

those surveyed with their reasons for choosing the destinations that they visit. These factors along with the demographic and socioeconomic characteristics of the West German traveller will allow the development of more specific and useful user groups for a greater understanding of the overseas traveller to the United States and Canada.

Methods

In 1989, 1,212 personal in-home interviews averaging 50 minutes in length were conducted in West Germany. Respondents in the country were those 18 years of age or older who took an overseas vacation of four nights or longer by plane in the past three years, or who intended to take such a vacation in the next two years. Overseas travellers include any country outside of Europe (including the United Kingdom) and North Africa. It must be noted that, though all of the West German travellers surveyed are potential visitors to the United States and Canada, they may also travel to the Orient, Australia, Asia, etc.

In applying Cohen's constructs to these data with Kucukkurt's escape category addition, it is important to note that the sample of travellers does not represent the full spectrum of all travellers. These travellers are those who have chosen to take a longer trip away from home in which the proportion of time and money spent would generally be assumed to be much higher than found in other types of tourism travel. In addition, because this travel represents an overseas trip, the barriers to information flow about the destination are greater. Therefore, we would expect the traveller to be more dependent on institutional sources of information.

Determining motivational groups

In order to determine the motivations behind why people travel the way they do, the items in the questions 'Importance of reasons for taking an overseas trip' from the West German international travel survey were grouped into seven different classes through factor analysis by using the SPSS-X statistical package.

Factors with an eigen value greater than 1 were selected for examination. Items with factor score coefficients greater than 0.4 were included in the identified factors. With the help of previous literature (Statistics Canada, 1986), Factor 1 could be identified as the 'novelty' group and Factor 3 was identified as the 'escape' group. Other factor groups, such as the 'status' and 'physical activity' groups in the literature from Statistics Canada were excluded from this study. In order to weight the responses of each group accordingly, factor scores were computed for each travel group. The variable 'Importance of reasons for taking an overseas trip' has a 4-point scale ranging from very important (a value of one) to not at all important (a value of four). In this case, a low factor score means the items in a factor group are important. The lower the respondent's factor score, the more likely s/he was to identify the reasons in one of the factor groups as being important. Utilizing the two factor groups simultaneously results in four possible categories in which a respondent could be placed:

1. A low factor score (less than 0) for both the novelty and escape factor groups
2. A low factor score (<0) for the novelty factor group, but a high factor score (>0) for the escape factor group
3. A high factor score (>0) for the novelty factor group, but a low factor score (<0) for the escape factor group
4. A high factor score (>0) for both the novelty and escape factor groups.

Variables of interest in the data set

There were several characteristics that Cohen (1972) identified as being important in describing his novelty group. Several of these variables can be found in the international travel data set for West Germany. His explorer category is a good example of how an individual with a high desire for the novel might be characterized. This type of pleasure traveller does not have all plans made in advance, is not always bound to a group, and makes decided efforts to get off the beaten track. This role also tries to communicate with the people of the host country by speaking their language, and arranges the trip alone rather than with an outside agency. Kucukkurt's escape group identifies the desire to seek new and physically thrilling experiences, socialization, and relaxation. The individual who has a high propensity to escape also should express a need for convenience during the trip. All of the above characteristics can be identified as variables from the West German data set.

The four combined factor groups identified at the beginning of the Methods section were utilized to test Cohen's and Kucukkurt's tourist role typologies. The variables that Cohen and Kucukkurt used to identify their typology roles were compared among the four derived categories.

Results

Each of the four categories contained a reasonable sample of individuals. Of the 1,212 respondents in the survey, 384 (31.7%) were described as having a high propensity for novelty and escape, 218 (18.0%) had a high desire for the novel, but low for escape motivations. Conversely, 245 (20.2%) of the respondents expressed a low desire for characteristics in the novel category, but were high on the escape scale, and 365 (30.1%) were described as low on both the novel and the escape scales. For some of the tables provided, the groups are summarized with smaller frequency totals than those specified above. The discrepancy was caused by missing values present in those variables. This does not, however, affect the resulting percentages reported in those tables.

Trip characteristics

There were a few significant differences among the trip types for the four groups. Touring trips were significantly higher for those respondents who were high on the novelty scale, but low on the escape scale. The only other significant trip type was the resort trip. The 'novelty only' group was significantly lower in the percentage of respondents who took this type of trip, while the 'escape only' group was just the opposite, with 42.9 percent of those individuals indicating that they had taken an overseas resort trip in the past year.

All other trip characteristics were not significantly different, and therefore were not listed in a table for the sake of brevity. All four groups seemed to be accompanied by the same people on their trip, with approximately half of each group being accompanied by their spouse. The most important source of information used to plan the trip was also similar among the four groups, with the travel agent as the source used most. The number of nights spent on the trip were also not significantly different among the four groups, ranging from average of 22 nights for the 'escape only' group to 27 nights for the 'novelty/escape' group.

Demographic characteristics

There were greater differences among the demographics, however, as Table 1 shows.

Table 1. Selected demographic characteristics.

Characteristic	Group 1 (%)	Group 2 (%)	Group 3 (%)	Group 4 (%) ^a
Age				
18-24	16.7	12.4	13.1	15.6
25-34	32.3	21.6	27.8	22.2
35-44	22.9	10.6	27.3	17.8
45-54	17.4	23.4	20.8	17.8
55-64	8.3	17.9	8.6	15.1
65+	2.3	14.2	2.4	11.5
Education completed				
Primary	25.5	19.7	31.0	34.8
Junior high	28.9	28.9	33.9	27.1
Technical	8.3	13.3	9.8	7.7
High school	24.7	19.7	17.1	20.5
University	12.5	18.3	8.2	9.9
Marital status				
Single	40.6	28.4	29.4	31.5
Married	44.5	50.9	55.9	48.5
Living together	5.2	3.7	3.7	2.7
Divorced/Separated/Widowed	9.6	17.0	11.0	17.3
Total respondents in each group				
	378	209	243	355

a/ Group 1 = Individuals who are high on both novelty and escape scales
 Group 2 = Individuals who are high on novelty scale only
 Group 3 = Individuals who are high on escape scale only
 Group 4 = Individuals who are not high on either motivation scale

The average ages were significantly higher in the 'novelty only (45.3 years)' and 'neither reason (42.9 years)' groups than the other two (37.1 years for the 'novelty/escape' group and 38.4 years for the 'escape only' group). The escape aspect of the groups seems to affect the age distribution more than the novelty aspect. Education, on the other hand, seems to be more affected by the novelty motivation. The 'novelty/escape' and the 'novelty only' groups have a significantly greater proportion of individuals who attended a university than those individuals in the groups who are low on the novelty scale. The 'novelty/escape' group contains a greater proportion of unmarried individuals than the other three groups with 40.6 percent of the respondents, compared to 28.4 percent for the 'novelty only' group, 29.4 percent for the 'escape only' group, and 31.5 percent for the 'neither reason' group. A slightly greater proportion of the married individuals were in the 'escape only' group, shown in Figure 3. In general, the income levels were higher when the escape motivation was high.

Travel philosophy

Table 2 lists several travel philosophies in which at least one of the four groups has a significantly different mean score (Student's t-test, $p \leq 0.05$).

Interesting characteristics appear in each group from these statements. Group 1 (high novelty and escape scores) had a significantly high proportion of respondents who stated that they enjoy making their own vacation arrangements (75.9% agreed or strongly agreed). Conversely, they were less likely to leave others to do the organizing (25.3% agreed or strongly agreed), or to travel on an all-inclusive vacation (42.6% agreed or strongly agreed).

Group 3, the 'escape only' group, had the opposite set of philosophies. These individuals are significantly more likely

to use a travel agent to decide on the vacation destination (71.0% agreed or strongly agreed with the statement), to prefer leaving others to do the organizing (44.2% agreed or strongly agreed), and to buy vacations with transportation and accommodations included (66.9% agreed or strongly agreed).

Table 2. Distribution of the variable 'Feelings towards international vacations' for the four West German motivation groups (% 'strongly agree' or 'agree somewhat').

Item	Group 1 (%)	Group 2 (%)	Group 3 (%)	Group 4 (%)
Major trip arrangements				
a bother/don't travel	14.4	13.9	16.3	22.5
Rather spend money on things besides travel				
	14.7	13.3	14.7	24.4
Enjoy making own vacation arrangements				
	75.9	66.0	58.8	63.5
Like to stay put at vacation destination				
	31.3	26.6	58.4	47.6
Do not have to travel to enjoy vacation				
	31.6	36.4	32.2	41.7
Like different place on each new vacation				
	79.9	79.3	60.4	60.0
Important that people speak my language				
	29.5	29.8	48.1	46.4
Usually use travel agent to decide place				
	66.3	63.8	71.0	62.1
Prefer leaving others to do organizing				
	25.3	35.9	44.2	37.7
Usually buy vacations with accom./trans. inc.				
	55.6	60.0	66.9	58.0
Prefer travelling place to place				
	62.4	63.7	38.4	46.8
Usually travel on all-inclusive vacation				
	42.6	49.6	53.0	49.8
Total respondents in each group				
	383	218	245	365

The 'novelty only' group was significantly less likely to stay put at one vacation destination (26.6% agreed or strongly agreed). Groups 1 and 2, those groups that had a high novelty score, had a significantly higher percentage of individuals who agreed or strongly agreed that they like to visit a different place on each new vacation (79.9% for Group 1, 79.3% for Group 2, 60.4% for Group 3, 60.0% for Group 4), and that they prefer travelling place to place (62.4% for Group 1, 63.7% for Group 2, 38.4% for Group 3, and 46.8% for Group 4). Groups 1 and 2 were also less likely to agree that it is important that the people at the travel destination speak their language.

Finally, Group 4 indicated a low propensity to travel at all. These respondents were significantly more likely to agree to statements such as 'Major trip arrangements are a bother/don't travel (22.5% agreed or strongly agreed),' 'Rather spend money on things besides travel (24.4%),' and 'Don't have to travel to enjoy vacation (41.7%).'

Activity participation

The activities found to be significantly different among the four groups are listed according to the percentage of participation in Table 3.

Table 3. Distribution of the variable 'Activities participated in during holidays' for the four West German motivation groups (% who responded yes).

Activity	Group 1 (%)	Group 2 (%)	Group 3 (%)	Group 4 (%)
Attending festivals/ special events	47.4	50.0	37.5	35.6
Getting to know inhabitants	86.9	78.5	71.9	69.2
Fishing	14.6	3.1	12.5	10.6
Sightseeing in cities	83.6	76.9	60.9	68.3
Sunbathing/beach activities	50.7	52.3	62.5	52.4
Swimming	62.0	55.4	70.3	61.5
Tour countryside	70.9	66.2	64.1	57.7
Visit wilderness areas	49.3	45.4	35.2	35.1
Visit galleries/museums	23.0	32.3	12.5	21.6
Visit mountains	25.8	34.6	19.5	23.5
Visit entertainment places	31.0	22.3	34.4	21.2
Visit places historic	63.4	59.2	32.8	39.4
Visit commemorative places	46.5	55.4	22.7	31.3
Visit archaeological places	38.5	42.3	16.4	23.1
Visit scenic landmarks	71.4	66.2	62.5	52.4
Total respondents in each group	213	130	128	208

Twenty-three of the thirty-seven provided activities were found to be significantly different at the 95% level for at least one of the four groups. Group 1 (the novelty/escape group) is significantly more likely to get to know the inhabitants of the host country (86.9 percent) and to tour the countryside (70.9). This group is very active, participating in many different activities during their overseas trips.

Group 2 (the novelty only group) is more likely to visit the mountains (34.6 percent), but less likely to go fishing (3.1 percent). Again, the novelty motivation in Groups 1 and 2 seems to influence several natural and cultural based activities. These groups were found to be more likely to visit wilderness areas, historic/archeological/commemorative sites, local festivals, and go sightseeing in cities.

Group 3 (the escape only group) seems to be more interested in the sun/surf/sand activities. This group is significantly higher in sunbathing and participating in beach activities (62.5 percent), and swimming (70.3 percent). The escape motivation also increases the likelihood of visiting entertainment places. On the other hand, this group is less interested in cultural aspects of the host country, such as visiting galleries and museums (12.5 percent).

Finally, Group 4 (neither novelty nor escape motivation) is not significantly more likely to participate in any of the listed activities. This group is significantly less likely to visit scenic landmarks (52.4 percent). It is important to note, however, that all four groups had high percentages of participation in eating local foods and dining out, and shopping.

Importance of items when choosing a destination
Several important aspects about each motivational group were also found when considering what each group cites as being important when selecting an overseas destination (Table 4).

Table 4. Distribution of the variable 'Importance of items when choosing an overseas destination' for the four West German motivation groups (% 'very important' or 'somewhat important').

Item	Group 1 (%)	Group 2 (%)	Group 3 (%)	Group 4 (%)
Budget accommodation	84.1	77.1	78.4	74.2
Seaside	65.1	53.2	73.0	59.4
Historic old cities	76.8	84.8	40.4	52.2
Nightlife and entertainment	38.8	25.3	48.2	32.7
Reliable weather	84.9	78.4	92.3	77.2
Local cuisine	91.4	85.3	73.5	72.3
Good beaches for sunning/ swimming	78.9	68.8	85.7	72.0
Local festivals	58.8	47.7	45.1	35.9
Museums/art galleries	59.9	67.4	25.0	43.0
Interesting/friendly local people	97.1	93.0	96.8	89.9
Inexpensive restaurants	79.5	69.2	71.5	69.6
Culture different from my own	95.3	96.3	79.6	79.4
Historical/military/ archeological sites	65.6	79.4	29.9	46.6
Opportunity to increase knowledge	92.5	94.9	75.9	77.2
Total respondents in each group	384	218	245	365

Group 1 identifies cost related items as being important, such as budget accommodation (84.1 percent cited it as 'important' or 'very important'), and inexpensive restaurants (79.5 percent). It also follows from earlier findings that this group finds local festivals (58.8 percent) and interesting/friendly local people (97.1 percent) to be important factors as well.

Group 2 also cited several items as being important or very important. Again, these items are consistent with the activities participated in during their most recent overseas trip, and their feelings about such trips in general. For instance, this group is significantly more likely to find historic old cities (84.8 percent), museums/art galleries (67.4 percent), and historic/military/archeological sites (79.4 percent) as being important or very important.

In addition, the novelty motivation in general seems to correlate with an expressed importance of big cities and interesting towns/villages, outstanding scenery, wilderness, open spaces, local cuisine and different cultures, and opportunities to increase knowledge. In other words, a respondent with a motivation for novel experiences literally "wants it all" when taking an overseas trip. These preferences are reflected in the high values of those items for Group 1 and Group 2.

Group 3, on the other hand, is much more interested in the seaside (73 percent identifies it as being important or very important), nightlife and entertainment (48.2 percent), reliable weather (92.3 percent), and good beaches for swimming and sunning (85.7 percent). This escape group is significantly less interested in those things that the novelty group (Group 2) finds to be important, such as museums and historic sites.

Once again, Group 4 finds nothing to be especially important when choosing an overseas vacation destination. It seems that the motivations, activities, and destination features in this study do not capture the special characteristics of this group.

Summary

Some generalizations can be made about the four motivational groups constructed in this study. For instance, respondents in Group 1 (those with high novelty and escape factor scores) are the youngest on average, are well educated, and are more likely to make their own vacation arrangements. In addition they are more likely to participate in a variety of activities, and have a high propensity to stress the importance of destination characteristics such as interesting and friendly local people, and unique cultural groups.

Those respondents in Group 2 (the group with a high novelty motivation score but low escape score) are the oldest on average, are better educated, and take significantly more touring trips when vacationing overseas. This enables them to visit several destinations during one trip, placing a high level of importance on sites such as museums, art galleries and historic places.

The group with a high escape motivation score but a low novelty score (Group 3) contains respondents who are less educated, more likely to take a resort trip, would rather leave others to organize the trip and often take advantage of package deals. These people are more interested in the sun/surf/sand activities, and climatic and entertainment features of a destination.

Finally, Group 4 is the least understood in this study. It is indistinct demographically, and does not seem to be especially interested in pleasure travel. Respondents in this group are less likely to participate in any physical activities, and are less concerned about any specific characteristics that may be important to destination choices.

Conclusions

This study appears to support the travel motivations formulated by Cohen and Kucukkurt in the West German overseas pleasure traveller segment. Though the results of the study are on the right track, it is only a first approximation. Group 4 is especially in need of exploration. For example, if the respondents in this group are not interested in travel, why did they take an overseas vacation in the first place? In addition, no conclusions can be made about travel party interactions, or how the group influences the travel decision making process.

Regardless of outside influences, formulation and analysis of motivation groups such as these aids in effective target market development for either public or private organizations. In this way, a destination is able to direct its attentions on those target markets that the destination can best accommodate.

Finally, further exploration is necessary to determine whether similar groups exist in the United Kingdom, Japan, France, or other important overseas pleasure travel markets. It will also be interesting to identify the changes that will occur in the German market as the East and West come together. Subsequent studies should focus on building and correcting upon previous works and theories in order to improve the understanding of pleasure travel motivation.

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