayısı, gruplar arasındaki farklılaşmalarda discriminant analizi ile incelendi, grupları farklılaştıran özellikler tanımlandı. Tatil bölgesi seçimi kriterleri sıralamasında sadece evli ve bekar tatilciler arasında bir benzerlik bulunurken diğer gruplar, tanıtım etkinliklerine, arkadaş ve yakınlarıyla olan konuyla ilgili iletişimlerine, önceki deneyimlerine, fiyata ve algılanan riske bağlı özellikleriyle diğer gruplardan farklılaştılar. Genç ve bekarların oluşturduğu grupların 35 yaşın üzerindeki ve evli gruplara nazaran daha fazla eğlence eğilimli ve aktif olmaları dışında sosyal grupların ve gezi özellikli grupların arasında başka bir farklılaşma bulunamadı. Sadece evli ve bekar gruplar konaklama seçimi

kriterleriyle ayrıştırıldılar, evlilerin bekarlara göre sağlık ve görünümle ilgili özelliklere daha fazla önem verdikleri görüldü. Misafirperverlik, fiziksel görünüm ve nezaket tüm gruplar tarafından konaklama seçimini etkileyen en önemli faktörler olarak tanımlandı.

Araştırma saha çalışması olarak yapıldı ve daha önce bu konuda yapılmış çalışmaları, bölge ve otel yöneticileri, endüstriye yeni katılacaklar, tatilciler ve seyahat araştırmacıları için öneri ve uygulamaları da içerdi. Veriler tatil yapan aileler ve evli çiftler ve bekarlara uygulanan anketle toplandı ve bilgisayar yardımıyla yorumlandı.



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## CHAPTER I

### INTRODUCTION

#### 1.1 TOURISM INDUSTRY

The tourism industry has been praised in both developing and industrialized countries for its contribution to employment and alleviation of manpower problems as a labor intensive industry, it generates a significant amount of employment both primary (within the tourism industry) and secondary (in other industries serving tourism). Tourism, the argument goes, not only supplies jobs to women, but to the young, the unskilled, and the socially disadvantaged who find it very difficult to obtain any jobs at all. Furthermore, it generates employment in non-industrialized areas with limited source of employment and thus improves regional balances and helps prevent rural population by providing employment opportunities where other alternatives do not exist (Pizam, 1982).

Today, the service industry is progressing rapidly all around the world. High rate of increase in technological development, especially in electronics industry results in great amounts of output per labor, a

decrease in working hours and an increase in gross national products.

Now masses have better opportunities for travel and vacation due to the increased discretionary income, advanced information systems, convenient transportation systems and integrated marketing systems for travel.

Being a developing country with high rate of unemployment and having a considerable potential in terms of geographic location for tourism, Turkey is now aware of the importance of this industry. Although in 1984 OECD countries have achieved a 6.5 % increase in real terms against a 2.0 % rise in 1983, Turkey has achieved 46.5 % increase in 1984 in real terms against a 17.0 % in 1983 (Policy and International Tourism in the OECD Member Countries, OECD, 1985). When the available accomodation capacities are compared, as of 1983, Turkey has 58,200 accomodations against Greece's 328,500 and Spain's 1,005,200 accomodations (OECD, 1985). In 1984 Turkey has reached to a capacity of 68,200 accomodations (Turizm ve Tanıtma Bakanlığı, 1984) which is still inadequate to get a considerable share from the growth in tourist flows toward the Mediterranean countries (Tourism Management, March, 1986).

## 1.2 RESORT CONCEPT AND VACATION ACCOMODATION

Historically, people have always travelled for reasons of business, government and religion. But before the development of resorts, they did not travel for pleasure, deterred by the inconvenience of poorly engineered coaches, unimproved roads, the constant threat of



crime, crude inns with inhospitable hosts, and rude fellow travellers. Because of these factors, travel was undertaken only for reasons of necessity (Gee, 1981).

Pleasure travel depends on the state of the economy and the amount of disposable income, on cultural norms, the level of apparent personal safety, and the availability of relatively comfortable and efficient forms of transportation.

An excursion for pleasure is based on choice. It is justified by the need to relax, recuperate, improve personal health or simply to escape from the routine and familiar. The resort then, is the first type of hotel to be built to cater to ancillary human needs (Gee, 1981).

Hospitality industry has defined seven hotel types based on purpose, location and clientele (Gee, 1981).

1. Transient or Commercial
2. Resort
3. Convention
4. Motel or Motor hotel
5. Condominium
6. Residential
7. Casino

In the following paragraphs, a brief overview of each type will be provided.

Transient or Commercial Hotels:

Transient hotels are typically located in urban or suburban areas.

Their primary purpose is to serve as a temporary headquarters for guests who are usually travelling for business purposes. In recent years, however, the reason for travelling have broadened to such an extent that travelling for business frequently overlaps with travelling for pleasure. Transient hotels serving such a market have begun expanding inhouse services typically found in resorts to cater to the needs of an increasingly complex travel market.

#### Resort Hotels:

The primary purpose of a resort is to serve as a vacation headquarters in an often remote location for guests who are travelling for recreation, health and pleasure. The location of the resort is very important. Beaches, mountains, lakes, tropical setting of areas which offer outdoor recreation facilities are the popular locations. Although vacation market is the prime target group of the majority of resorts, many have had to solicit convention and corporate meeting groups to serve todays competitive hospitality business environment.

While guests at a transient hotel seldom see the manager, guests staying at a resort expect to be treated as a "member of the family" which means that managers have to be available at almost any hour of the day or night.

Since average length of stay is longer in a resort hotel than in a transient hotel, special room design and extra space allocation for storage of both guests personal effects and the house provisions should be provided. In addition to recreation, entertainment area attractions, shopping, health care and other amenities that should help to repeat

business is important to all types of hotels, and it certainly is essential to the survival of a resort.

Although Marmaris, where the data for this study were collected has typical resort characteristics in terms of both existing area activities and lodging facilities offered by the hotels/motels in the area, due to the insufficient introduction of resort concept and its management to Turkey "vacation area", is found to be a much proper wording for Marmaris and İçmeler beach.

#### Convention Hotels:

It has been receiving increased attention. Both commercial and resort hotels in recent years have entered to the convention market. Convention hotels can range in size from about 250 to over 2000 rooms and include a considerable amount of public space and facilities. In recent years convention hotels tend to devote about twice the normal space to meeting rooms and public (Gee, 1981).

#### Motel and Motor Hotels:

They appeared with the development of highway systems and decrease with the world energy crisis. Motels originally served overnight rest stops along the highway for families usually travelling for pleasure. Generally motor hotel in the urban locations are beginning to be characterized by business related evaluations.

Motel or motor hotels are designed with the economy of space in mind and have fewer amenities which are TV sets, swimming pool and possibly a restaurant. A few motels add their own resort type

recreational facilities and can be categorized as resorts.

#### Condominium Hotels:

The primary purpose of a condominium resort hotel, from a consumer viewpoint, is to provide a vacation home in a resort destination. From the developers viewpoint, it is to provide a viable alternative means of financing a costly resort project. Basically, the way a condominium resort hotel operates is that units within the structure are sold to individual owners who place their individual units into a common pool for guests rental and share, the right to use the unit as a personal vacation house during a portion of the year, e.g. Soytaş devre mülkü. There are many variations of the rental pool concept and many types of arrangements relating to the owners financial interests, rights and privileges, most of which are defined in complex legal agreements.

#### Residential Hotels:

Primarily serve as a permanent headquarter in an urban or suburban location for single men and women.

#### Casino Hotels:

A casino hotel is any hotel that operates a casino as its primary profit center. The difference between a casino hotel and others is that in a casino hotel normal hotel functions are subordinated to the casino function. Casino hotels generally offer delux accomodations, a wide range and variety of restaurants and cocktail lounges, dinner/showrooms, convention facilities, meeting space, entertainment, and

health and recreational facilities to complement the casino and attract clientele (Gee, 1981).

In general, all hotels have some lodging facilities and meals to sell, they are labor intensive, all have buildings and grounds which require physical maintenance and upkeep. This physical plant itself denotes the quality of the hotel "package" being sold. In all hotels there is the factor of courtesy and service to guests. Courtesy and service are of supreme importance in the operation of all hotels and guests expect these from all hotel employees with whom they come into contact. All hotels have certain legal obligations with respect to protecting the person and personal property of both inhouse guests and those who use the hotel facilities. In a resort hotel both management and staff must be totally dedicated to the comfort and care of guests. As a result a very personal relationship often develops between the guests and resort personnel. The better managed resorts convey the impression of "home and family hospitality" where guests become a part of the "extended family" of the hotel.

Traditions are very important for resort which are built on repeat business and returning clientele who value such traditions, traditions are memorable and image building instruments for clientele, they help attract business and maintain the resort image but generally are not profitable in themselves. It is widely believed that the more favorable the perception of a vacation destination, the greater the likelihood of choice of that destination (Goodrich, 1978).

The continued growth of affluence and leisure time in society has resulted in growing demand for pleasure oriented experiences and services.

The core principle of the resort concept is the creation of an environment which will promote and enhance a feeling of well-being and enjoyment. In actual operation, this is accomplished through the provision of recreational facilities and amenities, pleasant and restful or exciting surroundings and, more importantly, an extremely high standart of service delivered in a friendly and personalized manner (Gee, 1981).

This study will contribute to the understanding and identification of consumer choice criteria in the vacation destination and accomodation choice process.

Choice criteria are based on relative importance of vacation destination and accomodation specific attributes. Since in a vacation purchase consumer faces both the choice of destination and the accomodation respectively, it would be more reasonable to analyze choice criteria of vacationers on vacation destination and accomodation together.

As number of choice studies were relatively few in tourism industry and to my knowledge no such study exists about Turkish tourism industry, I think this study will have much contributed to choice studies in tourism research literature and to the tourism research studies in Turkey where a great lack of research exists.

The understanding and identification of choice criteria will probably help travel marketers to promote the related attributes of the vacation area by motivating specific area activities (e.g., sail in the turquoise waters of Marmaris).

Provincial governments and municipalities may develop and improve

the specific area activities which differentiates the area in the minds of vacation groups and match the benefits offered by the area to the benefits sought by those vacationer groups.

Based on the identification of specific area attributes, area-hotel managers may develop those facilities and services regarded as important by different vacationer groups and promote their offers accordingly. Area and hotel managers may also promote their product/service through the information sources which the target group is mostly referred to.

Newcomers in the industry can integrate their policies and plans with the important area attributes and the target group choice criteria beginning from the hotel design stage to the major services and facilities to be offered.

Application of the above results to policies and plans by travel marketers, provincial governments, area and hotel managers will lead to the satisfaction of vacationers' dreams, desire for relaxation, desire for entertainment and desire for excitement. Pleased and relaxed visitors will probably achieve a higher performance on their return which contribute to the commonwealth of the country.

## CHAPTER 2

### THEORETICAL BACKGROUND OF THE STUDY

Chapter two begins with a brief summary of basics in choice studies and attitude models which many choice studies are based on. Consumer choice is a process initiated with information search, development of choice criteria and attitude and end with the act of preference. All these stages are explained in the following chapter by giving specific examples from the choice studies in tourism field and finally brand loyalty: a function of choice process and the preferential behaviour toward one or more alternatives is described.

#### 2.1 BASICS IN CONSUMER CHOICE STUDIES

Prediction of individual preference is a difficult and elusive task, however, it represents a fundamental step in understanding consumer choice. Asking whether or not preference can be predicted on the basis of knowledge of the consumer and his characteristics is a prelude to identifying the causes of preference and the means by which it can be influenced.



Although measures of consumer behaviour have been used widely in the area of marketing, e.g. market segmentation, the results have been less than encouraging in understanding or predicting preference. (Bass and Talarzyk, 1972).

Based on the vacation activity preference of visitors a market segmentation study was performed by Bryant and Morrison, 1980 to develop strategies for increasing tourism to Michigan in U.S.A. 2000 interviews were obtained from a base of 4825 households selected as a probability sample of the six states from where 80 % of the travelers came from.

The factor analysis performed on 17 recreational activities identified four distinct group of recreational activities - young sport activities, outdoorsman/hunters, winter/water types and resort types. These distinct groups, as well as two sightseer activity groups were subsequently factor scored. The activity types along with demographic and geographical variables were input into the segmentation analysis. Six vacation activities preference types were developed. These were young sports, outdoorsman/hunters, winter/water, resort, sightseer and nightlife activities. The study ranked winter/water types as the first group in the economic value to Michigan after cross-tabulation of factor scores. Determination of the actual size of geographic submarkets by the vacation preference types mostly contributed to the development of promotion and advertising strategies of Michigan State.

If preference is explained by attitudes made up of perceptions of and values for product attributes the distribution of these variables among socioeconomic and personality segments is not necessarily systematic or regular. Socioeconomic variables may be related to preference in an aggregate sense, this relationship is used for

managerial purposes but for predicting individual preferences socio-economic variables are not found to be sufficiently strong (Bass and Talarzyk, 1972).

Studies based on attitude theory appear to have much more potential for consumer choice behaviour. Based upon beliefs about and relative importance of product specific attributes - attitude measurements are found to have relations with preference. These relations have been demonstrated in several studies, such as, Achenboun; 1967, Adler; 1966, Axelrod; 1968, Bass; 1972, Pessemier Lehmann; 1972, Biel; 1970, Day; 1970, Dubois; 1968 (Kraft, Gronbois and Summers, 1973).

One of the important studies on consumer lodging choice criteria and decision making in tourism field was conducted by Ritchie and Filitrault. Ritchie and Filitrault, 1980 studied the variation between lodging choice criteria of vacationers using well-known chains and independent hotels and influence structure within the vacation decision process of families and couples. The study was a replication and extension of Jenkins' previous study on the same subject.

270 paired interviews were obtained, 117 were vacationing families while the remaining 153 dyads were vacationing couples. A MANOVA was employed to analyze the influence of husbands, wives and children across all family respondents and couple dyads on 17 sub-decisions and the overall relationship was found significant at level 0.001. Findings on vacationing families revealed that with respect to role dominance husbands were perceived to exert significantly greater influence than wives or children in the case of 14 of the 17 sub-decisions, with respect to role variability; husbands have the highest

influence on vacation budgets and have the lowest on the type of accomodation while the greatest influence of wives was perceived in the decision to visit the particular city with the least influence occurring for the decision as to the timing of vacation and children were accorded relatively little influence across all subdecisions except in cases where husband and wife are in disagreement as to the most desirable choice.

Findings on couples revealed that husbands were percieved to be dominant overall across the decision process but less so than in case of families, specifically, husbands were found to be significantly dominant with respect to 9 of the 17 subdecisions. The level of domination was found highest for decisions; vacation budget, length of vacation and the timing of vacation. When families and couples are compared of the 17 subdecision family and couple dominance structure were similar for 12 of the subdecisions while differences existed across five subdecisions. For these five subdecisions, family husbands were dominant while couple husbands were not.

Influence structure of groups choosing different categories of lodging were found generally similar with the following exceptions: Husbands of groups staying in independent lodging units exerted significantly greater influence than those in the chain category with respect to: timing of vacation, length of vacation and choice of chain or independent hotel while "independent" husbands exerted significantly less influence than "chain" husbands for the following two subdecisions:

- a) decision to take a vacation as family/couple and

b) acceptable price range for accomodation.

The results for the total sample on lodging choice criteria indicate that factors concerning physical appearance of the hotel/motel, convenience of parking facilities, staff courtesy, personal safety and feeling of security were attached high importance by vacationers whereas vacationers attached only moderate importance to room prices, proximity to tourist attractions and acceptance of credit cards. Four main factors: physical and emotional security, vacation simplification, hospitality and appearance explained 86 % of the varinace in the data.

Bass and Wilkie (1973) have compared multi-attribute attitude models, normalized for within subject variance in responses to beliefs and importance weights, to models using raw data, using cross-sectional regression analysis and obtained a high increase in explanatory power (150 %).

Sheth (1973) has tested ten different ways attitudes can be measured from information gathered on beliefs and importances, using simple regression and multiple regression analysis. He concludes that beliefs alone are sufficient to measure attitude; additive rather than multiplicative measurement procedures produces better correlations and disaggregate rather than aggregate measurement produces better correlations with behavioral intentions.

Kraft, Granbois and Summers (1973) also noted that the multi-attribute models may offer considerable potential for examining the structure of consumer attitudes in terms of attribute importance and beliefs about specific brands.

All these studies are extensions and alterations in the consumer literature of Rosenberg's and Fishbein's original proposals of attitude measurement in social psychology. Many issues have been reviewed and controversies produced from these alterations with respect to the selection of attributes, the inclusion of importance weights, the inclusion of an evaluative aspect of beliefs; like, dislike, models structure and model testing (Woodside, Clokey, 1973).

### 2.1.1 Attitude Models

Although mathematical models underlying the application of attitude models to the prediction of preference or choice are similar, many variations in variable definition and method for each of five component areas: attributes, importance weights, beliefs, model structure and model testing exist. The two basic models in consumer attitude research formed the basis for further research - Rosenberg's instrumentality value model and Fishbein's model. These models can be summarized as follows:

Initially based on a functional approach to attitudes, Rosenberg hypothesized that a person's attitude toward a given object would be "accompanied by a cognitive structure made up of beliefs about the potentialities of that object for attaining or blocking the realization of valued states".

Algebraically,

$$A_o = \sum_{i=1}^N I_i V_i$$

where  $I_i$  = perceived instrumentality, the extent to which the person believes that the object "o" will lead to or block the attainment of value i

$V_i$  = value importance, value i's importance to the respondent as a "source of satisfaction"

n = number of values.

Fishbein worked within a behaviour theory framework. His theory may be stated as follows:

An individual's attitude toward any object is a function of

- 1- The strength of his beliefs about the object
- and 2- The evaluative aspect of those beliefs.

Algebraically,

$$A_o = \sum_{i=1}^N B_i a_i$$

where  $B_i$  = The strength of belief "i" about the attitude object "o", that is, the probability or improbability that "o" is related to some other object  $x_i$  (e.g., the probability that hotel has quiet surroundings).

$a_i$  = The evaluative aspect of  $B_i$ , that is, the evaluation of  $x_i$  - its goodness or badness (e.g., the evaluation of quiet surroundings).

$N$  = Number of beliefs (Cohen, Fishbein and Ahtola, 1972). Although their approach is theoretically different, Rosenberg and Fishbein developed similar models. These models of attitude measurement have led to further research in the field.

The basic multi-attribute model which is an adoption of

Rosenberg's and Fishbein's model for use in consumer research is expressed as follows:

$$BI_j = A_j = \sum_{k=1}^N B_{kj} a_k$$

where  $B_{kj}$  = the strength of the belief that attribute "k" is possessed by brand "j"

$a_k$  = the degree to which the presence of attribute "k" is desired

$N$  = number of beliefs

$A_j$  is the unidimensional measure of attitude toward brand "j" and  $BI_j$  is the behavioral intention toward brand "j".

The basic assumptions in the structure are;

- 1) Two factors are needed to obtain a measure of an individual's attitude toward an object;
- 2) These factors are multiplicatively related; and
- 3) The elements of these factors are summed together to form a univariable and presumably also unidimensional attitude score (Sheth, 1973).

From 1969 - 1976, over 50 empirical studies used the Fishbein model or its variations in studies determining preference for or choice of various products. First time in 1978, Goodrich applied Fishbein multi-attribute model to travel research to understand the degree of association between preference for (choice of) a vacation destination and perceptions of (knowledge of, familiarity with) that destination. The study was done under the auspices of the American Express Corporation. From a 900 mail questionnaire, 230 usable responses were returned. The regions used in

the study were Florida, California, Mexico, Hawaii, the Bahamas, Jamaica, Puerto Rico, the Virgin Islands and Barbados. The criteria used in selecting these vacation areas for the study were:

- 1) The respondents were familiar with these regions through previous visits.
- 2) These areas formed some of the more lucrative packaged tours for American Express.
- 3) The areas were well known tourist-recreation spots.
- 4) They were similar in terms of touristic profile (e.g., warm, sunny climate), and were of the same product class.

Goodrich used the model as follows:

$$R_j = \sum_{i=1}^n I_i A_{ij}$$

where

$i$  = attribute of touristic characteristics

$j$  = region

$R_j$  = respondents' preference ranking of region  $j$  as a vacation destination

$I_i$  = the average importance rating of attribute  $i$  by respondents.

$A_{ij}$  = respondents' belief about the amount of attribute  $i$  that region  $j$  possesses.

$n$  = the number of attributes (10)

Spearman rank order correlation coefficient between preference for and perceptions of the region indicates that there is a strong and direct



association between respondents' preferences for a vacation destination and their perceptions of that destination.

After Sheth (1973), Woodside and Clockey (1974) have defined a multi-attribute/multibrand model by assuming that individuals attitude toward a brand is not independent of his beliefs about the attributes of other brands.

The basic multi-attribute/multibrand attitude model is:

$$BI^{\ell} = A^{\ell} = \sum_{j=1}^M \sum_{k=1}^N (B_{kj} a_j)$$

where

$B_{kj}$  = the strength of belief in that attribute "k" is possessed by Brand "j".

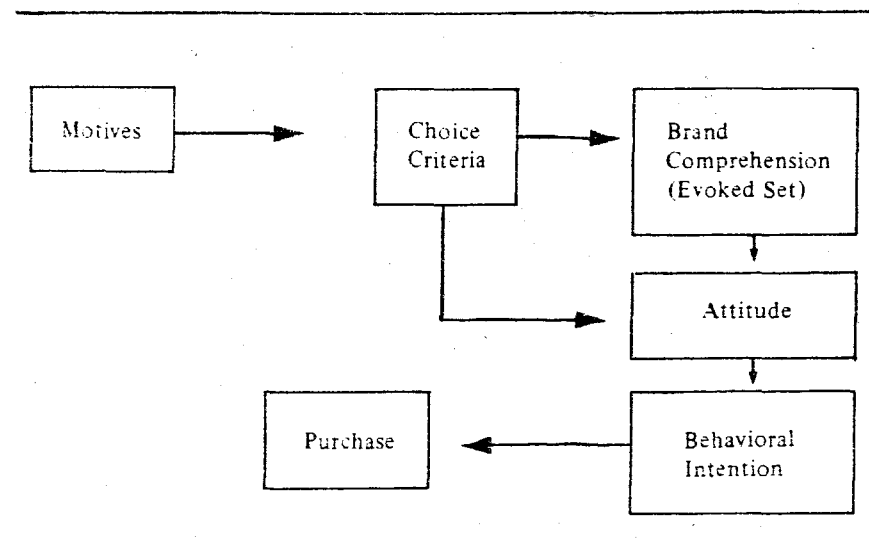
$a_k$  = the degree to which attribute "k" is desired

N = number of attributes

M = number of brands

$\ell$  = the brand of interest

It is hypothesized that an individuals attitude toward a brand is a more complicated cognitive state involving some degree of comparison of attributes across brands. This model is an extension of developed Howard and Sheth's model, following adaptations of their learning subsystem as shown in Figure 2.1.



(Ryan and Bonfield, 1980)

Figure 2.1 Learning Subsystem

From a given set of motives (which can be adjusted and refined in other studies) the characteristics and interactions of choice criteria brand comprehension, attitude, and behavioral intentions can be understood, predicted and controlled to some extent through knowledge of how the consumer's evoked set affects attitude. Capability of using additional information is an advantage of the model behind its predictive power (Woodside and Clokey, 1974).

Besides the models mentioned in this part there are also extensions of these models in form of laboratory simulations and econometric models which exist in the consumer choice or attitude field. However, for a model to be useful there should be some relationship between its cognitive variables and the real world behaviour even though there is no control for variables outside of volitional control and overt behaviour is measured independently (Ryan and Bonfield, 1980).

The theoretical form of the models continues to evolve for the purpose of obtaining higher prediction values each time to predict the

individual and aggregate behaviour more accurately.

## 2.1.2 Consumer Choice Processing

### 2.1.2.1 Information and Experience

Models of consumer decision making postulate that prior to choice, consumers acquire product information on which to base their choices, though the extent to which pre-purchase search processes are extensive, limited or routinized will depend upon the consumer's familiarity with the product category.

There are two kinds of source which characterize information search (Biehal, 1983):

#### a) Internal Search

Internal search is based on memory information to which the individual has been exposed in the past, e.g., previous visits to the resort destination. Internal search comes before external search if consumer decides that he can base his choice to his previous experience.

The marketer has little opportunity to influence internal searches. However, even an individual having some internal store of knowledge from which to draw may seek additional information before making a purchasing decision.

#### b) External Search

External search uses information in the consumers external

environment. External search represents a conscious effort to seek out new information through communication with others, e.g., advices of friends and relatives, from media or from commercial brochures or guide-books. In many decisions both internal and external search may be used before a choice is made.

Six major categories of variable have been found to be effective on information search (Biehal, 1983).

- 1) Consumers perception about the market environment (information availability),
- 2) Situational constraints (time pressure),
- 3) Consumers perception of the potential payoffs from its acquisition (e.g. perceived risk),
- 4) Knowledge and prior experience, stored in memory,
- 5) Individual differences (e.g. inherent cognitive ability, skills, degree of involvement in the choice situation, personality and demographic characteristics),
- 6) Perceived conflict.

Several studies have shown that consumers engage in relatively little information search and many decisions reflect an integration of prior experiences with information obtained in the current choice context. There appear four reasons for low level of information search (Biehal, 1983):

- 1) Consumers may not perceive information as easily obtainable.
- 2) Consumers may perceive the information which is available but do not obtain it because they do not know how to use it to make

a choice.

3) Consumer may not care.

4) Information search may be low because consumers do think it is unnecessary. Instead they may feel that they can rely on prior experience stored in memory which may come from previous purchases, advertising exposure and friends (word of mouth).

In their study on types of information sources used by pleasure vacationer Gitelson and Crompton (1983) have found that 72 % of the respondents had received information from other people, particularly, family members, friends and neighbours, and other acquaintances, but 75 % of the respondents were exposed to at least one other source. It is well accepted by marketing scholars and managers that non-marketing dominated source of information are given substantial weight by consumers in forming opinions and making product decisions (Richins, 1983).

Purdue (1985), studies whether travel information inquirers could be segmented meaningfully on the basis of two variables (1) the timing of the destination decision and (2) previous experience. 3234 usable responses were randomly selected from 50,700 non-residents sent the Nebraska travel information pack in 1981. The data base included only those individuals meeting three criteria: (1) visited the state in 1981, (2) could recall receiving the travel information packet and (3) responded to the survey questions concerning when they made the decision to visit the state and whether the 1981 visit was their first trip to Nebraska.

In only one of 22 statistical tests was a significant difference between groups identified: repeat visitors had a significantly greater length of stay than did first-time visitors. The findings conclude that the majority of the respondents (62 %) was not influenced by the packet in their decision.

The study also found that the influence of the information packet on the decision to visit Nebraska, regardless of the timing of that decision, was significantly less for repeat visitors as compared to first-time visitors. Repeat visitors who make their decision after receiving the packet tended to make area attraction decisions before leaving home, while first-time visitors make area attraction decisions either en route to Nebraska or after arriving the state. First-time visitors who decided to visit Nebraska before receiving the packet indicated higher usage of other tourism advertising (radio, television, road signs, etc.) while repeat visitors tended to report other, non-advertising factors (previous experiences, books, magazines, etc.) as significant influences on attraction decisions made prior to arriving in Nebraska.

Prior experience of customers may lead to formation of norms or standards that establish how the certain product/service should be. These norms are constrained by the consumers experiences with the product/service (Woodruff, Cadotte, Jenkins, 1983). However, in an important choice situation such as destination and accomodation selection, where variety seeking influence the choice, multiple norms are most likely to emerge. In such situation the customer is consciously and extensively assessing the product/service experience (Woodruff,

Cadotte, Jenkins, 1983).

In cases where memory information is not perceived to be useful or external information is easily obtainable, consumer may prefer to engage in more external search and less internal search (e.g., first visit to Kuşadası).

Gitelson and Crompton (1983) have found significant association between distance of the destination and types of information used. Those planning to go on long trips (over 1500 miles) were less likely than expected to rely upon information from friends and relatives or previous experiences, while those traveling in the 500-999 miles range rely more on only friends or relatives or personal experiences. The vacation area Marmaris falls within this range (730-650 miles to Istanbul and Ankara respectively). Gitelson and Crompton have also found that those travelling for more than 14 days were more likely to have used at least three or four types of sources.

Hence the consumer is going to buy a period in time by vacation area selection in general and by purchasing of the lodging in particular where he/she expects a full satisfaction of his or her needs including the most basic ones (e.g. quality of meals, feeling of security, etc.) the decision becomes extremely important. In such cases customers want to make optimal choices which will result in more external and internal search of memory information because alternatives should be evaluated more carefully.

Vacationers are more likely to turn to external sources in order to learn about the number of alternatives which may meet their needs,

the characteristics and attributes of those destinations and their relative desirability.

Although external search requires an active effort to ask someone for information, to read through brochures or guide books or to pay attention to a commercial and the natural tendency of consumers is to keep external searches to a minimum.

There are at least three reasons why external search may be expected to be frequent in the tourism field (Gitelson and Crompton, 1983).

First, a vacation trip is a high risk purchase, therefore the propensity to search is greater. Obtaining information through external search is one way of reducing perceived risk to more acceptable levels.

Second, unlike the retail customer in a store, the vacationer can neither directly observe what he or she is buying nor try it out inexpensively. Therefore, there is considerable reliance on secondary and tertiary sources of information. This suggests that the search for information about potential destinations is likely to be much more longer and involve more sources than the search for information about many other consumer product and services.

The third reason for suspecting that external searches are prevalent in vacation decisions is provided by the propensity of vacationers to visit new destinations on each vacation. A primary motivation for a vacation is to see new places or to do new things in a different environment. Previous studies in the consumer behaviour



literature have found that the greater the need for variety, the greater the external search effort is likely to be (Engel et al., 1973). Unfamiliarity with a new destination suggest that an individual may spend more time searching for information about it (Gitelson and Crompton, 1983).

#### 2.1.2.2 Belief and Attitudes

##### a) Beliefs;

One consumer variable which may have particularly great influence on search is beliefs. Belief is defined as the totality of cognitions and perceptions an individual holds about a given object at a given time (Duncan and Olshavsky, 1982). Belief about a concept is defined as the probability that a specific relation exists between the concept and an object. Belief is also defined as a generic term encompassing knowledge, opinion and faith. The evaluative aspects of a belief reflect the importance assigned to the concepts in forming an attitude toward an object (Bass and Talarzyk, 1972).

Unlike knowledge, belief need not be objectively "true" or "correct". Beliefs are acquired either through personal experience or through other socialization processes. Hence, beliefs and knowledge are the net results of experience, but whereas "experience" and "knowledge" have been investigated vis-a-vis external information search "beliefs" have not (Duncan and Olshavsky, 1982).

According to Krech and Crutchfield (1962), the attribute which differentiates various sets of beliefs is verifiability. Those beliefs, unverifiable are referred to as faith and can never be proved.

b) Attitudes;

Attitudes are enduring systems of positive or negative evaluations, emotional feelings, and pro or con action tendencies with respect to social objects (Krech, Crutchfield and Ballachey, 1962). An attitude is the motivational or emotional aspect of cognition reflected in such statements as "I like it", "I am in favour", "I hate it".

It is possible to hold a belief without an attitude but an attitude would naturally include and incorporate relevant belief and attitudinal feelings is an extension of those relevant beliefs already held.

Under the right condition, and if enough pressure is applied, attitudes can lead to action, in the form of either behaviour or a cognitive reorganization.

To explain the action of consumers researchers employ models or representation of mental events and feelings of decision makers. In most of these models researchers assume that action is initiated with the processing of information and the development of an attitude, and ending with the emergence of a volition or intention to act prior to performance of a particular behaviour (Bagazzi, 1982).

Although in theory attitudes direct behaviour, measures of the two variables should be highly correlated, articles examining the attitude behaviour relationship often reported correlations that were very low (Smith and Swinyard, 1983). Smith and Swinyard (1983) have also found that attitude development is significantly stronger for trial subjects in terms of both affective extremity and confidence and also trial subjects showed higher levels of attitude behaviour consistency.

Better understanding of attitude responses from consumers direct experiences; product use from purchase, direct tests, sampling and other evaluation behaviours and indirect experiences; advertising exposure to displays, packages, p.o.p. material, wom. would contribute significantly to a better prediction of consumer behaviours (Smith and Swinyard, 1983).

### 2.1.3 Brand Loyalty

The construct of brand loyalty has intrigued investigators for at least three decades and a sizable body of literature has evolved.

The term loyalty connotes a condition of some duration and it is therefore necessary to have the purchase act occur at least in two

different points in time. Brand loyalty consists of both behavioral and attitudinal components and can be defined by a set of six necessary and collectively sufficient conditions. Brand loyalty is (1) the biased (i.e. non random), (2) behavioral response (i.e. purchase), (3) expressed overtime, (4) by some decision making unit, (5) with respect to one or more alternative brands out of a set of such brands, and (6) is a function of psychological (decision making, evaluative) processes (Jacoby and Kyner, 1973).

Brand loyalty is essentially a relational phenomenon. It describes preferential behaviour toward one or more alternatives out of a larger field containing competing alternatives. Brand loyalty serves an acceptance-rejection function. Not only does it "select in" certain brands, it also selects out certain others. Before one can speak of being loyal, one must have the opportunity for being disloyal; there must be a choice (Jacoby and Kyner, 1973). Although brand loyalty describes preferential behaviour preference is only one factor which individuals consider in making purchasing decision, and is sometimes not the most important factor. For example, price may dictate that brand-loyal behaviour be manifested toward a less preferred brand rather than the most preferred brand. In short psychological processes underlying brand loyalty are more complex than might be assumed from simple "I like brand x best" kind of statements (Jacoby and Kyner, 1973).

In a resort/accomodation choice situation where greater number of attractive alternatives available, there exist a high level of cognitive dissonance. Once the customer experience the discomfort of dissonance, it seems plausible that the customer will adopt brand

brand loyalty as a purchase strategy to avoid its recurrence. Brand loyalty is also the result of favourable perceptions, familiarity and knowledge of the product. Several studies have found significant differences in the destination images of first-time visitors as compared to repeat visitors (Pool, 1965), (Gitelson and Crompton, 1982).

## CHAPTER 3

### A SURVEY OF TRAVELLERS' VACATION AREA SELECTION

In the following chapter, methodology and research design of the study is described, type of research applied to the study is explained and the research objectives are set. Explanation of data collection procedure and sample design is followed by description of analysis methods applied to the data and the major limitations. Then research findings on vacation area and lodging choice of sociodemographic and travel behaviour groups is explained by referring to various statistical analysis.

#### 3.1 METHODOLOGY AND RESEARCH DESIGN

##### 3.1.1 Research Type

Both explanatory and descriptive researchers were employed in studying the preference of vacationers for vacation area and lodging.

At the beginning of the investigation generally researchers lack

knowledge about the research problem in concern. To better clarify the purpose of the study and to refine it explanatory research is employed.

Information on explanation of the problem through experience surveys, literature search and analysis of selected cases are gathered. Descriptive research which forms the main frame of this study was guided by specific hypotheses.

Descriptive research is performed through a field study. Its realism in studying phenomena in its natural setting, and possibility of producing additional hypotheses are the basic advantages of field study; whereas, overlapping effects of too many variables forms the main setback of this type of study.

### 3.1.2 Objective and Hypotheses

Understanding those factors effecting vacation area and lodging choice of sociodemographic (under 35 and 35 and over, married and singles) and travel behavioral groups (first-time and repeat) were the main objective of this study.

The study had also the following major objectives:

- 1) To define types in which travel and recreation consumers could be combined to represent a meaningful and unique orientation to the product under investigation and to define the resort activities which make the most contribution to tourism of resort and have the most potential for growth.

2) To investigate the most strategic services and facilities offered by the vacation/accomodation so that new strategies can be developed around them.

3) To search for the interests of sociodemographic groups in terms of resort activities and facilities and to find out those activities and facilities differentiating these groups.

The results of this study will probably facilitate to develop more effective tourism programs, prosperous resort plans, resort and lodging facilities and activities.

### Hypotheses

#### Hypothesis I:

Differences between first-time visitors and repeat visitors in length of stay in vacation area.

Operational definition: Repeat visitors are defined as those who visit a certain vacation area more than once for pleasure (Edgar at all, 1972). Length of stay in the vacation area is measured by a ordinal type of question, categorized by 3 day periods.

#### Hypothesis II:

Association between age groups (under 35 and those 35 and over), married and singles, travel behavioral groups (first-time and repeat visitors) in terms of importance given to vacation area choice criteria



### Hypothesis III:

Variation of importances attributed to promotion activities, such as:

- a) Promotion of travel agencies
- b) Promotion of provincial governments and municipalities
- c) Special programs on television about vacation areas

by sociodemographic and travel behavioral groups.

### Hypothesis IV:

Differentiation of sociodemographic and travel behavioral groups by means of importance attributed to word of mouth communication (WOM) as measured by the responses given to "Recommendations of friends and relatives".

### Hypothesis V:

Differences between sociodemographic and travel behavioral groups in terms of importance attributed to previous experiences as measured by "Previous visits to the vacation area".

### Hypothesis VI:

Differences between sociodemographic and travel behavioral groups in terms of importance attributed to price factor as measured by:

- a) Prices of available transportation modes
- b) Prices of accommodations.

### Hypothesis VII:

Variation of perceived risk between sociodemographic and travel behavioral groups as defined by:

- a) Choice criteria in Hypotheses III, IV, V, VI
- b) Availability of alternative accommodations
- c) Ease of accessing to vacation area
- d) Proximity to other vacation areas.

### Hypothesis VIII:

Variations between importance attributed to area activities by sociodemographic and travel behavioral groups.

Operational definition: Area activities, all cultural, recreational and sports activities found in the vacation area. All vacation area activities are measured on a 9 point interval scale ranges between extremely important (1) and not important (9).

### Hypothesis IX:

Variations between sociodemographic groups in assessing fundamental criteria underlying the choice of lodging decisions as measured by 21 lodging facilities. (Lodging choice of travel behavioral groups were not analyzed since loyalty to a particular lodging is out of the scope of the study).

Operational definition: Lodging facilities: All services and physical products offered by the hotels and motels and the like in the resort area. Lodging facilities are measured by a 9 point interval scale

ranging between extremely important (1) and not important (9).

### 3.1.3 Data Collection and Sample Design

Data used for the study were collected by a four page questionnaire administered to families, couples and singles from all ages by a non-probabilistic way during the months July and August 1985 in Marmaris.

Visitors were contacted on the bus on the way to the Marmaris, at the İcmeler Beach (most popular beach in the vacation area) and at Martı Hotel and Hotel Lidya by convenience.

The chosen hotels Martı Hotel and Hotel Lidya were comparable in terms of quality services and prices and İcmeler Beach is surrounded by superior quality hotels of the area. Although these hotels are not comparable in terms of size by Martı and Lidya, they have the same quality level of service, roughly comparable prices and have nearly the same guest profiles.

Contact to respondents were made at weekends at different hours by means of personal interviews. Personal interviews enables direct communication with the respondent and provides a greater degree of control over data gathering activities and higher response rate.

The questionnaire which is given to the respondent during the personal interview is self-administered and structured undisguised. Those questions which have seen to be ambiguous by the respondent is clarified by the interviewer.

In a structured-undisguised questionnaire, questions are standardized and respondents are limited to the stated replies. It is simple to administer and easy to tabulate and analyze but may not reflect real attitudes of the respondents since response categories are previously stated. As mentioned above respondent is forced to make a choice. In addition, there also exist the probability of introducing bias in response categories which lowers the validity of the question.

The questionnaire was pre-tested before finalized and all questions were assessed. Confusing and misunderstood ones were corrected, their wording was restructured and those found to be excessively unimportant (inroom movie system, squba diving) were eliminated from the questionnaire to shorten time spent by the respondent.

The questionnaire consists of 16 questions. However, questions 4-6 and 7 is in block form and contains too many factors to be answered by the respondent.

On the average, a questionnaire is completed in about 15 minutes.

Question 1 is a nominal type of question trying to figure out the loyalty of customers to the vacation area by asking the number of previous visits and continue with an open-end part asking reasons of repeat visiting.

Question 2 is an ordinal type of question measuring length of planned visit to the vacation area.

Question 3 is an open-end question which attempts to identify

those having a summer house in the area or being a resident of the area.

Question 4 measures factors of vacation area. Selection by means of 14 sub-choices, forcing respondents to choose only 5 and rank them afterwards according to importance in selection.

Question 5, a multichotomous question which asks the transportation mode used to reach the vacation area.

Question 6 measures the relative importance of 10 recreational activity available in Marmaris in terms of customer preferences on a 9 point interval scale in which the scales range between extremely important and not important continuum.

Question 7 measures the relative importance of 26 factors comprising major services and facilities that are found to be potentially decisive in the choice of vacation accommodation on a 9 point interval scale in the above mentioned continuum.

Question 8 is a nominal type which identifies vacationers who want to travel on his own versus those prefer to travel by travel agencies.

Question 9 through 16 contain both multichotomous and open-end type of questions concerning socio-demographic structure of the sample.

#### 3.1.4 Data Analysis Methods Utilized and Limitations of the Study

In analysing the data the following statistical analysis were used

### (1) Frequency Distribution:

Extracting information from data generally begins with the frequency distribution. A frequency distribution can be defined simply as a listing of the number of observations: the basic units being studied and the unit of measurement being used that fall into each of several categories or class intervals in the form of a table or chart are presented (Palumbo, 1969).

### (2) Spearman's Rank Correlation Coefficient:

The Spearman correlation coefficient is one of the best known coefficients of association for rank order data. The coefficient is appropriate when there are two variables per object, both of which are measured on an ordinal scale so that the objects may be ranked in two ordered series (Churchill, 1983). The disagreement between two groups is squared through  $d_j^2 = \sum (X_j - Y_j)^2$ ,  $d_j$  grows larger when the agreement between two sets of ranks become poorer (Palumbo, 1969).

The Spearman equation is given by

$$r_s = 1 - \frac{6 \sum d_j^2}{n(n^2-1)}$$

measures the relationship between the two variables.

### (3) Factor Analysis:

A factor is a linear combination of variables. Factor analysis facilitates the derivation of small set of factors "Important Information" that are truly independent of each other and which explain the inter-

relationships among the larger number of variables under study. Factors comprise the common characteristics of variables which have high loadings on them. Eigen-values of a factor is the sum of the squares of loadings of all attributes (variables) on the factor and the communalities of each attribute is the variance of that attribute which is shared with other attributes. Loading is the correlation of the attribute with the factor and communalities indicate the extent to which the various attributes have contributed to the obtained factors. In other words, a communality is a measure of the amount of an attribute's variance that is explained by the extracted factors (Meidan, 1979).

Factor analysis investigates the following typical questions:

- Do the variables under study have something in common?
- Do they reflect some underlying unobserved construct or constructs?

To answer these questions various methods of factor analysis are available.

Besides its general marketing applications such as consumer preferences, advertising effectiveness, etc. factor analysis finds a wide range of applications in life style and psychological research (Churchill, 1983).

In this study factor analysis is employed to group travel and recreation consumers to present a meaningful and unique orientation to the resort concept under investigation and to find out the most important factors effecting lodging selection of these consumers.

#### (4) Discriminant Analysis:

The purpose of discriminant analysis is to investigate group differences and its nature. To make a proper analysis number of variables under investigation should be chosen carefully so that these independent variables form a weighted linear combination that will be maximally differentiated between visitor groups under study; first-time and repeat visitors, age groups, married and single visitors. This is done statistically by maximizing the between-group variance relative to within-group variance. If the variance between the groups is large relative to the variance within the groups, then the discriminant function has separated the group well (Morrison, 1969). How well the discriminant function has separated the groups is tested by a comparison with the accuracy that would be expected purely by chance.

$$C_{pro} = \alpha^2 + (1-\alpha)^2$$

where

$C_{pro}$  = proportion classified by chance

$\alpha$  = proportion of visitors in group 1

$1 - \alpha$  = proportion of visitors in group 2

In order to be useful the classification of the discriminant function must be at least 25.0% greater than classification by chance.

Direct method was employed to formulate the discriminant function in which all independent variables entered into the analysis at one time regardless of their discriminating power.



In the study discriminant analysis is conducted to determine whether a statistically significant difference exists between first-time and repeat visitors, age groups; under 35 and over, married and singles and also to find out those resort activities and lodging facilities that are most important in discriminating between these groups.

#### (5) T - Test :

To study the statistical significance of difference between various means of first-time and repeat visitors, age groups: under 35 and over, married and single visitors of Marmaris, t-test is employed.

In the study the parent population variances of first-time and repeat visitors, age groups, married and singles visiting the resort area are unknown hence no such study exists but can be assumed equal. Upon this assumption visitor groups are pooled to generate a better estimate of common population variance. In cases where two parent population variances are unknown, standard error of the test statistics is also unknown and have to be estimated, so sample standard deviations are used to estimate the population standard deviations (Churchill, 1983).

#### Limitations

Descriptive research employed in this study is performed through a field study. The basic weakness of the field studies is that they do not contain the control afforded by field and laboratory experiments. A great many variables always affect the response of interest and it is hard to separate their effects (Churchill, 1983). Available funds, time

and effort are the other major limitations of the study.

Only 71 of the respondents contacted in the vacation area were available for the analysis. This limited number of cases which are subject to sampling error effecting the accuracy of both factor and discriminant analysis employed.

Since over 50 % of the respondents did not answer the question on income and almost all of the respondents were unwilling to give their expenditure figures, factors such as income, cost of vacation, availability and length of vacation time which influence resort choice criteria of vacationers were not taken into account in the study.

Table 3.1 Hypothesis, Operational Definition and Previous Studies.

Hypothesis	Operational Definition of Variables in Hypothesis	Previous Research Studying the Variable
Differences between first-time visitors and repeat visitors in length of stay in vacation area	Question 2 measures length of planned visit to the area by an ordinal type of question on a 3-day periods scale. Repeat visitors are defined as those who visit a certain vacation area more than once for pleasure.	(Bryand an Morrison 1980) (Edgar at all, 1972) (Purdue, 1985)
Association between age groups, married and singles, travel behavioral groups in terms of importance given to vacation area choice criteria .	Question 4 measures importance given to 13 vacation area choice criteria by ranking 5 of them from 1, the most important to 5, the least important.	(Goodrich, 1978) (Gitelson and Crompton, 1983)

Table 3.1 (Continued)

Hypothesis	Operational Definition of Variables in Hypotheses	Previous Research Studying the Variable
Variation of importances attributed to promotion activities by socio-demographic and travel behavioral groups.	Measured in question 4 by importance given to: a- Promotion of travel agencies b- Promotion of provincial governments and municipalities c- Special programs on television about vacation areas.	
Differentiation of sociodemographic and travel behavioral groups by means of importance attributed to (WOM)	Measured in question 4 by importance attributed to: Recommendations of friends and relatives.	
Differences between socio-demographic and travel behavioral groups in terms of importance attributed to previous experiences	Measured in question 4 by importance attributed to: Previous visits to the vacation area	
Differences between socio-demographic and travel behavioral groups in terms of importance attributed to price factor	Measured in question 4 by importance attributed to: a- Prices of available transportation modes b- Prices of accommodations	
Variation of perceived risk between socio-demographic and travel behavioral groups.	Measured in question 4 by importance attributed to: a- Choice criteria in hypothesis III, IV, V, VI b- Availability of alternative accommodations c- Ease of accessing to vacation area d- Proximity to other vacation area	

Table 3.1 (Continued)

Hypothesis	Operational Definition of Variables in Hypotheses	Previous Research Studying the Variable
Variations between importance attributed to area activities by socio-demographic and travel behavioral groups	Question 5 measures area activity reference of vacationers on a 9 point interval, very important - almost no importance scale. Area activities: all cultural, recreational and sports activities offered by the area.	(Bryant and Morrison, 1980) (Goodrich, 1978)
Variations between socio-demographic groups in assessing fundamental criteria underlying the choice of lodging decisions	Question 7 measures importance attributed to 21 lodging facilities by vacationers on a 9 point interval very important - almost no importance scale. Lodging facilities: all services and physical products offered by the hotels and motels and the like in the vacation area	(Ritchie and Filitault, 1980)

## 3.2 RESEARCH FINDINGS

### 3.2.1 Frequency Distribution of Visitor Characteristics

As shown in Table 3.2, a total of 71 cases available for analysis were obtained from the interviews performed in the vacation area.

43.0 % of the total number of respondents in the study were females and 56.0 % were males.

Respondents were divided into two groups by age: 57.0 % of respondents are under 35 and 42.0 % of respondents are 35 years and over.

Table 3.2 Respondent Characteristics

		Total Sample n= 71	
Sex			
Male		56.3 %	
Female		43.7	
Age			
> 25		29.6 %	
25 - 34		28.2	57.8 %
35 - 44		18.3	
45 - 54		15.5	
55 - 64		7.0	
65 and over		1.4	42.2 %
Marital Status			
Single		43.6 %	
Married		54.9	
Education			
Primary school		2.8 %	
High school graduate or less		38.0	
College or post graduate		57.7	
Occupation			
Professional and technical		43.7 %	
Employers		19.7	
Housewife		15.5	
Student		19.7	

Table 3.2 (Continued)

First time visitors	42.3 %
Repeat visitors	57.7

55.0 % of the respondents were married couples with or without children.

High school graduates represent 38.0 % of the sample whereas college or post-graduates represent 57.0 % of the sample. The education data indicates that sample under investigation is highly educated.

Almost 43.0 % of the respondents were professional or technical people, 19.0 % were employers, 15.0 % were housewives and 19.0 % were school or university students.

58.0 % of the respondents have visited Marmaris at least once before for vacation purposes. These respondents are taken as repeat visitors of the area whereas the remaining 42.0 % have experienced their first visit to the area.

### 3.2.2 The Length of Stay of First-time and Repeat Visitors in Vacation Area (Hypothesis I)

A univariate t-test is employed to study the difference between length of stay of first-time and repeat visitors in vacation area.

Table 3.3 contains the result of analysis of first-time visitors

versus repeat visitors. The mean length of stay of first-time and repeat is 3.26 versus 3.56. Although repeat visitors stay slightly longer than first-time visitors in the vacation area, the difference is not statistically significant at the .10 level.

Table 3.3 Length of Stay in Vacation Area

	First-time Visitors	Repeat Visitors	T Value	Significance
Length of stay (day)	3.26	3.56	-.96	.34

### 3.2.3 Vacation Area and Lodging Choice and Area Activity Preference of First-time and Repeat Visitors

#### 3.2.3.1 Vacation Area Choice Criteria (Hypothesis II)

In the questionnaire respondents were asked to rank five of thirteen area choice criteria between 1 and 5, from 1: the most important to 5: the least important, and the remaining are assumed to be of no importance.

Spearman rank order coefficient was found to be more appropriate to conduct the analysis of difference between area choice criteria of first-time and repeat visitors by means of testing the following hypothesis.

$$H_0 : r_s = 0 \quad , \quad H_a : r_s \neq 0$$

where  $r_s$  represents the association between first-time visitors and repeat visitors in vacation area selection. The analysis found that there is no association between first-time and repeat visitors in area selection. The relationship is insignificant and the null hypothesis is accepted.

"Recommendations of friends or relatives", "Climate of the vacation area" and "Prices of accommodations" were attached first three high importance by first-time visitors whereas "Previous visits to the vacation area" and "Recommendations of friends and relatives" by repeat visitors.

Since the relationship was insignificant, that is there were no agreement in ranking of both groups, univariate t-test were employed to identify the origin of the most important variations in choice criteria. These univariate tests are given in Table 3.4.

An examination of the findings in Table 3.4 revealed the following.

Hypothesis III - With respect to promotional activities;

First-time visitors rank the importance of

C1 : Promotion of travel agencies

C2 : Promotion of provincial governments

C3 : Special programs on television about vacation area

higher than repeat visitors in their selection. However, the difference is not statistically significant at level .10 for selection criteria C1, C2 and C3.



Among the choice criteria C1, C2 and C3, criterion C2: Promotion of provincial governments by means of festivals, concerts, cultural attractions, celebrities and sports tournaments ranked highest (rank order 4) by first-time visitors and (rank order 5) by repeat visitors.

Hypothesis IV - With respect to word of mouth communication (WOM);

The results of this study indicate that in vacation area selection of first-time visitors, choice criteria (WOM) which is measured by C4: Recommendation of friends and relatives; is found to be the most important choice criteria. Among 13 choice criteria, C4: (WOM) has got the highest rank (1) by first-time visitors whereas (3) for repeat visitors. The difference of importance given to (WOM) by first-time and repeat visitors is statistically significant at level .008.

Hypothesis V - With respect to previous experiences;

Repeat visitors ranked their previous experience with the resort area C5: Previous visits to the area, as the most important criteria in their choice.

Hypothesis VI - With respect to price;

When price is concerned the results of the analysis indicate that there is no significant difference between importance given to choice criteria ;

C6: Prices of available transportation modes

C7: Prices of accomodations

by first-time visitors and repeat visitors in area selection (1.10 versus

Table 3.4 Vacation Area Choice of Repeat and First-time Visitors

Choice Criteria	First-time V. Rank	Mean	Repeat V. Rank	Mean	Total Sample Rank	Mean	T Value	$\alpha$ Value
C1: Promotion of travel agencies	( 8)	.86	(11)	.58	( 8)	.70	.82	.403
C2: Promotion of provincial governments	( 4)	1.33	( 5)	.82	( 5)	1.04	1.23	.223
C3: Special programs on TV about vacation areas	( 6)	.90	( 9)	.70	( 6)	.78	.59	.560
C4: Recommendations of friends and relatives	( 1)	2.86	( 3)	1.48	( 2)	2.07	2.75	.008
C5: Previous visits to the vacation area	(12)	.60	( 1)	2.92	( 3)	1.94	-5.88	.000
C6: Prices of available transportation modes	( 5)	1.10	(12)	.53	( 7)	.74	1.41	.165
C7: Prices of accomodations	( 3)	1.40	( 4)	1.02	( 4)	1.18	.94	.354
C8: Availability of alternative accomodation	(10)	.73	(13)	.36	(10)	.52	1.23	.225
C9: Ease of accessing to vacation area	( 7)	.90	( 8)	.70	( 6)	.78	.58	.564
C10: Proximity to other vacation areas	( 9)	.76	(10)	.65	( 8)	.70	.41	.685
C11: Friendliness of residents	(13)	.43	( 7)	.80	( 9)	.64	-1.20	.234
C12: Historical sites and museums	(11)	.63	( 6)	.82	( 7)	.74	- .57	.570
C13: Climate of vacation area	( 2)	2.16	( 2)	2.63	( 1)	2.43	- .99	.326

$r_s = .269$  not significant at  $\alpha = .05$

.53) and (1.40 versus 1.02) respectively.

Although the difference is not significant, first-time visitors rank the importance choice criterias C6 and C7 higher than repeat visitors (5 versus 12) and (3 versus 4). Price of accomodations has been given equal importance by both type of visitors.

Hypothesis VII - With respect to perceived risk;

Choice criteria C1 to C10 where;

C8: Availability of alternative accomodations

C9: Ease of accessing to vacation area

C10: Proximity to other vacation areas

are risk relieving criteria in vacation area choice.

In the analysis it was found that there is no significant difference between importances given to choice criterias C8, C9 and C10 by first-time and repeat visitors (.73 versus .36), (.90 versus .70) and (.76 versus .65).

First-time visitors gave more importance to risk relieving criteria C4: Recommendations of friends and relatives; (WOM), Price (C6 and C7) and C2: Promotion of provincial governments whereas repeat visitors try to reduce percieved risk by referring to their C5: Previous visits to the resort and C4: Recommendations of friends and relatives (WOM), C7: Price of accomodations and C2: Promotion of provincial governments.

In the analysis no significance difference was found between

importances given to choice criteria:

C11: Friendliness of residents

C12: Historical sites and museums

C13: Climate of vacation area

However, C13 ranked as the second most important choice criteria by both visitor groups.

### 3.2.3.2 Differentiation of Area Activity Preferences (Hypothesis VIII)

A discriminant analysis was employed to determine whether a statistically significant difference exist between first-time and repeat visitors in area activity preferences. Preferences are obtained by the importance scores given to each of the 10 resort activities by visitor groups under study.

When the significance of discriminant function is tested the level of significance is found as .35 which exceeds the accepted level of significance .10. This means that the centroids for first-time visitors (.498) and repeat visitors (-.364) are not significantly different and null hypothesis of no differentiation between first-time and repeat visitors is accepted.

Only 15.76 % of the discrimination is explained by the function whereas 84.23 %- given by wilk's lambda is remained unexplained.

Table 3.5 contains the list of variables which the discriminant function is composed of and the respective ranking mean, F value and significance of each independent variable.

Table 3.5 Area Activity Preference - First-time Visitors Versus Repeat Visitors

Area Activities	First-time Visitors		Repeat Visitors		F	Significance
	Rank	Mean	Rank	Mean		
Tennis	( 8)	4.83	( 7)	4.12	1.115	.294
Basketball	(10)	5.10	( 9)	5.17	.118E-01	.913
Volleyball	( 7)	4.53	( 8)	4.53	.254E-04	.996
Sailing	( 5)	3.30	( 5)	3.78	.425	.516
Swimming	( 1)	1.36	( 1)	1.60	.566	.454
Jogging	( 6)	3.46	( 6)	3.95	.505	.479
Sightseeing Activities	( 3)	2.70	( 3)	2.19	.926	.339
Health Center	( 2)	2.46	( 2)	1.87	1.727	.193
Nightlife Activities	( 4)	2.80	( 4)	2.19	1.533	.219
Casino	( 9)	4.96	(10)	6.36	3.195	.078

Importance scale: 1 - Very important, 9 - Almost no importance

Note: Canonical correlation: .39  
 Wilk's lambda : .84  
 Chi-square : 10.983  
 D.F. : 10  
 Significance : .35

Between the independent variables only area activity: "Casino" is found significant in differentiating between first-time and repeat visitors. Among other activities, swimming received the highest rank and secondly the health center from both groups. Almost all of the remaining activities received equal levels of importances from first-time and repeat visitors.

The correct group classification of discriminant function is tested by a comparison with chance. In order to have an acceptable classification accuracy, discriminant function must accurately classify the groups at least 25.0 % higher than classification by chance which is 51.18 %. In the analysis the tested discriminant function could not classify the visitor groups better than by chance (63.38 % versus 63.97 % by chance).<sup>a</sup>

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<sup>a</sup>  $C_{pro} = \alpha^2 + (1-\alpha)^2$

where

$C_{pro}$  = proportion classified by chance

$\alpha$  = proportion of repeat visitors

$1 - \alpha$  = proportion of first-time visitors

$$C_{pro} = \left(\frac{41}{71}\right)^2 + \left(1 - \frac{41}{71}\right)^2 \quad 51.18 \%$$

Acceptable accuracy level    51.18 % x (1 - 0.25)    63.97

### 3.2.4 Vacation Area and Lodging Choice and Area Activity Preference of Age Groups: Those Under 35 and Those 35 and Over

#### 3.2.4.1 Vacation Area Choice Criteria (Hypothesis II)

Spearman rank order coefficient was employed to conduct the analysis of difference between age groups: those under 35 and those 35 and over by testing the following hypothesis

$$H_0 : r_s = 0$$

$$H_a : r_s \neq 0$$

where  $r_s$  represents the relationship between age groups in area selection. This analysis found that the overall ranking relationship between age groups is insignificant. The analysis thus accept the null hypothesis of no relationship.

Spearman rank correlation coefficient ranges between its upper limit one and its lower limit zero. In the analysis Spearman rank correlation coefficient is 0.335 and t-calculated 1.79 is less than t-table 2.20 which implies the acceptance of no relationship.

To analyze the variations between importances given to vacation area choice criteria by visitors under 35 and those visitors 35 and over univariate t-tests are employed. The results of t-tests are given in Table 3.6.

An examination of the findings in Table 3.6 revealed:

Hypothesis III - With respect to promotional activities;

Younger customers are more exposed to and rank higher the importance of choice criteria related to promotion such as;

C1 : Promotion of travel agencies (7 versus 13)

C2 : Promotion of provincial governments (5 versus 8)

C3 : Special programs on TV about vacation area (8 versus 10)

However, the difference between importances given to choice criteria C1, C2 and C3 by those under 35 and those 35 and over are not substantially significant.

Hypothesis IV - With respect to Word of Mouth Communication (WOM);

Visitors under 35 gave the highest rank to the importance of word of mouth communication measured by

C4 : Recommendations of friends and relatives

whereas those 35 and over rank the choice criteria C4 as the third important criteria. The difference between importances given to C4 by age groups are statistically significant at level .081.

Hypothesis V - With respect to previous experience

Both of the age groups gave equally high importance (3 versus 2) to their memory information;

C5 : Previous visits to the vacation area

the analysis thus accepted the null hypothesis of no difference.



Table 3.6 Vacation Area Choice Criteria of Those Under 35 and Over 35

Choice Criteria	Under 35		Over 35		Total Rank	Sample Mean	T Value	$\alpha$ Value
	Rank	Mean	Rank	Mean				
C1: Promotion of travel agencies	( 7)	.87	(13)	.46	( 8)	.70	1.33	.189
C2: Promotion of provincial governments	( 5)	1.17	( 8)	.86	( 5)	1.04	.76	.450
C3: Special programs on TV about vacation areas	( 8)	.85	(10)	.70	( 6)	.78	.47	.642
C4: Recommendation of friends and relatives	( 1)	2.43	( 3)	1.56	( 2)	2.07	1.77	.081
C5: Previous visits to the vacation area	( 3)	2.02	( 2)	1.83	( 3)	1.94	.38	.704
C6: Prices of available transportation modes	( 6)	.92	(12)	.56	( 7)	.74	.97	.336
C7: Prices of accomodations	( 4)	1.43	( 9)	.83	( 4)	1.18	1.63	.107
C8: Availability of alternative accomodations	(12)	.46	(11)	.60	(10)	.52	-.46	.647
C9: Ease of accessing to vacation area	(10)	.48	( 4)	1.20	( 6)	.78	-2.11	.040
C10: Proximity to other vacation areas	( 9)	.56	( 7)	.90	( 8)	.70	-1.24	.220
C11: Friendliness of residents	(13)	.41	( 6)	.96	( 9)	.64	-1.59	.118
C12: Historical sites and museums	(11)	.46	( 5)	1.13	( 7)	.74	-1.86	.070
C13: Climate of vacation area	( 2)	2.24	( 1)	2.70	( 1)	2.43	-.96	.340

$r_s = 0.335$  not significant at  $\alpha = .05$

In the analysis choice criteria C5 seems to be one of the most important criteria on which visitors base choice.

Hypothesis VI - With respect to price

Visitors under 35 ranked choice criteria;

C6: Prices of available transportation modes

C7: Prices of accomodations

higher than those 35 and over (6 versus 12) and (4 versus 9). This may be due to limited dispoable income of those under 35 who are probably in the early stages of their careers. Although rankings of both groups related to price is different this difference is not statistically significant at level .10.

The analysis thus accepted the null hypothesis.

Hypothesis VII - With respect to percieved risk

Choice criterias C1 through C10 are risk relieving criteria.

Among risk relieving choice criteria,

C8 : Availability of alternative accomodations

C9 : Ease of accessing to vacation area

C10: Proximity to other vacation areas

are related to the existence of an alternative product/service, C9: percieved as the most important risk reliever by those 35 and over and the difference of importance given to choice criteria C9 by age groups is statistically significant at level .04; however C8 and C10 by age groups are not statistically significant.

Visitors 35 and over gave more importance to the existence of an alternative product/service on the other hand younger group seems to be more risk taker at this point.

Age group 35 and over gives more importance to friendship and wellcome C11: Friendliness of residents, than younger group (6 versus 13), but the difference is not statistically significant at level .10.

The difference of importance given to choice criteria C12: Historical sites and museums, by age groups is statistically significant at level .07. Age group 35 and over gives more importance to historical attractions than age group under 35.

In the analysis age groups ranked the importance of choice criteria C13: Climate of vacation area, as the second and the first respectively. Climate appears to be the most important risk factor which is beyond human control. A rainy holliday in a summer resort will probably lead to post purchase dissonance and give rise to psychological tension.

#### 3.2.4.2 Differentiation of Area Activity Preference (Hypothesis VIII)

A discriminant analysis was performed on a set of 10 area activity that are active in the vacation area to differentiate between age groups, under 35 and those 35 and over. Preferences were determined by the importance weights (ranging from "1" very important to "9" almost no importance) given to each of the area activities.

The tested discriminant function was insignificant in differentiating between age groups. The level of significance was .66 which exceeds the given level of significance .10.

Since the variation between the age groups is not high enough relative to the variance within the age groups, the discriminant function does not separate the groups well.

Only 11.3 % of the discrimination is explained whereas 88.7 % - given by wilk's lambda is remained unexplained.

Table 3.7 contains the list of area activities with related data and significance values. None of the area activities was significant at level .10 in discriminating between age groups. Among the area activities swimming and casino received the highest and lowest rank and the remaining activities have almost received the same importance from both age groups.

To correctly classify age groups at an acceptable level, the classification accuracy of the discriminant function must be 25.0 % greater chance which is given by

$$C_{\text{pro}} = \left(\frac{41}{71}\right)^2 \left(1 - \frac{41}{71}\right)^2 = 51.18 \%$$

Percentage of groups correctly classified by discriminant function (66.20 %) is only slightly higher than the acceptable classification accuracy level of 63.97 %.

Table 3.7 Area Activity Preference - Under 35 Versus Over 35

Area Activities	Under 35		Over 35		F	Significance
	Rank	Mean	Rank	Mean		
Tennis	( 8)	4.19	( 7)	4.73	.633	.428
Basketball	( 9)	4.82	( 9)	5.56	1.313	.255
Volleyball	( 7)	4.12	( 8)	5.10	2.377	.127
Sailing	( 5)	3.07	( 6)	4.26	2.709	.104
Swimming	( 1)	1.51	( 1)	1.50	.141E-02	.970
Jogging	( 6)	3.85	( 5)	3.60	.137	.711
Sightseeing Activities	( 4)	2.53	( 3)	2.23	.331	.566
Health Center	( 3)	2.19	( 2)	2.03	.127	.722
Nightlife Activities	( 2)	2.17	( 4)	2.83	1.848	.178
Casino	(10)	5.46	(10)	6.20	.856	.357

Importance Scale: 1 - Very important, 9 - Almost no importance.

Note: Canonical correlation: .33

Wilks's lambda : .88

Chi-squared : 7.610

D.F. : 10

Significance : .66

### 3.2.4.3 Differentiation of Lodging Choice Criteria (Hypothesis IV)

To determine those lodging facilities and services which are most important in discriminating between age groups: under 35 and those 35 and over a discriminant analysis was performed on a set of 21 lodging facilities and services which are found to be important by most of the respondents. However, these lodging facilities and services did not significantly differentiate between age groups. The discriminant function which was tested exceeds the given level of significance ( $.32 > .10$ ) and the null hypothesis of no differentiation between age groups is accepted.

The percentage of discrimination explained is given by the square of canonical correlation as 33 percentage and 66 percentage is remained unexplained as given by wilk's lambda in Table 3.8.

An analysis of the lodging facilities in Table 3.8 indicates that

- Bar and discoteques on premises
- Room layout and decoration
- Atmosphere that makes you feel at ease
- Appearance of other guests

are the significant discriminating variables at level .10 with the standardized coefficients .942, -.308, -.487, -.201 respectively. When compared, the above given values indicate that bar and discoteques on premises is the most important discriminating variable. It indicates a relatively strong rating for nightlife activities which is associated with younger age groups. On the other hand, the group 35 and over ranked the importance of appearance and emotional security;

Table 3.8 Importance of Lodging Choice Criteria - Under 35 Versus Over 35

Choice Criteria	Under 35		Over 35		F	Significance
	Rank	Mean	Rank	Mean		
Parking facilities	(17)	2.90	(14)	2.80	.270E-01	.869
Proximity of shopping facilities	(15)	2.68	(15)	3.23	1.231	.271
Room Service	(14)	2.60	(12)	2.26	.387	.536
Health Club	(10)	2.04	(13)	2.36	.497	.483
Bar and discoteque on premises	(11)	2.12	(17)	3.80	7.843	.006
Swimming pool on the premises	(18)	3.48	(15)	3.23	.137	.712
Childcare center	(19)	3.78	(16)	3.70	.119E-01	.913
Attractiveness of grounds and landscaping	( 5)	1.56	( 7)	1.46	.846E-01	.771
Room layout and decoration	(13)	2.21	( 8)	1.50	2.832	.096
Courtesy of management and staff	( 2)	1.29	( 5)	1.36	.513E-01	.821
Room prices	( 8)	1.90	( 9)	1.60	.679	.412
Atmosphere that makes you feel at ease	( 3)	1.48	( 2)	1.03	3.467	.066
Cleanliness of establishment	( 1)	1.09	( 1)	1.00	2.028	.158
Feeling of security	( 2)	1.29	( 3)	1.16	.491	.485
Ease of making reservations	( 7)	1.78	( 7)	1.46	.652	.422
Quiet surroundings	(12)	2.17	(11)	1.70	1.141	.289
Availability of on premise restaurant	( 9)	2.00	( 6)	1.40	.974	.327
Physical condition and appearance of building	( 6)	1.70	( 6)	1.40	1.492	.226
Appearance of other guests	(16)	2.82	(11)	1.70	4.916	.029
Physical location of the establishment	( 2)	1.29	( 4)	1.23	.100	.752
Quality of meals	( 4)	1.51	( 4)	1.23	.804	.373

Note: Canonical correlation =.57, Wilk's lambda =.66, Chi-square=23.459, DF=21 and Significance=.32

- Appearance of other guests
- Room layout and decoration
- Atmosphere that makes you feel at ease

significantly higher than those under 35. Although both of the age groups ranked the importance of physical security "feeling of security" almost the same (2 versus 3) older group gave significantly more importance to emotional security and probably took the existence of a discoteque or bar as a threat to the silence they seek for to their emotional security.

The discriminating variables in Table 3.8 can be used to predict whether a visitor is under 35 or 35 and over. The objective is to correctly classify the age groups under study much better than by chance. It is recommended that in order to be useful the classification accuracy of function must be at least 25.0 % greater than that of chance (Hair and Anderson, 1979). The percentage of groups correctly classified; 77.46 % is 13.48 % above the acceptable accuracy level of 63.97 %. However, since the function is insignificant this finding is not valid

$$C_{pro} = \left(\frac{41}{71}\right)^2 \left(1 - \frac{41}{71}\right)^2 = 51.18 \%$$

$$\text{Acceptable accuracy level} = 51.18 \times (1 - 0.25) = 63.97$$



### 3.2.5 Vacation Area and Lodging Choice and Area Activity Preference of Married and Single Visitors

#### 3.2.5.1 Vacation Area Choice Criteria (Hypothesis II)

To figure out the association between married couples and singles in terms of vacation area choice criterias Spearman rank order coefficient was utilized in Table 3.9.

The association is analyzed by testing the following hypothesis:

$$H_0 : r_s = 0$$

$$H_a : r_s \neq 0$$

where  $r_s$  represents agreement in ranks between married couples (with or without children) and singles in vacation area selection. In the analysis spearman rank correlation coefficient is .692. The calculated t-value 3.178 exceeds the t-table 2.20 at level .05 and the analysis thus reject the null hypothesis of no relationship and accept

$$H_a : r_s \neq 0$$

The relationship between married couples and singles is significant. Since there is an agreement among the two group to all 13 choice criteria, that is Hypothesis II is accepted when marital status is the grouping for the sample.

Table 3.9 Vacation Area Choice Criteria for Married Visitors and Single Visitors

Choice Criteria	Married Visitors Rank	Married Visitors Mean	Single Visitors Rank	Single Visitors Mean	Total Sample Rank	Total Sample Mean	T Value	$\alpha$ Value
Promotion of travel agencies	(13)	.41	( 6)	.96	( 8)	.70	-1.64	.108
Promotion of provinencial govern.	( 4)	1.10	( 5)	1.00	( 5)	1.04	.25	.802
Special programs on TV about vacation areas	( 8)	.79	( 8)	.80	( 6)	.78	-.03	.972
Recommendation of friends and relatives	( 3)	2.05	( 2)	2.16	( 2)	2.07	-.21	.833
Previous visits to the vacation area	( 2)	2.07	( 3)	1.70	( 3)	1.94	.73	.466
Prices of available transportation modes	(10)	.66	( 9)	.77	( 7)	.74	-.29	.773
Prices of accomodations	( 5)	.97	( 4)	1.48	( 4)	1.18	-1.26	.212
Availability of alternative accomodations	(12)	.48	(13)	.48	(10)	.52	.01	.991
Ease of accessing to vacation area	( 6)	.94	(10)	.61	( 6)	.78	1.03	.305
Proximity to other vacation areas	(11)	.56	( 7)	.90	( 8)	.70	-1.30	.197
Friendliness of residents	( 9)	.76	(12)	.51	( 9)	.64	.78	.440
Historical sites and museums	( 7)	.87	(11)	.61	( 7)	.74	.77	.446
Climate of vacation area	( 1)	2.53	( 1)	2.38	( 1)	2.43	.33	.744

$r_s = 0.692$  is significant at  $\alpha = .05$

### 3.2.5.2 Differentiation of Area Activity Preferences (Hypothesis VIII)

To identify those area activities which differentiate between married and single visitors a discriminant analysis was conducted.

The discriminant function which is composed of these area activities did not significantly differentiate between married and single visitors at a significance level .10. The significance value of the discriminant function was found .54 Table 3.10.

The function explained 13.0 % of the discrimination whereas 87.0 % given by Wilk's lambda is remained unexplained.

None of the area activities employed in the analysis was found significant in discriminating between married and single visitors. Data analysis of the area activities indicates that swimming and health center are the first and the second important activities, where casino is the least important activity. Sightseeing and nightlife activities are other important area activities which received almost the same level of importance from both married and single visitors.

Percentage of groups correctly classified by discriminant function (71.4) is only 8.0 % higher than the acceptable classification accuracy level of 63.3 % which is 25.0 % greater than chance

$$C_{pro} = \left(\frac{39}{70}\right)^2 \left(1 - \frac{39}{70}\right)^2 = 50.63 \%$$

where  $C_{pro}$  is the proportion classified by chance. Yet since, the

Table 3.10 Area Activity Preference - Married Visitors Versus Single Visitors

Area Activities	Married Visitors		Single Visitors		F	Significance
	Rank	Mean	Rank	Mean		
Tennis	( 8)	2.65	( 6)	2.92	2.761	.101
Basketball	( 9)	5.46	( 9)	4.77	1.121	.293
Volleyball	( 7)	4.66	( 8)	4.38	.185	.668
Sailing	( 6)	3.79	( 5)	3.41	.259	.612
Swimming	( 1)	1.25	( 1)	1.74	2.400	.126
Jogging	( 5)	3.61	( 7)	4.00	.316	.575
Sightseeing Activities	( 3)	2.00	( 4)	2.88	2.629	.109
Health Center	( 2)	1.92	( 2)	2.41	1.204	.276
Night Activities	( 4)	2.41	( 3)	2.54	.775E-01	.781
Casino	(10)	5.94	(10)	5.70	.904E-01	.764

Importance scale: 1 - Very important, 9 - Almost no importance

Note: Canonical correlation: .36  
 Wilk's lambda : .86  
 Chi-squared : 8.818  
 D.F. : 10  
 Significance : .54

discriminant function is insignificant this finding lacks support.

### 3.2.5.3 Differentiation of Lodging Choice Criteria (Hypothesis IX)

A discriminant analysis was conducted to determine the difference between married and single visitors and also to find out those facilities offered by lodging which are significant in discriminating between visitor groups.

The analysis generated a statistically significant canonical discriminant function at level .02 compared with the given level of significance .10.

Chi-square was 35.669 with 21 degrees of freedom.

The percentage of discrimination explained by the function is given by the square of canonical correlation and computed as 46.0 %. Unexplained discrimination is given as .53 by wilk's lambda.

The average mean calculated both for married and single visitors is referred to as group centroids and each visitor can be classified according to the closeness of his discriminant score to his/her group centroid. The group centroids for married and single visitors is given in Table 3.11.

Table 3.11 Group Centroids for Married and Singles

Group	Group Centroids
Married	-.814
Singles	1.024

An analysis of the lodging facilities and services in Table 3.12 indicate that

- Health club
- Attractiveness of grounds and landscaping
- Room layout and decoration
- Room prices
- Cleanliness of the establishment
- Physical condition and appearance of buildings are statistically

significant variables in discriminating between married and single visitors at significance level .10. Univariate t-tests also found statistically significant differences between married and singles on these variables. All of these above variables ranked higher by married visitors than by single visitors.

- Attractiveness of grounds and landscaping
- Room layout and decoration
- Cleanliness of establishment
- Physical condition and appearance of buildings

are the components of appearance aspect of the lodging which married attached great importance.

With respect to room prices,

Married visitors are seemed to attach more importance than

single visitors since they are responsible for and should take care of other family members and especially for children.

To correctly classify married and single visitors better than by chance, the classification accuracy of the discriminant function must be 25.0 % greater than that of by chance which is given below

$$C_{pro} = \left(\frac{39}{70}\right)^2 \left(1 - \frac{39}{70}\right)^2 = 50.63 \%$$

where  $C_{pro}$  is the proportion classified by chance.

Percentage of groups correctly classified (80 %) by discriminant function is 16.72 % greater than the acceptable classification accuracy level of 63.28 %.

### 3.2.6 Area Activity Preference Grouping of Visitors

To combine travel and recreation consumers in types each of which represents an independent unique and meaningful orientation to the vacation area concept, factor analysis is employed. The questionnaire referred to the level of importance attached to each of the 10 activity that are active in the area on a 9 point scale.

The factor analysis output is simply presented in Table 3.12. Five distinct groups of area activities can be identified:

- 1) Active sports
- 2) Nightlife

Table 3.12 Importance of Lodging Choice Criteria - Married Visitors Versus Single Visitors

Choice Criteria	Married Visitors Rank	Married Visitors Mean	Single Visitors Rank	Single Visitors Mean	Standardized Coefficients	F	Significance
Parking facilities	(14)	2.56	(15)	3.03	.0830	.609	.437
Proximity of shopping facilities	(15)	2.74	(16)	3.19	.3070	.813	.370
Room service	(13)	2.41	(11)	2.48	-.0702	.175E-01	.895
Health club	(11)	1.84	(13)	2.64	.3163	3.229	.076
Bar and discoteque on premises	(16)	2.94	(14)	2.74	-.2579	.106	.745
Swimming pool on the premises	(17)	2.97	(17)	3.96	.4129	2.139	.148
Childcare center	(18)	3.30	(18)	4.35	.0890	2.053	.156
Attractiveness of grounds, landscape	( 3)	1.15	( 7)	1.87	.4270	5.776	.019
Room layout and decoration	( 6)	1.41	(12)	2.58	.3721	7.926	.006
Courtesy of management and stuff	( 5)	1.30	( 2)	1.22	-.2233	.692E-01	.793
Room prices	( 5)	1.30	(10)	2.38	.3047	9.659	.002
Atmosphere that makes you feet at ease	( 3)	1.15	( 5)	1.48	.6755	1.757	.189
Cleanliness of establishment	( 1)	1.00	( 1)	1.12	-.0448	3.566	.063
Feeling of security	( 3)	1.15	( 4)	1.35	.2493	1.243	.268
Ease of making reservations	( 7)	1.48	( 6)	1.77	-.4516	.552	.459
Quiet surroundings	( 9)	1.66	(10)	2.38	.3580	2.697	.105
Availability of on premise restaurant	(10)	1.74	( 9)	2.00	.1542	.466	.496
Physical cond. and appe. of build.	( 4)	1.28	( 8)	1.90	-.0348	6.605	.012
Appearance of other guests	(12)	2.07	(14)	2.74	.2499	1.610	.208
Physical location of establishment	( 2)	1.12	( 4)	1.35	.1837	1.803	.183
Quality of meals	( 8)	1.51	( 3)	1.25	-1.1436	.658	.419

Note: Canonical correlation = .67, Wilk's lambda = .53, Chi-square = 35.669, D.F. = 21, Significance = .02



- 3) Jogging
- 4) Sightseeing
- 5) Passive sports

Each of these factors can be considered as comprising the common characteristics of area activities which have high loadings on these factors (Meidan, 1979).

The factor analysis indicates that five factors accounted for 74.5 % of the total variance.

As shown in Table 3.13, factor: active sports explains 22.1 % of the total variation and is the most important factor. It characterizes an active sports type vacationer who enjoys competitive and vacation area type sports represented by sailing and tennis typically. There is relatively high intercorrelation (.40) between these sports, sailing has the highest loading (.79) and basketball which cannot be considered as a typical area sport has the lowest loading (.67) and is one of the less important area activities.

Factor: nightlife accounts for 17.2 % of the total variation and describes a typical vacationer who is interested in man-made attractions, enjoys night clubs, restaurants and gambling. Especially gambling is receiving increased attention from all hotels in Turkey.

The correlation between nightlife activities (loading of 0.81) and casino (loading of 0.77) is .37.

Factor: jogging accounts for 13.1 % of the total variation and is

Table 3.13 Area Activity Preference Types

Area Activities	Rank	Active Sports Type	Nightlife Type	Jogger Type	Sightseer Type	Passive Sports Type	Communality
Sailing	( 5)	.79					.79
Tennis	( 7)	.73					.75
Basketball	( 9)	.67					.74
Nightlife activities	( 4)		.81				.76
Casino	(10)		.77				.66
Jogging	( 6)			.94			.89
Health center	( 2)				.83		.75
Sightseeing act.	( 3)				.70		.68
Swimming	( 1)					.74	.64
Volleyball	( 8)					-.68	.78
Percentage of variance		22.1	17.2	13.1	11.4	10.7	
Cumulative percentage		22.1	39.3	52.4	63.8	74.5	
Eigenvalues		2.20	1.71	1.31	1.14	1.06	

Table 3.14 Importance Rank of Area Activities

Area Activity	Mean Score	Rank
Swimming	1.507	1
Health center	2.127	2
Sightseeing activities	2.408	3
Nightlife activities	2.451	4
Sailing	3.681	5
Jogging	3.800	6
Tennis	4.423	7
Volleyball	4.666	8
Basketball	5.141	9
Casino	5.775	10

only heavily loaded on jogging activity. Jogging factor explains 88.0 % of the variance in jogging activity, where only 1.0 % of the variation in this attribute is explained by the remaining 4 factors. Jogging is only correlated with sightseeing activities with a correlation of .24. The correlation describes a type of vacationer who keeps on active sports besides the dominant sports jogging and also interested in natural resources and historical sites of the area. Volleyball (loading of .39) and sailing (loading of .29) are other moderately loaded sports on this factor.

Factor: sightseer accounts for 11.4 % of the total variation in the data, there are two components of this factor; health center and sightseeing activities. It describes a sightseer type of vacationer who

takes much care of his/her health besides his/her interests in man-made attractions, historical sites and natural resources. Health center which is the second most important attribute of the area load (.83) and only correlated with sightseeing activities which loads (.70) and the third important vacation area activity.

Factor: swimming, explains 10.7 % of the total variation and has two components swimming and volleyball which are negatively correlated (-.12). Swimming which received the highest rank among the area activities does not correlate with any other attribute and represents the basic activity of summer vacation areas.

### 3.2.7 Factors Effecting Lodging Choice of Visitors

To understand those factors which are important in lodging selection of visitors, another varimax rotated factor analysis was employed. The factor analysis output is given in Table 3,15.

Eight factors were extracted from the analysis. These factors explain 66.3 % of the total variation in 26 lodging choice criterias under study.

Factor 1: Hospitality factor accounts for 18.9 % of the total variation in the data. There are four hospitality components except "Appearance of other guests". These are: "Quality of meals" (loading of .80). "Atmosphere that makes you feel at ease" (loading of .70), "Availability of on premise restaurant" (loading of .70) and "Room service" (loading of .51). Among them quality of meals and relaxation

Table 3.15 Lodging Choice Criteria

Choice Criteria	Rank	Factors								Communality
		1	2	3	4	5	6	7	8	
Quality of meals	( 6)	.80								.789
Atmosphere of ease	( 4)	.70								.844
Availability of restaurant	(11)	.70								.704
Appearance of other guests	(15)	.63								.563
Room service	(16)	.51								.635
Physical location	( 3)		.80							.695
Courtesy of mang. and stuff	( 5)		.75							.596
Cleanliness of establish.	( 1)		.60							.785
Room prices	(10)			.76						.646
Room layout and decoration	(12)			.67						.540
Parking facilities	(18)				.82					.727
Health club	(14)				.63					.677
Ease of making reservations	( 9)				.58					.673
Childcare center	(24)					.80				.704
Facilities for hadicapped	(21)					.55				.680
Feeling of security	( 2)					-.52				.616
Bar and discoteque on prem.	(17)						.77			.710
Swimming pool on premises	(22)						.76			.718
Proximity of shopping fac.	(20)							.76		.656
Quiet surroundings	(13)							-.66		.612
Physical cond. and appear.	( 8)								.69	.632
Attractiveness of ground	( 7)								.58	.647
Percentage of variation		18.9	11.1	8.0	7.4	6.5	5.3	4.8	4.4	
Cumulative percentage		18.9	30.1	38.1	45.5	51.9	57.2	62.0	66.3	
Eigenvalues		4.92	2.89	2.07	1.92	1.68	1.37	1.23	1.31	

atmosphere ranked as the 6th and the 4th important choice criteria. "Quality of meals" and "Atmosphere that makes you feel at ease" were found to be strongly intercorrelated (.76). Relaxation atmosphere is on the other highly correlated with "Cleanliness of establishment" (.66).

Factor 2: Physical establishment and courtesy, explains 11.1 % of the total variation, components of factor 2 are:

- Physical location of the establishment
- Courtesy of management and staff
- Cleanliness of establishment

have loads .80, .75 and .60 respectively. "Cleanliness of the establishment is the most important attribute with mean 1.056. (Table 3.16) where the level of importance ranges between "1" very important to "9" almost no importance. Physical location was ranked as the third important lodging choice criteria. People generally want to be close to the beach and prefer rooms at the seaside. Physical location and "cleanliness of the establishment" and "courtesy of management and staff" are moderately and equally intercorrelated (.46).

Factor 3: Accommodation unit, accounts for 8.0 % of the total variation in the data. Accommodation unit has two components:

- Room prices
- Room layout and decoration.

These are the 10th and 12th important lodging choice criteria which have loads (.76) and (.67) on accommodation unit factor and are moderately intercorrelated (.38). There is a correlation score of (.45) between Room design and "Ease of making reservations".

Table 3.16 Importance Rank of Lodging Choice Criteria

Choice Criteria	Mean Score	Rank
Cleanliness of the establishment	1.056	1
Feeling of security	1.257	2
Physical location of the establishment	1.268	3
Atmosphere that makes you feel at ease	1.296	4
Courtesy of management and staff	1.324	5
Quality of meals	1.434	6
Attractiveness of grounds and lanscape	1.542	7
Physical condition and appearance of build.	1.577	8
Ease of making reservations	1.648	9
Room prices	1.826	10
Availability of on premise restaurant	1.845	11
Room layout and decoration	1.915	12
Quiet surroundings	1.972	13
Health club	2.183	14
Appearance of other guests	2.385	15
Room service	2.465	16
Bar and discoteque on premises	2.831	17
Parking facilities	2.859	18
Privacy of the establishment	2.913	19
Proximity of shopping facilities	2.915	20
Facilities for handicapped	2.971	21
Swimming pool on the premises	3.380	22
Acceptance of credit cards	3.394	23
Childcare center	3.746	24
Availability of sauna and massage	4.757	25
Acceptance of pets	6.761	26

Factor 4, explains 7.4 % of the total variation and has 3 components, none of which related to the other meaningfully. These are:

- Parking facilities
- Health club
- Ease of making reservations

These choice criteria found to be moderately intercorrelated (.40 to .53) and "health club" is correlated with facilities for handicapped (.51).

Factor 5, Physical security, explains 6.5 % of the total variation and has three components:

- Childcare center
- Facilities for handicapped
- Feeling of security

Among these only "Childcare center" is heavily loaded on the security factor (.80) where the remaining two are moderately loaded (.55) and (-.52). An interesting finding is that "feeling of security" which is the second most important choice criteria is negatively correlated with "childcare center" and "facilities for handicapped" both of which represent security for children and for handicapped.

Factor 6: Showbiz, explains 5.3 % of the total variation and has two components:

- Bar and discoteques on premises
- Swimming pool on premises



which heavily loads on the show activity of the lodging (.77) and (.76) respectively. These two attributes are intercorrelated with each other at a score of (.40) and are not correlated with any other choice criteria.

Showbiz also describes a typical vacationer who enjoy nightlife and show activities.

Factor 7: Silence, accounts for 4,8 % of the total variation with the following components:

- Proximity of shopping facilities
- Quiet surroundings

having loads of (.76) and (-.66) on the factor and are negatively intercorrelated (-.28). It can be easily observed that people who seek for emotional security and silence in a vacation destination tries to keep away from shopping activities which can be stressfull in some cases and also shopping centers are generally crowded and noisy

Factor 8: Appearance, accounts for 4,4 % of the total variation with the components;

- Physical condition and appearance of buildings
- Attractiveness of grounds and landscaping

and loads (.69) and (.58) on the appearance factor.

These two attributes ranked as the seventh and the eight important choice criteria but weakly intercorrelated (.35). Components of appearance are also moderately correlated with "Cleanliness of the

establishment" both of which are complementary attributes of  
lodging business.

## CHAPTER 4

### CONCLUSIONS AND IMPLICATIONS

#### 4.1 CONCLUSIONS

The study had objectives of: (1) understanding the vacation area choice criteria of visitors in different sociodemographic and travel behaviour groups; (2) the area activity preference and lodging choice criteria of these groups.

Based on their area activity preferences visitors are grouped in types of which have different characteristics and represents a potential group for policy makers and finally those factors which lead to lodging choice were studied on a set of strategic services and facilities offered by the vacation accomodation.

First, differences in vacation area choice criteria of first-time and repeat visitors, age groups: under 35 and over 35, married and single visitors were examined.

The study found considerable differences in the information source preferences of visitors in travel behaviour and age groups. First-time visitors were more likely than repeat visitors to receive information from travel agencies, print media and TV, younger visitors were also more exposed to these forms of media than those visitors 35 and over. When (WOM) is concerned, "recommendation of friends and relatives" was the predominant source of information for first-time visitors and visitors under 35. The difference of importance given to (WOM) by these groups is significantly different than importance given by other groups. Repeat visitors based their choice generally on their previous experience, for this group their previous experience with the area is the most significant reference.

Prices of accomodations is ranked as the 3rd and 4th important factors by first-time and repeat visitors respectively, whereas those 35 and over gave significantly less importance to price than those under 35. This may be due to higher incomes of those 35 and over relative to those under 35 who are at the earlier stages of their careers and probably having limited discretionary income.

With respect to percieved risk, previous visits to the area is the most important risk reliever for repeat visitors and (WOM) for the first-time visitors. When vacation to a certain destination is analysed repeat visitors and visitors under 35 seemed to be more risk taker than first-time visitors and those visitors 35 and over. Relatively significant importance is given to "ease of accessing to the vacation area" by the older age group which implies that visitor group 35 and over is less likely to travel long distances for vacation purposes.

Repeat visitors and those 35 and over tend to give more importance to friendship by residents of the area and more likely to visit historical attractions of the area. Differences in weighing historical attractions is found significant between age groups

Climate was regarded as the most important attribute of the vacation area by all groups. When grouping by marital status was analysed no significant difference was found between married and single visitors with respect to vacation area choice criteria.

Study of the area activity preference of visitor groups indicate that there is no significant difference between first-time and repeat visitors, age groups 35 and those 35 and over, married and single visitors. First-time and repeat visitors gave almost same level of importance to all area activities except the casino activity which is significantly less important for repeat visitors than for first-time visitors.

Casino and gaming is an escape activity which realize high returns. Although new in Turkey number of casinos after new regulations have been increasing at a rapid rate.

Casino activity has the following outcomes;

- 1) Creates tax revenues
- 2) Creates jobs
- 3) Stimulates or helps redevelop old resort areas, and gambling will exist anyway (TTRA Conference, Las Vegas, Nevada, 1981).

In age groups, younger group is more entertainment-prone and enjoy

nightlife activities and more likely to engage in water sports. Those 35 and over are interested in passive entertainments such as sightseeing. However, area activities do not differentiate between age groups.

None of the variables was found significant in discriminating between married and singles. Singles are more likely to involve in active sports such as tennis and sailing whereas married group is interested in jogging, swimming and sightseeing activities.

Many decisions are involved in the travel experience, including not only the initial destination selection but also individual attraction decisions and the selection of lodging establishment.

In the study no significant difference was found between those under 35 and those 35 and over on lodging choice criteria. However, those under 35 are more entertainment-prone than those 35 and over and the difference was found significant. The study also found significant differences in importances given to appearance attributes by age groups. Those 35 and over are more likely to be interested in hotel design phase and consider it as an important choice criteria. From a consumer based approach the design of the hotel should be focused on enhancing the richness of the hotel architects combinatorial space by including target market visitors resort hotel experiences. Vacationers preferences should be considered explicitly in the design of the hotel because vacationers use to compare one product with another in a choice situation. Those 35 and over also give significant importance to the "appearance of other guests".

Study has found significant difference in lodging choice of married and single visitors. Married visitors gave more importance to health which may be due to increased responsibility of parents after being married. Married visitors are more price conscious than single visitors and attached greater importance to appearance attributes. This attitude of married visitors may associate with their average length of stay in their room and hotel establishment.

The factor analysis results in this study indicates that there are eight factors that explain 66 % of the variation in date, i.e. importance attached by the visitors to various attributes influencing lodging choice

The eight factors are:

- 1) Hospitality
- 2) Physical establishment and courtesy
- 3) Accommodation unit
- 4) Parking - Health club - Ease of making reservations
- 5) Physical security
- 6) Showbiz
- 7) Silence
- 8) Appearance

The findings suggest that hospitality which refers to the quality of service with the relaxation atmosphere is regarded as the most important factor. The second factor is also related to hospitality and comprise the courtesy of personnel and quality of the physical product.

Factor: accomodation unit dealt with the design and price of the room and ranked as the third in importance.

Fourth factor could not be labeled since the components are not related with each other meaningfully.

Although physical security factor explains only a small percentage of the variation in the data, "Feeling of security" was ranked as the second most important attribute. In the study vacationers were interviewed where they were away from home, in a strange environment.

Entertainment which is taken as the most profitable activity by the marketer is only received partial importance from vacationers.

Silence is related to emotional security and appeared as a factor in lodging selection which most of the vacationers and especially those over 35 seek for.

Appearance factor shows the importance given to architectural design of an establishment by vacationers. Although appearance accounts only a small percentage of variation in the data, components of appearance received relatively high ranks from the respondents.

#### 4.2 IMPLICATIONS OF THE STUDY

Identification of those factors most responsible for stimulating visitors interest has become a vital goal of the policy maker. Once these elements are identified, managers can adopt policy actions



designed to enhance the most "attractive" features of the area.

Benefits provided by a destination must match with benefits sought by the market considering a visit to that destination. It is highly probable that most individuals are potential prospects for several types of vacations (Rush, 1974).

#### 4.2.1 Implications for Area Managers (Provincial governments, Municipalities)

Area managers should develop promotion and advertising strategies in collaboration with travel agencies and hotel managers by determining the actual size of the target market and submarkets by the area activity preference types. As mentioned in the study target groups of the area are those dealing with active sports and enjoying nightlife activities either vacationed in the area before or have not vacationed in Marmaris but like the activities Marmaris offers and have some likelihood of vacationing in Marmaris in the future. These activity preference types are young vacationers under 35 and generally have not yet married.

Promoting different benefits of the area (e.g. nightlife, sight-seeing activities, sailing, tennis, casino) to attract different market segments, however is less attractive usually than matching an offer of one set of benefits (active sports and entertainment) to the benefits sought by one major market segment (young, active, entertainment prone vacationers). Two reasons can be offered for this proposition. First, consumers decline alternative destinations clearly and sharply in their minds in relation to one set of benefits sought (active sports and

entertainment in Marmaris). Second many destinations attempting to be positioned in the minds of travel segments. Since the travelers seriously consider only a few destinations and many destinations are competing for these mental slots, a clear, sharp focus is needed for promoting a tourism destination successfully (Woodside, 1982).

To position Marmaris in vacationers mind successfully, promotion and advertising strategies of the area should match with the benefits sought by the young, active, entertainment prone group. Ads should promote the entertainment facilities and water sports such as sailing, swimming, surfing and tennis with the specific area characteristics (continuous wind for surfing, average water temperature and the sunny climate in spring, summer and autumn) offered by the area.

Risk perceived by vacationers who are planning to vacate in the area (probability of not finding available accommodations, distance needed to travel to the area, distance from other vacation areas) can be relieved by informing the vacationers about the availability of accommodations in different price ranges through the season, ease of reaching to the vacation area from different travel routes, and ease of accessing to other vacation areas like Datça, Fethiye and Bodrum on request. However, previous experience with the area and WOM communication which are the most important risk relievers can hardly be managed by the area and hotel managers but can be effective promotion tools if vacationers have favourably perceived the vacation area.

#### 4.2.2 Implications for Hotel Managers

The results of the study indicated that hospitality factor has the highest effect in lodging choice of all guests. Hospitality and courtesy of personnel are the important dimensions of vacation area hotels. Hotel managers and policy makers should try to develop the impression of "Home and family hospitality" and personal relations with the guests to build up favourable images and repeat business. The physical establishment should always be clean. Cleanliness of the establishment and protection of personal property of guest are of supreme importance for all types of vacationers.

Vacationers preferences and especially the preferences of those 35 and over and also married visitors should be considered explicitly in the room layout, room decoration and in the design of the hotel. The hotel should provide relaxation atmosphere, a feeling of well-being and enjoyment to all visitors, various sports facilities and nightlife activities to entertainment prone visitors; those under 35 and singles without disturbing the emotional security of those over 35 who seek for silence. The hotel should also organize daily tours to historical sites and natural resources of the area in collaboration with the area organization.

#### 4.2.3 Implication for Newcomers to the Industry

Newcomers to the area should integrate their plans and policies with the specific area activities such as water sports, tennis, night-

life and sightseeing activities and with those hotel facilities and services ranked as important by target groups. The architecture of the hotel should be designed according to the guests preferences. Those hotels that will serve to older age groups should give more importance to the appearance of the physical establishment, room layout and design and high quality service where as those hotels that will serve to young customers have to develop entertainment facilities and offer active sports to hit their target group.

#### 4.2.4 Implications for Vacationers

Vacationers should be aware of their rights to receive an extremely high standard of service delivered in a friendly and personalized manner. Customers should always search for different information sources and especially should refer to previous experiences of their friends and relatives in order to have a reliable information on the area and available accomodations.

#### 4.2.5 Implications for Travel Researchers

Due to the diversity of the field of tourism and travel research there is a number of isolated, one time studies which needs replication to measure both the reliability and validit of their findings. Such replication is essential in order to evaluate the confidance which can be placed in the findings in terms of their reproductibility and to assess the extent to which the results may be generalized. There is

also a need in travel research to develop a tradition whereby previous work is used as the basis for new research so as to add to our knowledge of a phenomenon in a systematic and cumulative fashion (Rilchie, Filiatrault, 1980). Any attempt by researcher to extend the findings and replicate the dimensions of visitors vacation area and lodging choice criteria will contribute to the field in the above manner.

Diagnosis of destination and vacation accomodation strength and weaknesses on relevant tourism attributes is helpful in making specific changes, additions and/or modifications in the activities of the resort area and various accomodation product/service.

The business which effectively target their efforts to a particular group and market and promote succesfully to that group stand a much greater chance for success even if the industry is faced with sluggish overall tourism trend.

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APPENDIX 1

QUESTIONNAIRE

Bu anket yurdumuzda yapılan tatil seyahatlerinde tatil yapılacak bölgelerin seçimini etkileyen ana faktörlerin seçimini etkileyen ana faktörleri araştırmak amacıyla hazırlanmıştır.

Değerli vaktiniz anketimize ayırdığınız için şimdiden teşekkür ederiz.

1- Bu Marmaris'e yaptığınız ilk seyahatiniz mi?

Evet

Eğer ilk seyahatiniz değilse bölgeye daha önce kaç kere geldiniz?

\_\_\_\_\_. Tekrar geliş nedenleriniz nelerdir? Lütfen yazınız \_\_\_\_\_

2- Marmaris'te ne kadar kalmayı planlıyorsunuz?

1-3 gün  4-6 gün  7-9 gün  10-12 gün  13-15 gün  16-daha fazla

3- Bölge sakini akrabanız var mı? \_\_\_\_\_

Onun evinde kalıyor musunuz? \_\_\_\_\_

Size sağladığı kolaylıklar var mı? \_\_\_\_\_ Nelerdir? \_\_\_\_\_

4- Aşağıda belirtiler tatil bölgesi seçimi kararını etkileyen faktörlerden sizce en önemli 5 tanesini işaretledikten sonra bunları önem sıralarına göre 1 en önemli, 5 en az önemli olacak şekilde sıralayınız.

\_\_\_\_ Seyahat acentalarının bölgeyle ilgili tanıtımları (Broşür, Poster, vs)

\_\_\_\_ Bölge idarelerinin (Belediye, Turizm Bölge Md., vs.) düzenledikleri festivaller, gazete ve dergilerde yaptıkları tanıtımlar.

\_\_\_\_ Televizyonda tatil bölgesi ile ilgili yayınlanan özel programlar.

\_\_\_\_ Arkadaşlarımla ve yakınlarımla tavsiyeleri.

\_\_\_\_ Tatil bölgesinde daha önce yapmış olduğunuz seyahatler.

\_\_\_\_ Bölgeye gitmek için elverişli ulaşım imkanlarının fiyatları



7- Tatil bölgesindeki konaklama tesislerinin sundukları servis ve imkanların sizce önem derecelerini yanlarındaki numaraları daire içine alarak belirtiniz.

	Çok Önemli									Hiç Önemli Değil								
	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Tesislerin yalnız tesislerde kalanların faydalanmasına açık olması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Özel otomobillere park imkanı	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Alışveriş yerlerinin yakınlığı	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Sauna ve masaj imkanı bulunması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Oda servisinin bulunması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Sağlık kulübü bulunması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Bar ve diskotek bulunması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Tesislerin içinde yüzme havuzu bulunması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Çocuklar için özel bakım yeri bulunması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Üzürülülere özel imkanların sağlanması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Tesislere hayvanların kabul edilmesi	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Tesisin güzel bir manzara ve bahçe düzenine sahip olması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Oda düzeni ve dekorasyonu	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Kredi kartlarının kabul edilmesi	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Tesis personelinin nazik ve saygılı olması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Oda fiyatları	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Huzur veren bir atmosfer	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Tesislerin temizliği	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Kendinizi güven içinde hissetmeniz	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Rezervasyonun kolaylıkla yapılabilmesi	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Çevrenin sessiz ve sakin olması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Tesisler içinde restoran bulunması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Tesis binalarının bakımlı ve estetik açıdan iyi görünümlü olması	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Tesislerde kalan diğer konukların görünüm ve nitelikleri	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Tesislerin bölgede bulunduğu yerin konumu (Denize uzak, yakın oluşu, vs.)	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9
- Diğer _____ (Belirtiniz)	1	2	3	4	5	6	7	8	9	1	2	3	4	5	6	7	8	9

8- Hangi tür seyahati tercih edersiniz?

Bir seyahat acentası  
organizasyonu ile

Kendim/ Arkadaşım ile

9- Marmaris'e birlikte geldiğiniz kişileri yazınız. \_\_\_\_\_

10- Cinsiyetiniz?

Erkek \_\_\_\_\_

Kadın \_\_\_\_\_

11- Yaşınız?

\_\_\_\_\_ 25'in altında

\_\_\_\_\_ 25-34

\_\_\_\_\_ 35-44

\_\_\_\_\_ 45-54

\_\_\_\_\_ 55-64

\_\_\_\_\_ 65 ve daha yukarı

12- Mesleğiniz? \_\_\_\_\_

13- Ortalama aylık ya da yıllık geliriniz?

Aylık \_\_\_\_\_

Yıllık \_\_\_\_\_

14- Medeni haliniz?

Evli

Kaç yıllık? \_\_\_\_\_

Bekar

Dul/Boslanmış

15- Eğitim durumunuz?

Okur-yazar

ilkokul

Ortaokul-Lise

Üniversite/Yüksek okul

16- Kaç çocuğunuz var? \_\_\_\_\_

APPENDIX 2

COMPUTER OUTPUTS FOR CORRELATION MATRIX  
(LODGING CHOICE CRITERIA)

List of Lodging Attributes

- V 39 Privacy of establishment
- V 40 Parking facilities
- V 41 Proximity of shopping facilities
- V 42 Availability of sauna and massage
- V 43 Room service
- V 44 Health club
- V 45 Bar and discoteque on premises
- V 46 Swimming pool on the premises
- V 47 Child-care center
- V 48 Facilities for handicapped
- V 49 Acceptance of pets
- V 50 Attractiveness of grounds and landscaping
- V 51 Room layout and decoration
- V 52 Acceptance of credit cards
- V 53 Courtesy of management and staff
- V 54 Room prices
- V 55 Atmosphere that makes you feel at ease
- V 56 Cleanliness of the establishment
- V 57 Feeling of security
- V 58 Ease of making rezervations
- V 59 Quiet surroundings
- V 60 Availability of on premise restaurant
- V 61 Physical condition and appearance of buildings
- V 62 Appearance of other guests
- V 63 Physical location of the establishment
- V 64 Quality of meals



- - - - - FACTOR ANALYSIS - - - - -

ANALYSIS NUMBER 1 LISTWISE DELETION OF CASES WITH MISSING VALUES

CORRELATION MATRIX:

	V39	V40	V41	V42	V43	V44	V45	V46	V47	V48	V49	V50
V39	1.00000											
V40	.11331	1.00000										
V41	.02417	.00310	1.00000									
V42	.10094	.23555	.03791	1.00000								
V43	.00126	.09619	.08699	.24222	1.00000							
V44	.11569	.40835	.25529	.22619	.20716	1.00000						
V45	-.10734	.04522	-.01590	.20505	.04444	-.07839	1.00000					
V46	.07502	.24365	.24384	.11694	.36629	.16427	.40913	1.00000				
V47	.07822	.12282	.03963	.07564	.24495	-.29429	-.14546	-.02337	1.00000			
V48	-.01292	.17411	.31912	.17115	.24815	.51251	-.04708	.12873	.45212	1.00000		
V49	.00858	.06783	.09361	.20899	-.01900	.11775	-.13130	-.11132	.29101	.26415	1.00000	
V50	-.00279	.19949	-.14820	-.07807	.12034	.16095	.06631	.20615	.14832	.16718	-.20710	1.00000
V51	-.01115	.12044	.05169	.22407	.04434	.14455	.12429	.17097	.11572	.20485	.12065	.14055
V52	-.10420	.07075	.20838	.19576	.33203	.24774	.13543	.33931	.26255	.40349	.13139	.36227
V53	-.11163	.08725	-.16401	-.09672	-.01070	-.11442	-.00856	-.04377	.14534	.04236	-.06893	.28061
V54	-.07791	.16291	.02103	.22930	-.06797	.23546	.11592	.01679	.18150	.26471	.16977	.07235
V55	.07531	.11243	-.13514	.12930	.24918	.26730	.01343	.13631	.16936	.21609	-.10609	.44405
V56	-.04051	-.04704	-.13615	-.06361	-.01870	-.04609	.10804	.04341	-.01610	-.03222	-.15028	.30019
V57	.09313	-.10117	-.00522	.09947	.05112	.06033	-.01559	-.05709	-.16786	-.03468	-.12117	.00917
V58	.03309	.41754	.10226	.26277	.20774	.53325	.00263	.21357	.11821	.33124	.12727	.19841
V59	.12179	-.23040	-.23654	.01424	-.12280	-.12751	-.05461	-.20612	.11877	-.14414	.00856	-.23459
V60	.33257	.11281	.03073	.12443	.43307	.31149	-.15864	.18929	.16750	.15753	-.05754	.18670
V61	.04254	.05157	-.08894	.05873	-.05386	.02540	-.09920	-.01240	.13117	.13264	-.05533	.25137
V62	.16369	.01151	-.02501	.27153	.02430	.06463	-.15001	.07964	.10192	.06121	.16650	.28137
V63	-.19272	.19116	-.14632	.06203	.00137	.07428	.00856	-.11846	.12011	.19024	-.09531	.27137
V64	.19262	.14562	.00730	.19043	.30941	.28894	-.01382	.16479	.12735	.19568	-.03002	.33034

	V51	V52	V53	V54	V55	V56	V57	V58	V59	V60	V61	V62
V51	1.00000											
V52	.26372	1.00000										
V53	.17579	.01071	1.00000									
V54	.33837	.33462	.02212	1.00000								
V55	.36627	.35662	.37061	.15183	1.00000							
V56	.31232	.15135	.40811	.29068	.65425	1.00000						
V57	.16403	.08796	-.09234	-.00213	.27747	.40299	1.00000					
V58	.45114	.27784	-.00591	.23699	.37174	-.01824	.15419	1.00000				
V59	.10286	-.09999	-.12835	.16118	.04962	.03014	.10934	-.06127	1.00000			
V60	.02999	.25637	-.06460	.01530	.35093	-.01223	.11933	.32148	.05321	1.00000		
V61	.25986	.20574	.21369	.22524	.30978	.41125	.20383	.02895	.03076	.09921	1.00000	

