2004

International students' travel decision making process

Tung-Wei Lee

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FORM K
INTERNATIONAL STUDENTS’ TRAVEL
DECISION MAKING PROCESS

By
LEE TUNG-WEI

A thesis submitted to the
Faculty of the School of Tourism Management
at
Rochester Institute of Technology
for the degree
of
Master of Science

September 2004
Title of thesis or dissertation: International students' travel decision

Name of author: Lee Tung-Wei
Degree: MS
Program: HSM Tourism Management
College: CAST

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Introduction

Tourism is a major industry (Smith, 1988). For years, industry planners and consultants have been predicting tourism would grow rapidly and become an important engine of economic growth (Smith, Peter and Barry, 1992, 1989). In 2002, the U.S. travel industry grossed more than $462.3 billion from domestic travelers. The number of total domestic travelers was 1,021.3 million, an increase of 8% during 1994 to 2002 (TIA, 2002). Even more notable, the TIA (Travel Industry Association of America) forecasted the total travel expenditures and the total domestic person-trips will keep increasing in the future. These statistics show that the tourism industry plays an important role in the American economy.

The domestic travel research conducted by TIA points out that the 70% of domestic travel is leisure travel (pleasure and personal). It shows that people are more willing to travel in their leisure time. To market travel services and destinations effectively, travel sellers and suppliers must understand the motivating factors that lead to travel decision (Gee, Choy and Malens 1984).

Today, travel market studies are focused on various age groups of Americans. However, there is a fast-growing segment of U.S. population- the international students. Tourism industries pay very little attention to the international students who often stay in America for 2 years or more. The purpose of this research is to reveal the travel behaviors, motivations, and decision marketing processes of international students traveling in a selected local area.

Motivation and objective of this study:

According to the ‘Institute of International Education’ Open Door report of 2001/2002,
colleges and universities in the US enroll 582,996 international students. Although the percentage of the international students of America's total higher education population is 4.3%, they contribute nearly $12 billion dollars to the U.S. economy through their expenditure on tuition and living expenses. These students bring money into the national economy and provide revenue to their host states for living expenses, including room/board, books and supplies, transportation, health insurance, support for accompanying family members, and other miscellaneous items (Gardner and Witherell, 2002).

Because college students have more time to travel during school recesses, such as spring and semester break (Epperson, 1977), they can play an important role in U.S. tourism market. Compare with America residents, the international students, who are prohibited by immigration regulations from applying for the full time jobs, have nothing to do and no homes to visit during their school break. They are more likely to spend their leisure time on travel.

Krippendorf (1987) pointed out the reasons for holiday travel include: to relax, to get away from everyday life, to experience something entirely different, to experience another country and so on. For these reasons, the international students may have more motivations to travel.

Different visitors have different purposes, motivations and demands about travel. All of these variances can influence the final destination choice-making process. The destinations or attractions information, visitors' available leisure time, and attractions' features also can be important factors that influence the visitors' decisions. There are significant group of factors that that influence the final destination choice-making process. If travel and tourism destinations/attractions don't understand the customers' behavior, they would potentially lose the huge sales opportunities. Schmoll's (1977) built a model: "The Travel Decision Process" indicated that the consumers' decision process and the eventual travel outcomes are influenced by four sets of
variables: customer goals, travel opportunities, communications effort and intervening or independent variables. To illustrate the specific characteristics of international students and to help tourism providers have more understanding about this new market segment, this research will utilize the structure of Schmoll’s model and the following variables: travel motivations, available leisure time, lifestyle, and travel providers’ communications effort.

**Problem Statement**

According to the IIE’s (Institute of International student Education) report, a stable increase in the number of international students studying in the US has occurred over the last 15 years. A new travel market segment has been formed, but unfortunately not recognized nor studied. By understanding international students’ travel behaviors, motivations for traveling, and their travel decision-making processes, local tourism industries can design a good strategy to approach this new travel market segment.

**Purpose of Study**

The purpose of this research is to describe and understand: (1) The motivations of international students to visit local/ regional destinations and attractions, (2) The characteristics of the international students’ lifestyle, (3) The travel information search behaviors of the international students, and (4) The relationships among these variables and how these variables influence the final decision.

**Hypothesis**

After spending at least two years in US, international students think this land as their second home. It is reasonable to make the assumption that international students might be potential customers for travel providers. According to this assumption, it becomes very important for these
travel providers to understand international students’ travel decision-making processes in order to market their properties effectively.

Methodology

A travel decision-making model comprised with three different variables will be used in this study. In order to explore and examine how these three variables (tourists’ motivation, lifestyle and travel information search) influence the international students’ travel decision-making processes, a survey will be administered on April 2004. In this study, the target population is comprised the international students in Rochester Institute of Technology including 580 undergraduate students, 666 graduate students.

Consequences

The short-range consequence of this research is to understand the characteristics of international students’ travel decision-making processes. By analysis the following variables that influence travel decision: motivations, available leisure time, lifestyle, and travel information search behaviors, travel providers can develop an effective marketing strategy to attract international students. The long range consequence of this research is to offer the travel providers a reference that helps them to understand the new market segment- international students. By using this research, travel providers can offer international students a pleasurable travel experience and maximize the profit/ sales opportunities.

Limitation

The limitation of this research is that the data collected only form one college (Rochester Institute of Technology) may not be the representative of the whole international student group in the US.
**Definition of Terms**

**Leisure time:** “In terms of time, leisure can be defined as time spent free of obligation and necessity…. “Leisure can also be interpreted as a specific action, resulting in relaxation and rejuvenation of the individual.” (Stanley, 1991). Here, the leisure time is mean the time without schoolwork.

**Lifestyle:** “…refers to unique patterns of thinking and behaving (including daily life routine, active, interests, opinions, value, needs, and perceptions) that characterize differences among consumers”. (Alain, 1999) This research will determine the relationship between international students’ lifestyle and destinations choice-making.

**Motivation:** “the results of specific person-situation interactions. They contain motives influenced and operationalized by persons’ value and their perception of given situations.”(Jurgen, 1999) In this research, motivation is defined as the factors that influence the international students to visit local/ regional destinations and attractions.

**Behavior in travel and tourism:** “tourism choice processes …focuses on motivations, typologies, destination choice process” (Hudson, 1999). By understanding the customers’ behavior in travel and tourism, the FingerLakes associations can acquire many clues about how to meet the customers’ needs and create more sales opportunities.

**International students:** the students of Rochester Institute Technology and University of Rochester who are not American citizens.

Following the purpose of this study, chapter 2 will introduce prior literature about the three main factors (in this research): travel motivations, lifestyle, information search behavior and how
these factors influence travel decision making processes. Using the prior researchers’ models and theories in its design, a questionnaire for international students and their travel profiles will be built. The travel providers can use these profiles as a principle to improve their services and to market the segments more effectively.
Ch.2: Lit Review

After determining the purpose of this research, this chapter will analyze the literatures that are relative to the topic. First, the travel decision-making processes will be identify from the models made by prior tourism researchers. The following parts of this chapter will focus on the different aspects that influence international students’ travel decision-making processes: customers’ motivation, lifestyle, and travel information search behavior.

2.1 Travel decision-making process

2.1-1 Introduction

Many decisions tourists make are not single independent choices of separate elements (such as destination, accommodation or travel companions), but rather, are complex multi-faceted decisions in which the choices for different elements are interrelated and evolve in a decision process over time. The particular topic of the tourist’s decision-making process has been investigated in several papers and monographs in the past two decades (Alain, 1999). Several models/papers of the pleasure tourist’s destination choice process describing how the destination decision is formulated have been proposed.

2.1-2 Crompton’s model

Crompton (1977) presents a system model of the tourist’s destination choice process in two steps. First, there is the generic decision of whether to have a holiday. If the answer is yes, then a second decision follows: where to go? He suggests that destination choice should be conceptualized as the result of the interaction of perceived constraints (such as time, money, and skill) and destination images. In 1991, Um and Crompton develop a more complete framework on his model (see figure 2.1):. The model is based on three sets of variables:

1. External inputs: They represent influences from both the social and marketing
environment. They are classified into significative (destination attributes), symbolic (promotional messages), and social stimuli.

2. Internal inputs: They derive from the vacationer's socio-psychological characteristics (personal characteristics, motives, values, and attitudes).

3. Cognitive constructs: They represent the 'integration of the internal and external inputs, into the awareness set of destinations and the evoked set of destinations' (Um and Crompton, 1991:436)

Five steps of the Um and Crompton 's 'The Travel Destination Choice Process' model

Figure 2.1 Um and Crompton's model of The Travel Destination Choice Process

1. Step one: The formation of beliefs about destination attributes (through passive information catching or incidental learning).

2. Step two: The initiation of the destination choice process after the generic decision to go on holiday has made.

4. Step four: The formation of beliefs about evoked destinations attributes (through active information search).

5. Step five: The selection of a specific travel destination from the evoked set.

2.1-3 Woodside and Lyonski’s model

Woodside and Lysonski (1989) proposed another general model (Figure 2.2) of traveler destination choice which is in line with Um and Crompton’s model.

Figure 2.2 Woodside and Lyonski’s General Model of Traveler Leisure Destination Awareness and Choice
Marketing variables (coming from the marketing mix's four P's) stand for the external inputs; traveler variables (previous experience, socio-demographic, lifestyle, and value system) represent the internal inputs. Compare with Um and Crompton's progression from awareness set to the final destination choice, Woodside and Lysonski's evolution from destination awareness to choice is more precise since destination awareness is seen as the mental categorization process between consideration set (spontaneously evoked destinations), inept set (rejected destinations), inert set (destinations that are not actively considered), and unavailable/aware set. (Decrop, 1999)

Woodside and Lyonski's model also add some important variables that are not isolate in Um and Cromptio's:

1. Affective associations: Specific feelings linked with a specific destination by a traveler.
2. Traveler destination preferences: Influence by both destination awareness categorizations and affective associations, and result in a ranking of destinations.
3. Intention to visit: Perceived likelihood of visiting a specific destination within a specific time period.
4. Situational variables.

2.1-4 Schmoll's model

The character of Schmoll's model is that this model is composed of four fields:

1. External stimuli such as trade publications.
2. Travel needs and desires determined by personality, social-economic factors, attitude and values.
3. External variables such as confidence, and cost and time constraints.
4. Destination- or service- related characters that have a bearing on the decision process
and its outcome.

In this model (See figure 2.3), Schmoll believes that the decision process and its eventual outcome are influenced by four sets of variables: customer goals, travel opportunities, communications effort, and intervening or independent variables.

Figure 2.3 The Travel Decision Process

<table>
<thead>
<tr>
<th>I. TRAVEL STIMULI</th>
<th>II. PERSONAL AND SOCIAL DETERMINANTS OF TRAVEL BEHAVIOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising and Promotion</td>
<td>Socioeconomic status</td>
</tr>
<tr>
<td>Travel Literature</td>
<td>Personality features</td>
</tr>
<tr>
<td>Suggestions/ Reports from other travelers</td>
<td>Social influence and aspirations</td>
</tr>
<tr>
<td>Travel trade suggestions and recommendations</td>
<td>Attitudes and values</td>
</tr>
</tbody>
</table>

III. EXTERNAL VARIABLES

<table>
<thead>
<tr>
<th>Confidence in travel trade intermediary</th>
<th>TRAVEL DESIRES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image of destination service</td>
<td>INFORMATION SEARCH</td>
</tr>
<tr>
<td>Previous travel experience</td>
<td>ASSESSMENTS OF TRAVEL ALTERNATIVES</td>
</tr>
<tr>
<td>Assessment of objective/subjective risks</td>
<td>DECISION</td>
</tr>
<tr>
<td>Constraints of time, costs, etc.</td>
<td></td>
</tr>
</tbody>
</table>

IV. CHARACTERISTICS AND FEATURES SERVICE DISTRIBUTION

| Cost/value relations | Attractions/amenities offered | Range of travel opportunities |
| Quality/quantity of travel information | Type of travel arrangements offered |

Source: Schmoll, 1977

Schmoll (1977) sees real value in creating a model of the travel decision process, and believes it can be utilized in the following areas (Simon, 1999):
1. It indicates where marketing action can be used to influence the decision process.

2. It shows which factors have a bearing on travel decisions.

3. It can be used in research planning.

4. The model can be used to determine the criteria by which target markets of special interest to a tourism enterprise or destination can be indemnified.

2.1-3 Summary

The need to understand the destination decision-making process has become more important in recent years as a result of the rapid growth of both travel demand and the tourist industry. There is no one but several ways of understanding tourists’ destination decision-making processes. Several models have been used by tourism industries. By analyzing these models, we can find some similar variables that influence tourist’s final destination choice. This study will use these similar variables: motivation (internal inputs), customers’ lifestyle (internal inputs), and travel information (external inputs) as the main factors that will influence the international students’ travel decision-making process.

2.2 Consumers’ motivation

2.2-1 Introduction

After introduce the travel decision model, there is a basic question. Why people want to travel? What make these people become tourists? And how these different ‘Whys’ result in different travel decisions? People travel for different motivations and many authors see motivation as a major determinant of the tourists’ behavior. Basic motivation theory describes a dynamic process of internal psychological factors (needs, wants and goals) that generate an uncomfortable level of tension within individual’s minds and bodies (Fodness, 1993). These inner needs and the resulting tension lead to actions designed to release tension, which thereby
satisfy the needs. This section will begin with two famous models- 'Hierarchy of Needs' and 'Classification Human Needs' which were built in the beginning of 90’s. After understanding people’s need, the following of this section will explore how and why these needs become travel motivations. This section will also introduce how these models applied by the following researcher and how these models be used in the tourism.

2.2-2 Maslow's Hierarchy of Needs

To understand human motivation, it is necessary to discover what needs people have and how these needs can be fulfilled (Simon, 1999). In 1943, Maslow developed a ‘Hierarchy of Needs (see Table 2.1) based on his work in the field of clinical psychology.

Table 2.1: ‘Hierarchy of Needs

<table>
<thead>
<tr>
<th>Needs</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physiological needs</td>
<td>Hunger, thirst, sex, sleep, air, etc.</td>
</tr>
<tr>
<td>Safety needs</td>
<td>Freedom from threat or danger</td>
</tr>
<tr>
<td>Love (social) needs</td>
<td>Feeling of belonging, affection, and friendship</td>
</tr>
<tr>
<td>Esteem needs</td>
<td>Self-respect, achievement, self-confidence, reputation, recognition, prestige</td>
</tr>
<tr>
<td>Needs for self-actualization</td>
<td>Self-fulfillment, realizing one’s potential</td>
</tr>
</tbody>
</table>

*Source: Maslow 1949*

Simplicity is the characteristic of Maslow’s needs hierarchy and probably is the main reasons for the popularity. The convenient five level classification system makes it easy to present to non- psychologists and has been widely influential in many applied areas such as industrial and organizational psychology, counseling, marketing and tourism (Simon, 1999).

From Maslow’s writings and notes it is clear that, in the 50s, Maslow saw the idea of self-actualization excited him, not simply as a psychological concept, but also a moral one. Indeed, he clearly states in the second edition of *Motivation and Personality* that this study:
was not planned as an ordinary research: it was not a social venture but a private one, motivated by my own curiosity and pointed toward the solution of various personal moral, ethical, and scientific problems.” (Maslow, 1970:149)

2.2-3 The Leisure Motivation Scale

The Beard and Ragheb Leisure Motivation Scale (1983) also derived from Maslow’s hierarchy of needs, and relates to similar work within recreation studies where recreation is concerned with re-creating and finding self (Baldwin and Tinsley 1988; Smith and Godbey 1991; Tinsley and Tinsley 1986). It is argued that four motives determine satisfaction to be gained from leisure pursuits. These are, first, an intellectual motive which "assesses the extent to which individuals are motivated to engage in leisure activities which involve... mental activities such as learning, exploring, discovering, thought or imagining". Second, a social component "assesses the extent to which individuals engage in leisure activities for social reasons. This component includes two basic needs... the need for friendship and interpersonal relationships, while the second is the need for the esteem of others". Third, there exists a competence-mastery component in which individuals seek "to achieve, master, challenge, and compete". Finally, there is a stimulus avoidance motive which "assesses the drive to escape and get away from over-stimulating life situations. It is the need for some individuals to avoid social contacts, to seek solitude and calm conditions; and for others it is to seek to rest and to unwind themselves" (Beard and Ragheb 1983:225).

2.2-4 Travel Career Ladder

Pearce’s TCL (Travel Career Ladder) model (see figure 2.4) is based upon Maslow’s hierarchy of needs and specified that there are five different hierarchical steps affecting tourist behavior, which maybe used to explain the TCL concept.
Pearce describes his theory as distinguishing (1996):

"...between intrinsic and extrinsic motivation art the four lower levels of the system. The travel career ladder emphasizes all the tourists’ patterns or motives, rather than a single motive for traveling. The five motivational levels described in the scheme are: a concern with biological needs (including relaxation), safety and security needs (or levels of stimulation), relationship development and extension needs, special interest and self development needs, and fulfillment or deep involvement needs (formally defined as self actualization).” (Pearce, 1996:13)

Figure 2.4 The Travel Career Ladder

<table>
<thead>
<tr>
<th>Fulfillment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fulfill a Dream</td>
<td></td>
</tr>
<tr>
<td>Understand Myself</td>
<td></td>
</tr>
<tr>
<td>Experience Inner</td>
<td></td>
</tr>
<tr>
<td>Peace, Harmony</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Self-Esteem and Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Self-Directed)</td>
</tr>
<tr>
<td>Development of Skills</td>
</tr>
<tr>
<td>Special Interests</td>
</tr>
<tr>
<td>Competence, Mastery</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Self-Directed)</td>
</tr>
<tr>
<td>Giving Love, Affection</td>
</tr>
<tr>
<td>Maintaining Relationship</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stimulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Self-Directed)</td>
</tr>
<tr>
<td>A Concern for Own Safety</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Relaxation</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Self-Directed)</td>
</tr>
<tr>
<td>Need for Bodily Reconstitution</td>
</tr>
<tr>
<td>Relaxation</td>
</tr>
</tbody>
</table>
The TCL model postulates a career goal in tourism behavior, and as tourists become more experienced they increasingly seek satisfaction of higher need (Pearce 1991)

2.2-3 Murray's classification of human needs

Some researchers questioned that the Maslow’s theory did not include several important needs such as dominance, abasement, play, aggression, and so on. They prefer Murray’s classification system, which identified a total 14 physiological, and 30 psychological needs (see table 2.2).

Table 2.2 Examples of Murray’s classification system of human needs

<table>
<thead>
<tr>
<th>Dominance</th>
<th>To influence or control others. To persuade, prohibit, dictate. To lead and direct. To restrain. To organize the behaviour of a group.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passivity</td>
<td>The need for relaxation, rest and sleep: the desire to relinquish the will, to relax, to daydream, to receive impression.</td>
</tr>
<tr>
<td>Play</td>
<td>To relax, amuse oneself, seek diversion and entertainment. To ‘have fun’, to play game. To laugh, joke and be merry. To avoid serious tension.</td>
</tr>
<tr>
<td>Aggression</td>
<td>To assault or injure another, to murder. To belittle, harm, blame, accuse or, maliciously ridicule a person. To punish severely. Sadism.</td>
</tr>
<tr>
<td>Activity</td>
<td>To need to expand built-up energy: to discharge energy in uninhibited movement or thought.</td>
</tr>
</tbody>
</table>

Source: adapted from Murray (1938)

Compare with Maslow’s needs hierarchy, Murray’s classification system is more complex and not easy to present to non-psychologists. In this classification system, Murray envisage needs as varying independently, which means that knowing the strength or degree of satisfaction of one need will not tell us anything about the strength of others. In order to identify what
motivates people, researchers have to measure all other important needs rather than simply working out what level in a hierarchy that these people have reached. For these reasons, Murray's work on human needs never became as popular as Maslow’s did. Nevertheless, it did stimulate influential research into specific needs, particularly the needs for achievement, affiliation and power. From the point of view of tourist motivation it does provide a much more comprehensive list of human needs that could influence tourist behavior (Peter and Barry, 1992). Each need can be the factor that can explain why people travel and where will they travel.

2.2-4 Tourist motivations

To market tourism services and destinations well, marketers must understand the motivating factors that lead to travel decisions and consumption behavior (Gee, Choy and Makens, 1984). Some researchers attempting to explain tourist motivation have identified with Maslow’s needs hierarchy. Mill and Morrison (1985) see travel as a need or want satisfier. Motivation theories indicate that individuals constantly strive to achieve a state of stability, a homeostasis. Their homeostasis is disrupted when they are made aware of a need deficiency. This awareness creates wants. But to be motivated to satisfy a need, an objective must be present. The individuals must be aware of a product or service and must perceive the purchase of that product or service as having a positive effect on satisfying that now conscious need. Then, will the individual be motivated to buy. It is the role of marketing to create awareness and to suggest objectives to satisfy needs (Mill and Morrison 1985:4). For example, those who say they travel to escape or relieve tension can be seen as seeking to satisfy their basic physiological needs.

Similarly, Dann’s (1977) tourism motivators can be linked to Maslow’s list of needs. Dann argued that there are basically two factors in a decision to travel, the push and the pull factors. The push factors are those that make tourists want to travel and the pull factors are those that
affect where tourists travel. In his appraisal of tourism motivation, Dann argues that travel is a response to what is lacking yet desired. He also suggested that there is a desire to transcend the feeling of isolation obtained in everyday life, and that this need for social interaction can only be fulfilled by the individual getting away from it all on vacation. Man requires to be recognized, and that travel provides opportunity for ego-enhancement or self-recognition.

"Related to anomie, the fantasy world of travel seeks to overcome the humdrum, the normlessness and meaninglessness of life, with more satisfying experiences. As regards ego enhancement, travel presents the tourist with the opportunity to boost his or her ego in acting out an alien personality." (Dann, 1977. p. 189)

Crompton (1979) agreed what the idea of push and pull motives. He also identified nine motives- seven classified as socio-psychological or push motives and two classified as culture or pull motives. The push motives were: escape from a perceived mundane environment; exploration and evaluation of self; relaxation; prestige; regression; enhancement of kinship relationships; and facilitation of social interaction. The pull motives were novelty and education. After a series of in-depth interviews with a group of people, Crompton found that the push motives were difficult to uncover. He pointed out that people may be reluctant to give the real reasons for travel if these reasons are deeply personal or intimate.

Chuck, James, and Dexter (1996) point out that to market travel services and destinations effectively, travel sellers and suppliers must understand the motivating factors that lead to travel decision. The problem for tourism industries is that even a single motivator can result in many different travel decisions by different people. For example, when people want to relax, some people will visit shopping mall and the others may seek for outdoor adventure. It becomes more difficult for tourism industries to predict how potential traveler might respond to particular
tourism promotion and market campaigns. Chuck, James, and Dexter (1996) classified psychological motivation into five key factors: (1) Cultural experience: humanistic reasons such as cross-cultural exchanges, experiencing how other people live, and fostering international understanding. These may be a form of pleasure travel, which satisfies curiosity about other cultures, lifestyles and places. (2) Leisure/Escape: Leisure is becoming a means of maintaining a healthy balance between work and relaxation or of escaping routine cares, especially with the accelerated of modern life. Escape for some people leads them to taking adventure tours or pursuing recreational interests; for others, escape means rest and relaxation. (3) Personal values: Personal values appear particularly useful in describing those individuals who visit a specific travel attraction versus those who do not visit the attraction. (4) Social contact: Human beings are social animals and typically need contact and communication with others. They enjoy the feeling of companionship when traveling alone and worrying about with whom to eat or with whom to sightsee. (5) Social trends: Travel for many represents fashion. Travel to ‘in place’ can provide a means of mingling with the jet set and trendsetters. It also can serve as an informal means of being part of a social group (Chuck, James, and Dexter 1996).

Krippendorf (1987) outlines eight theories of travel motivation found in the literature on tourism. Travel is: recuperation and regeneration; compensation and social integration; escape; communication; freedom and self-determination; self-realization; happiness; and travel broadens the mind. He also sees a thread running through all these theories. First, travel is motivated by ‘going away from’ rather than ‘going towards’ something; and second, travelers’ motives and behavior are markedly self-oriented: ‘I decide what is good for me.’

2.2-5 Summary

People are motivated to satisfy needs that may be innate or learned. Part of marketing’s task
is to make people aware of their needs and present them with an objective, the purchase or attainment of which will help satisfy need (Mill and Moeison, 1985). This section begins with two models: Maslow’s hierarchy of needs’ and Murray’s classification of human needs, and several travel motivation studies based on Maslow’s need model were introduced in the following part of this section. The tourism researchers attempt to explain travel motivation and they believe that travels are ways of satisfying various needs.

From the prior theories and researches, we can find some factors shown frequently in different researches, such as: socialize, relaxation, and self-interests. In this research, the questionnaire will be built base on these factors.

**2. 3 Lifestyle**

**2.3-1 Introduction**

Life style, a term originally coined by Max Weber, encompasses many of the sociological, cultural and psychological variables under scrutiny in consumer behavior. But even though social scientists have popularized the term and most people know roughly what it is supposed to mean, no universal definition is accepted by all researchers. Lazer (1963) presented a definition of life style:

“Life style is a systems concept. It refers to the distinctive or characteristic mode of living, in its aggregative and broadest sense, of a whole society or segment thereof. It is concerned with those unique ingredients or qualities which describe the style of life of some culture or group, and distinguish it form others. It embodies the patterns that develop and emerge from the dynamics of living in a society.

Life style, therefore, is the result of such forces as culture, values, resources, symbols, license, and sanction. From one perspective, the aggregate of consumer purchases, and the
manner in which they are consumed, reflect a society's life style. " (Lazer, 1964:130)

In the conjunction with this definition, he offered the ‘Life Styles Hierarchy’ (see figure 2.5).

Figure 2.5 Lazer’s Life Style Hierarchy:

![Life Style Hierarchy Diagram]

Source: Lazer, 1963

From a sociological viewpoint, Feldman and Thielbar (1971) define life style in terms of four characteristics: (1) Life style is a group phenomenon. (2) Life style pervades many aspect of life. (3) Life style implies a central life interest. (4) Life styles vary according to sociologically-relevant variables.

2.3-2 Life style segments

More researchers see life style research as a useful market tool. Lazer (1963) argued that the life style concept is neither a model nor a theory of consumer behavior. It is rather an organizational concept for understanding many of the determinants and processes of behavior.
He also offers two cogent reasons for using life style research:

1. Life style draws a variety of analyses together. Data on consumer incomes, age groups, and spending patterns has been gathered and analyzed for some time. But the objective is not to compile statistical data; it is to translate findings into meaningful information about people. Life style provides a more useful portrait of how people are individualized and how they identify themselves as members of reference groups, which collectively form as patterns of living. This leads us closer to understanding and predicting dimensions of consumer behavior.

2. Life style draws a variety of disciplines together. Because it determines and reflects so many aspects of life, the life style concept is a point of convergence between marketing and disciplines such as anthropology, psychology, sociology and economics. (Harold and Chiristopher, 1974:191-192)

Thus, life style emerges as a systems concept in the field of consumer behavior. It also provides a new dimension for research which can bring actionable results to problems of market segmentation (Christoper, 1974).

Susan and Christine (1977) believed that life style research could provide some insights and, in particular, an approach to understand consumers' purchasing pattern. In essence, life style studies profile customers in terms of their daily life patterns, their work habits and leisure activities, their interests and self-perceptions, their aspirations and frustrations, their attitudes towards their family and others, and their beliefs and opinions about the environment around them. Well (1974) created a classification of life style characteristics including these key aspects. (See figure 2.6)
Whereas no classification can assure exhaustiveness, it is believed that a fairly complete picture of a person’s life style can be obtained by describing his value, interests and attitudes toward leisure time, work and consumption. Theses should be related to one’s perception of self, including the self in a social setting with respect to general behavior and also the specific product class and brands within it.

Plummer (1974) pointed out that there are 7 benefits of life style segments. (1) Definition of the key target: invariably, life style segmentation provides a redefinition of the key target. Instead of defining the target in demographic terms or in product usage term, life style segmentation demonstrates the diversity of those definitions, helps tighten them up, and provides new definitions. Also, since life style segmentation involves many factors simultaneously, it has shown that certain demographics go together to define targets which, considered independently,
might not merge. Life style segmentation provides a richer redefinition of the key target audiences. (2) Provides a new view of the market: In the past, it was difficult to determine the structure of the market in terms of usage patterns. Because life style segmentation provides an overview of the market in a multidimensional sense, one can often learn a good deal about the structure of the market. (3) Product positioning: Life style information can be used to complement more commonly used information such as product benefits, unique ingredients, and competitive advantages in positioning a product to customers. Life style information also can be employed to position a product based on the inference drawn from the portrait of the consumer both in terms if his basic needs and how the product fits into his life. (4) Communication: There are many ways in which life styles can be useful in the creation of advertising. Applying the finding of customers' life style, travel sellers and destination owners can create the more effective way to communicate with their customers. (5) Helps develop sounder overall marketing and media strategies: In addition to providing input into the 'who' of a marketing plan, life style segmentation often provides insights into the amount of concentration in a market: how difficult conversion of nonusers might be, the potential role of promotion, and the potential role of new products. (6) Can suggest new product opportunities: Because life style segmentation provides a great deal of information on the different needs of types of people and the potential size of those 'types' in the population, one can examine existing products to see how well they are meeting the needs of consumer type. (7) Helps explain the 'why' of a product or brand situation: Knowledge of each segment's life style, attitudes, and usage patterns enables the marketer in many situations to explain or generate hypotheses on why certain segments use or do not use a particular product or brand very heavily. It is often because of several factors interacting rather than a signal factor. Without the holistic views of the segments, it would be difficult to observe these interactions and
put them into perspective. These insights are helpful in deciding not to appeal to particular segments when there are several 'barriers' to conversion or increased usage.

Using Lazer’s life style concept, Plummer (1974) developed a new market method termed life style segmentation. Life style segmentation is the marriage of two concepts into a single system. One of the concepts is lifestyle patterns and the other is market segmentation. He argued that understanding consumers’ life style could be a useful tool for market.

“The basic premise of life style research is that the more you know and understand about your customers, the more effectively you can communicate and market to them” (Plummer, 1974:33).

Some researchers also stated that lifestyle offers a clear managerial advantage: Lifestyles are employed as a method of market segmentation that offers marketers particular advantages. Because they are related to the goals that people set for themselves, they provide marketers with an understanding of the motivational forces that drive behavior. Consequently, compared to most market segmentation methods, they can give added insight for the development and management of the marketing mix, particularly for product development and promotion strategies. (Lawson, Thyne, Young, and Juric 1999: 450)

2.3-3 Life style pattern

Over the years, a number of constructs have been useful to better understanding the customer. The most popular constructs have been demographics, social class, and psychological characteristic. Demographic have received broad acceptance and lend them easily to quantification and consumer classification. However, there are some drawbacks when using these constructs to understand the customers. Plummer pointed out that demographics lack richness and often need to be supplemented with other data. Social class adds more depth to
demographics, but it, too, often needs to be supplemented in order to obtain meaningful insights about consumers. Lastly, psychological characteristics are often rich but may lack reliability when applied to mass audiences. In addition, the findings from psychological scales frequently are difficult to implement.

The new construct, life style patterns, combines the virtues of demographics with the richness and dimensionality of psychological characteristics and in depth research. Life style deals with everyday, behaviorally oriented facets of people lives as well as their feelings, attitudes, and opinions. It tells things about customers and most researchers did not really attempt to quantify in the past, when the focus was on the product or on widely used measures of classification such as demographics (Plummer 1974).

2.3-4 Life style measurements

Since 1963, methods of measuring lifestyle patterns and their relationship to consumer behavior have been developed and refined. The most widely used approach to life style measurement has been AIO (Activities, Interests, and Opinions) rating statements (William, and Doug, 1971). Life style as used in life style segmentation research measures people's activities in terms of: (1) how they spend their time; (2) their interests, what they place importance on in their immediate surroundings; (3) their opinions in terms of their view of themselves and the world around them; and (4) some basic characteristics such as their stage in life cycle, income, education and where they live.

Table 2.3 lists the elements included in each major dimension of life style.
Table 2.3 Life Style Dimensions

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>INTERESTS</th>
<th>OPINIONS</th>
<th>DEMOGRAPHICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>Family</td>
<td>Themselves</td>
<td>Age</td>
</tr>
<tr>
<td>Hobbies</td>
<td>Home</td>
<td>Social issues</td>
<td>Education</td>
</tr>
<tr>
<td>Social events</td>
<td>Job</td>
<td>Politics</td>
<td>Income</td>
</tr>
<tr>
<td>Vacation</td>
<td>Community</td>
<td>Business</td>
<td>Occupation</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Recreation</td>
<td>Economics</td>
<td>Family size</td>
</tr>
<tr>
<td>Club membership</td>
<td>Fashion</td>
<td>Education</td>
<td>Dwelling</td>
</tr>
<tr>
<td>Community</td>
<td>Food</td>
<td>Products</td>
<td>Geography</td>
</tr>
<tr>
<td>Shopping</td>
<td>Media</td>
<td>Future</td>
<td>City size</td>
</tr>
<tr>
<td>Sports</td>
<td>Achievements</td>
<td>Culture</td>
<td>Stage in life cycle</td>
</tr>
</tbody>
</table>

2.3-5 Travel life style

Robert, Maree, Tracy and Buljana (1999) conducted a study which attempt to profile travel lifestyle. They analysis international visitors’ travel behaviors in New Zealand between 1986 and 1996 and profiled these visitors’ into six life style segments: outdoor adventurers (13%); fun-loving holidaymaker (14.4%); sport devotees (20.7%); education seeker (16.8%); special family occasions (20.7%); and kiwi family holidays (14.4%). They believe that lifestyle profiling would be the most insightful way to identify which parts of the domestic market are most likely to be affected by growth and crowding from international visitors.

In 1991, Cheng conducted a study on college students in Taiwan and tried to understand the
relationships between lifestyle and leisure participation. He used AIO Style Scale to examine students’ lifestyle and found that there were twelve lifestyle factors among college students including, family style, knowledge style, sport style, caring style, social style, interpersonal style, fashion style, health style, law style, leader style, media style, price-oriented style. The result in his study indicated that there were significant positive relationships between lifestyle and leisure.

It is important to emphasize that the lifestyle segments in the travel researches provide excellent discrimination on many aspects of holiday behaviors and choices. The activities undertaken by the different groups are very distinct, and the full lifestyle profiling offers much information than is contained in purely behavioral-based segmentation studies (e.g., Mottision, Hsieh, and O’Leary, 1994).

2.3-6 Summary

Lifestyle is the patterns of living that both influence and reflect a person’s consumption behavior (Lawason, 1996). In 1974, Plummer developed the new market tool- lifestyle segmentation by combining the concepts of lifestyle patterns and market segmentation. The lifestyle segmentation can classify tourists into different groups not only by demographics, but also by customers’ attitudes, interests and opinions. One of the benefits that Plummer mentioned about lifestyle segmentation is that lifestyle segmentation can create the more effective way to communicate with their customers.

This research will use Plummer’s AIO scale and prior relative studies to classify international students into different lifestyle. The lifestyle questionnaire will be built to understand the relationship between students’ lifestyle and their final travel decision.

In most travel decision-making processes, the information collecting stage takes place before probable decision alternatives have been established (Mansfeld, 1992). Once motivated to
tour, potential tourists need to gather sufficient information on various aspect of their planned trip. It makes the information collecting play an important role in the travel decision-making processes. The next section will introduce the travel information gathering stage in the decision-making model.

2.4 Travel information search

2.4-1 Introduction

Research on the collection and use of recreation and tourism information often assumes individuals collect it to help them make decisions concerning where to vacation (Mansfeld, 1992; Um and Crompton, 1990). Tourists can be expected to seek information from a variety of sources over a relatively long time period before selecting a destination. Unlike the retail consumers in a store, the tourists cannot observe what he/she is buying. Destinations, in particular, embrace this approach as they produce marketing-oriented information (such as brochures, maps, video, magazine, new newspaper advertisements) and participate in editorial communications (including guidebooks, motor club publications, magazine, and newspaper articles) with the intent of attracting 'new' visitors or reminding former visitors to return (Christine and Daniel, 1998).

Understanding the information search behaviors of leisure tourists is recognized as vital to both tourism scholars and practitioners (Raitz and Dakhil, 1989; Schul and Crompton, 1983; Snepenger, Meged, Snel- ling and Worrall, 1990). In this competitive marketplace, consumer awareness, selection, and choice of tourism and hospitality products depends on the information available to and used by the tourist (McIntosh and Goeldner 1990; Moutinho, 1987). By understanding customers' information search behaviors, destination owners can have market advantages in the following two ways. First, insight into search process can assist in determining
whether segmenting the audience can improve the efficiency of media communications. Second, knowledge of search processes can significantly aid in product positioning and the development of advertising appeals targeted at specific segments. Knowledge of search process can also help select appropriate marketing strategies for different market segments and can be useful for market analysis. Various types of customer analysis identifying individuals’ search behavior have been used in market planning (Newman and Lockeman, 1975).

2.4-2 Tourist information search

Travel information has several functions in the different stages of the vacation sequence. (1) It may be used to sensitize people favorably to the idea of having a vacation, by engendering particular expectations and creating ‘fantasies’. (2) It may persuade a household or a reluctant partner to take a particular vacation. (3) Background of information on geographical, historical, or cultural aspects may assist choice and heighten appreciation of the vacation destination. (4) Some information may be used to rationalize, justify, or legitimize the vacation decision, for oneself and others (Van Rraaij, and Francken, 1984). Moutinho (1987) had similar thoughts on tourism information searches. He defined information search as an expressed need to consult various sources prior to making a purchase decision.

Capella and Greco (1986) pointed out that most studies of customer information search activity have found that the amount of information sought by consumers is limited. Much of the information provided by marketers is not actively used by most consumers. However, several factors encourage consumers to engage in external search for information. These are high price, greater differences in product alternatives, greater product importance, higher perceived risk, less experience, and situational determinants. All of these factors would tend to suggest that most vacation trip decisions would encourage some external information search.
Most consumer information search processes studied are conducted under the assumption that data acquisition and processing is a problem-solving task, and as a result, the context of research inquiry has largely been limited to purchase situations. An information acquisition and processing model (See figure 2.7) adopted from Assael (1984) describes the multiple stages individuals proceed through before deciding whether to purchase a product.

Figure 2.7 Information acquisition and processing model

Source: Assael, 1984

The first stage is the consideration of input or background factors that they bring to the purchase occasion. The second and third stages highlight the information acquisition and
processing efforts, including recognizing that which has been retained over time for future use. The fourth stage features brand evaluation where they might prioritize necessary features or acknowledge brand loyalty. The last stage signifies the actual purchase and uses the product.

A number of typologies of information sources exit. One fundamental classification is internal vs. external search. Dale and Brian (1997) believe that a search may take place internally, such as when past experiences are used as the basis for planning a repeat visit to a destination. If the contents of memory are not sufficient for decision-making, however, search activities extend out into the external environment. In the case of vacation travel, the search is often predominantly external involving considerable effort and a variety of information sources (Schul and Grompton 1983). Internal sources include personal experience, either with the specific destination or with similar destinations (Raitz and Dakhi, 1989). Engel, Blackwel and Miniard (1995) suggest a classification system (See table 2.4) well suited to the study of this market.

Table 2.4 Tourism Information Classifications

<table>
<thead>
<tr>
<th>Source of information</th>
<th>Type of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Impersonal</td>
</tr>
<tr>
<td>Commercial</td>
<td>Brochure</td>
</tr>
<tr>
<td></td>
<td>Guide books</td>
</tr>
<tr>
<td></td>
<td>Local tourist offices</td>
</tr>
<tr>
<td></td>
<td>State travel guide</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>Magazines</td>
</tr>
<tr>
<td></td>
<td>Newspapers</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Engel, and Miniard, 1995

Sources of tourism information can be classified in terms of whether the source is
commercial or noncommercial and received from personal or impersonal communication.

2-5 Conclusions

After analyzing several tourist decision models, we can find that there are three main factors in tourists' travel decision-making process: travel motivations, tourists' lifestyle and tourists' information search behaviors. From prior literatures, we also can find that there are positive relationships among these three factors. In these three factors, lifestyles will influence tourists' travel motivations and the way they search travel information. In this study, the international students will divide into different lifestyle by using Plummer's AIO Lifestyle Scale and other relative researches. After identifying students' lifestyles, we can find the travel motivations that responded to each lifestyle and how these tourists search travel information.
Chapter 3

The purpose of this research is to understand international students' travel decision-making processes. There are four sections in this chapter: methodology, scope, procedure and analysis.

3.1 Methodology

International students contribute much in US tourism; however, US domestic tourism associations pay a little attention on them and have never implemented any survey to delineate their travel behaviors. With no any historical data about international students, travel providers find it's difficult to have an applicable strategy for this new travel-marketing segment to market it well.

The study model (figure 3.1) was built after analyzing the prior literature. In this model, three variables were identified as the main factors influenced the final travel decision.

Figure 3.1: Study model:

A questionnaire was designed to international students based on this study model and was the main instrument of this research. The close-end questions were utilized to be able to transpose responses into quantitative form for statistical analysis. The questionnaire included 4 parts: demographic, travel motivation, lifestyle, and travel information search behaviors with a five point scale ranging from extremely important/almost always (5) to not at all important/ never (1).
3.1-1 Demographic variables:

The demographic questionnaire referred from relative thesis surveys that fit this research's needs, which include: gender, age, marriage status, nationality, income, degree sought, and the length living in US.

3.1-2 Travel motivation variables:

The motivation questionnaire was not only referring from prior tourism thesis's survey questions which shown in different thesis/ research frequently but also adding some other factors such as culture experience and economy, because of the features of the international students.

3.1-3 Lifestyle variables:

The lifestyles questionnaire were built base on Plummer's AIO and prior tourist's behavior studies.

3.1-3 Travel information search variables:

The questionnaire was based on current information channel.

This questionnaire, with explaining the purpose of the research, will e-mail to selected individuals. Three weeks after the initial e-mailing of the questionnaires, a follow-up mail attach with another copy of the questionnaire will e-mail to all non-respondents.

This survey will further enhance the ability to align a marketing strategy with the international students' specific travel characteristics. The international students' travel profiles can be built by using these data. Once have these profiles, the travel providers can improve their marketing strategies and service this new segment much better.

3-2 Scope

International students who had been enrolled in RIT will be selected as the study's
population. 1400 international students were met the criterion and received survey e-mail from the International Student Office of RIT.

3-3 Procedures

This research is to identify the study's population- international students in US then analyze their travel decision-making processes via survey. The study procedure as follow:

```
Topic background
  Motivations of this research
  Purposes of this research
  Scope of this research
  Prior literature collection
  Build the study frame
  Build the survey questionnaire
  Survey
  Survey data collection and analysis
  Conclusions and recommendations
```
Chapter 4

Results / Analysis

4.1 Research Instrument

A questionnaire was designed to collect information about travel behaviors of international students. Travel was defined as "the actions and activities of people taking trips to a place or places outside of their home communities for any purpose except daily commuting to and from work" (McIntosh and Goeldner 1990, p. 10).

Questions designed to classify tourists' lifestyles -- concerning such as pioneer, economizing, sport interests, and so on -- were included based on previous tourist profile studies (Douglass 1991; Robert, Maree, Tracy and Biljana 1991; Cathy and Shihlin 1998, Chiue-Ju 2000). Questions designed to measure travel motivations were also based on previous travel studies (Chin-Chan 2002, Shun-Chun 2001, Feng-Chi 2001, Fang Yuan1998, and Gu-Wao 1997). All questions were phrased using a 5-point Likert scale, with 5 = almost always, 4 = frequently, 3 = sometimes, 2 = seldom, and 1 = never. Demographic questions that examined gender, age, marriage status, degree sought, disposable income, and years in the United States were also included in the questionnaire.

4.2 Data Collection and Analysis

International students who were enrolled in RIT were selected as the study's population. There were 1400 international students who met the criterion and received the e-mail survey from the International Student Office of RIT. A total of 229 questionnaires were returned, for a 22.1% response rate. Four individuals (1.7%) did not fully complete the questionnaire. Therefore, 214 questionnaires were analyzed through the Statistical Package for the Social Sciences (SPSS 12.0).
4.3 Results

4.3-1 Demographic of Respondents

The following figures present the demographic profiles of the international students in this sample. Ninety-five respondents (42%) identified themselves as female and one hundred thirty (58%) as male (see figure 4-1). A descriptive analysis of the respondents revealed that respondents were more likely to be single, live alone (see figure 4-2), and were seeking a master’s degree (see figure 4-3). They represented all age groups (see figure 4-4), 7% under 20; 33% 21-25, 47% 26-30, 9% 31-35 and 4% over 36. The figures 4-5 and 4-6 also show the income and length of stay (in US) of international students.

Figure 4-1: international students’ gender:

![Bar chart showing gender distribution](image)
Figure 4-2: international students’ marriage status:
Figure 4-3: international students’ degree sought:

![Bar chart showing the number of international students seeking graduate and undergraduate degrees.]

Figure 4-4: International students’ age categories:

![Bar chart showing the age distribution of international students.]

- **Graduate**
- **UnderGraduate**

- **Age categories:**
  - Younger than 20
  - 21-25
  - 26-30
  - 31-35
  - Older than 36

(years old)
Figure 4-5 International students’ income (per month):
4-3.2 Lifestyle Factor Analysis

In the first stage of the data analysis, an exploratory factor analysis was undertaken to identify the main underlying dimensions in the international students' lifestyle. The purpose of this was to classify respondents into different clusters and aid interpretation of the clusters discriminating among different motivations. The factor analysis used 'principle component analysis' via SPSS as the initial stage, and picked up the components whose eigenvalue was greater than 1 (see figure 4.7).
Figure 4.7 Scree plot

Eigenvalue

Components number

The factor loading matrix (see table 4-1) is a table that displays the factor loadings (correlation between the original variables and the factors) of all variables on each factor. Each column of the matrix represents a separate factor. The numbers represent the factor loadings for each variable on each factor. The factor loadings indicate the extent to which each product attribute and the individual factors are related. High scores (either positive or negative) indicate a strong relationship, while low scores reflect a small correlation or level of interrelatedness. Factor loadings not only aid in the interpretation of the factors, but also in their labeling.
According to table 4.1, we can name these five components as follows:

Component 1: There are four questions where the factor loading is greater than 0.5: “I like to go to parties (0.836)”; “new products attract my attention (0.798)”; “I would like to try any new stuff (0.603)”; and “I always spend my free time with my friends (0.515)”. This component can be named as “Socializing & Adventurer Tendency”.

Component 2: Only one question’s factor loading is greater than 0.5: “I go to the gym frequently (0.924)”. This component can be named as “Fitness Tendency"
Component 3: There are two questions where the factor loading is greater than 0.5: “I always travel with family (0.829)”; and “I like to spent time with my family (0.812”). This component can be named as “Family Tendency”

Component 4: Only one question’s factor loading is greater than 0.5: “I like to watch the sports programs (0.970)”. This component can be named as “Sports interests Tendency”

Component 5: only one question’s factor loading greater than 0.5: “I collect coupons (0.915)”. This component can be named as “Economizing tendency”.

Cluster analysis was performed on the same set of variables (lifestyles) using K-means methods. To estimate how many clusters might be appropriate, hierarchical cluster analysis using Ward’s method was run on the whole case (214 respondents). Three clusters were picked and are shown in the table 4-2,and table 4-3:

Table 4-2: Cluster Centers

<table>
<thead>
<tr>
<th>Components</th>
<th>Cluster 1</th>
<th>Cluster 2</th>
<th>Cluster 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Socializing &amp; Adventurer tendency</td>
<td>2.78</td>
<td>2.81</td>
<td>3.90</td>
</tr>
<tr>
<td>2. Fitness tendency</td>
<td>1.67</td>
<td>2.81</td>
<td>3.65</td>
</tr>
<tr>
<td>3. Family tendency</td>
<td>2.00</td>
<td>3.19</td>
<td>2.50</td>
</tr>
<tr>
<td>4. Sports interests tendency</td>
<td>1.89</td>
<td>3.88</td>
<td>2.20</td>
</tr>
<tr>
<td>5. Economizing tendency</td>
<td>3.22</td>
<td>2.38</td>
<td>1.90</td>
</tr>
</tbody>
</table>
Table 4-3: Number of Cases in each Cluster

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>42</td>
</tr>
<tr>
<td>2</td>
<td>77</td>
</tr>
<tr>
<td>3</td>
<td>95</td>
</tr>
<tr>
<td>Valid</td>
<td>214,000</td>
</tr>
<tr>
<td>Missing</td>
<td>.000</td>
</tr>
</tbody>
</table>

The profiles and the characteristics of these three clusters are as follows:

Cluster 1- “Economizing Group”: This group of respondents thinks that people should save money, and before shopping, they like to collect coupons. Table 4-4 shows the demographic profile of the respondents.

Table 4-4: Economizing Group Profile:

<table>
<thead>
<tr>
<th>Demographic characteristics</th>
<th>Number of respondents</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>19</td>
<td>45.24%</td>
</tr>
<tr>
<td>Female</td>
<td>23</td>
<td>54.76%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21-25 years old</td>
<td>10</td>
<td>23.81%</td>
</tr>
<tr>
<td>26-30 years old</td>
<td>15</td>
<td>35.71%</td>
</tr>
<tr>
<td>31-35 years old</td>
<td>13</td>
<td>30.95%</td>
</tr>
<tr>
<td>36 years old and over</td>
<td>4</td>
<td>9.52%</td>
</tr>
<tr>
<td>Marriage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>Single and live alone</td>
<td>32</td>
<td>76.19%</td>
</tr>
<tr>
<td>Married and live with spouse</td>
<td>5</td>
<td>11.9%</td>
</tr>
<tr>
<td>Married and separated from spouse</td>
<td>5</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income (per month)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 500 US dollars</td>
<td>20</td>
<td>47.62%</td>
</tr>
<tr>
<td>501-1000 US dollars</td>
<td>5</td>
<td>11.9%</td>
</tr>
<tr>
<td>1001-1500 US dollars</td>
<td>7</td>
<td>16.67%</td>
</tr>
<tr>
<td>2001-2500 US dollars</td>
<td>5</td>
<td>11.9%</td>
</tr>
<tr>
<td>More than 2500 US dollars</td>
<td>5</td>
<td>11.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Degree sought</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>15</td>
<td>35.71%</td>
</tr>
<tr>
<td>Graduate</td>
<td>27</td>
<td>64.29%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Years in US</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 year</td>
<td>3</td>
<td>7.14%</td>
</tr>
<tr>
<td>1-2 years</td>
<td>10</td>
<td>23.81%</td>
</tr>
<tr>
<td>2-3 years</td>
<td>5</td>
<td>11.9%</td>
</tr>
<tr>
<td>More than 3 years</td>
<td>24</td>
<td>57.14%</td>
</tr>
</tbody>
</table>

It shows that 54.76% of the respondents are female. The majority of the respondents (66.66%) are between age 26 and 35. Nearly 64.2% (N=42) of the respondents are pursuing their master’s degree. More than one-third (47.62%) of respondents’ income is less than $500 US dollars per month and over one-half of them have been in the US more than three years.
Compared with other two clusters, this cluster of respondents had the lowest income and longest stay.

Cluster 2 ‘Sports Interests’: This group of respondents is most likely to watch sports games/programs. They also like to spend their leisure time with family. Table 4-5 shows the demographic profile of the respondents.

Table 4-5: Sports interests group profile:

<table>
<thead>
<tr>
<th>Demographic characteristics</th>
<th>Number of respondents</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>52</td>
<td>67.53%</td>
</tr>
<tr>
<td>Female</td>
<td>25</td>
<td>32.47%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;20 years old</td>
<td>10</td>
<td>12.99%</td>
</tr>
<tr>
<td>21-25 years old</td>
<td>20</td>
<td>25.97%</td>
</tr>
<tr>
<td>26-30 years old</td>
<td>42</td>
<td>54.55%</td>
</tr>
<tr>
<td>31-35 years old</td>
<td>5</td>
<td>6.49%</td>
</tr>
<tr>
<td>Marriage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single and live alone</td>
<td>57</td>
<td>74.03%</td>
</tr>
<tr>
<td>Single and live with family</td>
<td>15</td>
<td>6.49%</td>
</tr>
<tr>
<td>Married and live with spouse</td>
<td>5</td>
<td>19.48%</td>
</tr>
<tr>
<td>Income (per month)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 500 US dollars</td>
<td>10</td>
<td>12.99%</td>
</tr>
<tr>
<td>501-1000 US dollars</td>
<td>10</td>
<td>12.99%</td>
</tr>
<tr>
<td>Income Range</td>
<td>Number</td>
<td>Percentage</td>
</tr>
<tr>
<td>----------------------------</td>
<td>--------</td>
<td>------------</td>
</tr>
<tr>
<td>1001-1500 US dollars</td>
<td>30</td>
<td>38.96%</td>
</tr>
<tr>
<td>1501-2000 US dollars</td>
<td>5</td>
<td>6.49%</td>
</tr>
<tr>
<td>2001-2500 US dollars</td>
<td>17</td>
<td>22.08%</td>
</tr>
<tr>
<td>More than 2500 US dollars</td>
<td>5</td>
<td>6.49%</td>
</tr>
</tbody>
</table>

Degree sought

- Undergraduate: 25 (32.47%)
- Graduate: 52 (67.53%)

Years in US

- Less than 1 year: 10 (12.99%)
- 1-2 years: 25 (32.47%)
- 2-3 years: 18 (23.38%)
- More than 3 years: 24 (31.17%)

This table shows that 67.5% of the respondents are male. The majority of the respondents (54.55%) are between age 26 and 30, and 25.97% are between age 21 and 25. Nearly three-fourths of the respondents are single and live alone, followed by married and live with spouse (19.48%). Over one-third of the respondents have $1001-1500 US dollars income per month, and 22.08% of the respondents have $2001-2500 US dollars per month. Compared with other two clusters, this cluster of respondents has the highest income. Over 67% of the respondents are pursuing their master's degree, and 32.47% of them are pursuing their bachelor's degree.

Cluster 3 'Pioneer': This group of respondents likes to go to parties, spend time with friends; they also love to try new stuff/product and go to the gym frequently to keep fit. Table 4-6
shows the demographic profile of the respondents. It shows that 57.89% of the respondents are female and almost all respondents are located in the age category 21-30. All respondents are single and most of them (94.74%) live alone. Over one-third of the respondents’ income (per month) is between $501 and $1000 US dollars, followed by $1001-$1500 US dollars (24.21%) and less than $500 US dollars (21.05%)

Table 4-6: Pioneer group profile:

<table>
<thead>
<tr>
<th>Demographic characteristics</th>
<th>Number of respondents</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>40</td>
<td>42.11%</td>
</tr>
<tr>
<td>Female</td>
<td>55</td>
<td>57.89%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;20 years old</td>
<td>5</td>
<td>5.26%</td>
</tr>
<tr>
<td>21-25 years old</td>
<td>40</td>
<td>42.11%</td>
</tr>
<tr>
<td>26-30 years old</td>
<td>45</td>
<td>47.37%</td>
</tr>
<tr>
<td>31-35 years old</td>
<td>5</td>
<td>5.26%</td>
</tr>
<tr>
<td>Marriage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single and live alone</td>
<td>90</td>
<td>94.74%</td>
</tr>
<tr>
<td>Single and live with family</td>
<td>5</td>
<td>5.26%</td>
</tr>
<tr>
<td>Income (per month)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 500 US dollars</td>
<td>20</td>
<td>21.05%</td>
</tr>
<tr>
<td>501-1000 US dollars</td>
<td>36</td>
<td>37.89%</td>
</tr>
</tbody>
</table>
### Financial Data

<table>
<thead>
<tr>
<th>Currency Range</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1001-1500 US dollars</td>
<td>23</td>
<td>24.21%</td>
</tr>
<tr>
<td>1501-2000 US dollars</td>
<td>5</td>
<td>5.26%</td>
</tr>
<tr>
<td>2001-2500 US dollars</td>
<td>6</td>
<td>6.32%</td>
</tr>
<tr>
<td>More than 2500 US dollars</td>
<td>5</td>
<td>5.26%</td>
</tr>
</tbody>
</table>

### Degree Sought

<table>
<thead>
<tr>
<th>Degree</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>24</td>
<td>25.26%</td>
</tr>
<tr>
<td>Graduate</td>
<td>71</td>
<td>74.74%</td>
</tr>
</tbody>
</table>

### Years in US

<table>
<thead>
<tr>
<th>Duration</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 year</td>
<td>20</td>
<td>21.05%</td>
</tr>
<tr>
<td>1-2 years</td>
<td>20</td>
<td>21.05%</td>
</tr>
<tr>
<td>2-3 years</td>
<td>25</td>
<td>26.32%</td>
</tr>
<tr>
<td>More than 3 years</td>
<td>30</td>
<td>31.58%</td>
</tr>
</tbody>
</table>

### Motivation Analysis

4-3.3 Motivation analysis

The traveling motivation characteristics of each respondent can be easily indicated after classifying all the respondents into several clusters according to their lifestyles. Table 4-7 shows the ranking and mean scores of perceived importance of travel motivation and the motivation to visiting Finger Lakes attractions.

The results indicate that international students perceive "relaxing/resting from busy school" as the most important travel motivation, followed by "experiencing/discovering different culture" and "spending more time with family". The attribute with the lowest mean score is "socializing". When asked the reasons/motivations why international students visit Finger Lakes attractions, the most important visit motivations are "another individual had a good experience", 
and their friends’ recommended. The attribute with the lowest mean score is “attracted by the advertising”. All of these travel motives scored above 3.0 in a 5-point scale.

Table 4-7 the importance of travel motivation of all respondents

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Motivation</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Relaxing/resting from busy school work</td>
<td>4.07</td>
<td>.995</td>
<td>214</td>
</tr>
<tr>
<td>2</td>
<td>Experiencing/discovering different culture</td>
<td>3.76</td>
<td>1.220</td>
<td>214</td>
</tr>
<tr>
<td>3</td>
<td>Spending more time with family</td>
<td>3.57</td>
<td>1.238</td>
<td>214</td>
</tr>
<tr>
<td>4</td>
<td>Enjoying interests: sports, adventures</td>
<td>3.31</td>
<td>1.303</td>
<td>214</td>
</tr>
<tr>
<td>5</td>
<td>Socializing</td>
<td>2.95</td>
<td>1.110</td>
<td>214</td>
</tr>
<tr>
<td>1</td>
<td>Others had a good experience</td>
<td>3.07</td>
<td>1.389</td>
<td>214</td>
</tr>
<tr>
<td>2</td>
<td>My friends recommended</td>
<td>3.04</td>
<td>1.424</td>
<td>214</td>
</tr>
<tr>
<td>3</td>
<td>Need something to do on break</td>
<td>2.95</td>
<td>1.285</td>
<td>214</td>
</tr>
<tr>
<td>4</td>
<td>It is a first visit</td>
<td>2.74</td>
<td>1.392</td>
<td>214</td>
</tr>
<tr>
<td>5</td>
<td>Accessibility and price</td>
<td>2.71</td>
<td>1.388</td>
<td>214</td>
</tr>
<tr>
<td>6</td>
<td>Some festivals/events held that attract me</td>
<td>2.55</td>
<td>1.379</td>
<td>214</td>
</tr>
<tr>
<td>7</td>
<td>Attracted by the advertising</td>
<td>1.95</td>
<td>1.017</td>
<td>214</td>
</tr>
</tbody>
</table>

Cluster Motivation analysis

Table 4-8, table 4-9 and table 4-10 show the ranking and mean scores of travel motivation and
the motivation to visit Finger Lakes attractions in each cluster.

Table 4-8: The importance of motivations of economizing Group

<table>
<thead>
<tr>
<th>Travel motivation</th>
<th>Economizing Group</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Std. Deviation</td>
<td>N</td>
<td>Ranking</td>
</tr>
<tr>
<td>Experiencing /discovering different culture</td>
<td>4.17</td>
<td>0.621</td>
<td>42</td>
<td>1</td>
</tr>
<tr>
<td>Relaxing/ resting from busy school work</td>
<td>3.79</td>
<td>0.645</td>
<td>42</td>
<td>2</td>
</tr>
<tr>
<td>Enjoying interests: sports, adventures</td>
<td>3.67</td>
<td>1.183</td>
<td>42</td>
<td>3</td>
</tr>
<tr>
<td>Spending more time with family</td>
<td>3.05</td>
<td>1.188</td>
<td>42</td>
<td>4</td>
</tr>
<tr>
<td>Socializing</td>
<td>2.69</td>
<td>0.975</td>
<td>42</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Why visit Finger Lakes attractions</th>
<th>Economizing Group</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Std. Deviation</td>
<td>N</td>
<td>Ranking</td>
</tr>
<tr>
<td>My friends recommended</td>
<td>2.90</td>
<td>1.462</td>
<td>42</td>
<td>1</td>
</tr>
<tr>
<td>Others had a good experience</td>
<td>2.90</td>
<td>1.462</td>
<td>42</td>
<td>2</td>
</tr>
<tr>
<td>Need something to do on break</td>
<td>2.79</td>
<td>1.406</td>
<td>42</td>
<td>3</td>
</tr>
<tr>
<td>Some festivals/events held that attract me</td>
<td>2.79</td>
<td>1.570</td>
<td>42</td>
<td>4</td>
</tr>
<tr>
<td>It is a first visit</td>
<td>2.67</td>
<td>1.426</td>
<td>42</td>
<td>5</td>
</tr>
<tr>
<td>Accessibility and price</td>
<td>2.67</td>
<td>1.509</td>
<td>42</td>
<td>6</td>
</tr>
<tr>
<td>Attracted by the advertising</td>
<td>2.55</td>
<td>1.517</td>
<td>42</td>
<td>7</td>
</tr>
</tbody>
</table>
Table 4-9 the importance of motivations of sports interests group

<table>
<thead>
<tr>
<th>Travel motivation</th>
<th>Sports Interests</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiencing /discovering different culture</td>
<td></td>
<td>4.56</td>
<td>.618</td>
<td>77</td>
<td>1</td>
</tr>
<tr>
<td>Relaxing/ resting from busy school work</td>
<td></td>
<td>4.05</td>
<td>1.169</td>
<td>77</td>
<td>2</td>
</tr>
<tr>
<td>Enjoying interests: sports, adventures</td>
<td></td>
<td>3.52</td>
<td>1.284</td>
<td>77</td>
<td>3</td>
</tr>
<tr>
<td>Spending more time with family</td>
<td></td>
<td>3.36</td>
<td>1.234</td>
<td>77</td>
<td>4</td>
</tr>
<tr>
<td>Socializing</td>
<td></td>
<td>2.79</td>
<td>1.207</td>
<td>77</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Why visit Finger Lakes attractions</th>
<th>Sports Interests</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>My friends recommended</td>
<td></td>
<td>3.18</td>
<td>1.448</td>
<td>77</td>
<td>1</td>
</tr>
<tr>
<td>Others had a good experience</td>
<td></td>
<td>3.17</td>
<td>1.261</td>
<td>77</td>
<td>2</td>
</tr>
<tr>
<td>Need something to do on break</td>
<td></td>
<td>2.92</td>
<td>1.222</td>
<td>77</td>
<td>3</td>
</tr>
<tr>
<td>Accessibility and price</td>
<td></td>
<td>2.84</td>
<td>1.387</td>
<td>77</td>
<td>4</td>
</tr>
<tr>
<td>It is a first visit</td>
<td></td>
<td>2.65</td>
<td>1.316</td>
<td>77</td>
<td>5</td>
</tr>
<tr>
<td>Some festivals/events held that attract me</td>
<td></td>
<td>2.35</td>
<td>1.244</td>
<td>77</td>
<td>6</td>
</tr>
<tr>
<td>Attracted by the advertising</td>
<td></td>
<td>1.74</td>
<td>.677</td>
<td>77</td>
<td>7</td>
</tr>
</tbody>
</table>
Table 4-10 the importance of motivations of pioneers group

<table>
<thead>
<tr>
<th>Travel motivation</th>
<th>Pioneers group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
</tr>
<tr>
<td>Relaxing/ resting from busy school work</td>
<td>3.79</td>
</tr>
<tr>
<td>Experiencing /discovering different culture</td>
<td>3.78</td>
</tr>
<tr>
<td>Spending more time with family</td>
<td>3.42</td>
</tr>
<tr>
<td>Socializing</td>
<td>3.19</td>
</tr>
<tr>
<td>Enjoying interests: sports, adventures</td>
<td>3.11</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Why visit Finger Lakes attractions</th>
<th>Pioneers group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
</tr>
<tr>
<td>Others had a good experience</td>
<td>3.07</td>
</tr>
<tr>
<td>Need something to do on break</td>
<td>3.05</td>
</tr>
<tr>
<td>My friends recommended</td>
<td>2.98</td>
</tr>
<tr>
<td>It is a first visit</td>
<td>2.93</td>
</tr>
<tr>
<td>Accessibility and price</td>
<td>2.62</td>
</tr>
<tr>
<td>Some festivals/events held that attract me</td>
<td>2.60</td>
</tr>
<tr>
<td>Attracted by the advertising</td>
<td>1.85</td>
</tr>
</tbody>
</table>
Cluster 1 “Economizing Group”: table 4-8 shows that the main motivations for respondents to travel are “experiencing/discovering different culture”, followed by, in descending order of importance, “relaxing/resting from busy school work” and “enjoying interests: sports and adventure”. The lowest attribute of travel motivation is “socializing”. Surprisingly, it shows a very low mean score in each question when asked the motivations to visit Finger Lakes attractions.

Cluster 2 “Sports Interests”: The table 4-9 shows the majority of travel motivation for the respondents in this group is to get rest and relaxation from busy school work. “Spending more time with family” and “Experiencing/discovering different culture” are also the main motivations for traveling. The same as with the economizing group, the lowest attribute of travel motivation is ‘socializing’. “Friends recommended” and “others had good experience” play an important role for this group to visit Finger Lakes attractions. “Attracted by advertising” has the lowest attribute for respondents to visit Finger Lakes attractions.

Cluster 3 ‘Pioneer’: In this group, the main travel motivations are “relaxing/resting from busy school work” and “experiencing/discovering different culture” and the last reason for traveling is “enjoying interests: sports, adventures”. Different from other clusters, this group shows a positive response on each motivation question (all of these travel motives scored above 3.0 in a 5-point scale). The reasons for them to visit Finger Lakes attraction are “others had a good experience” and “need something to do during the break”. Table 4-10 also shows that few of the respondents visit Finger Lake attractions because of the advertisings.

4-3.4 Information search behavior analysis

Eight questions were used to understand respondents’ travel information search behaviors and the influence of each information source. Data were analyzed by using the SPSS. Mean
ratings for these eight travel information search behaviors and frequency distributions on the respondents’ lifestyle characteristics were computed. Table 4-11 shows the ranking, mean ratings, and std. deviation of all respondents’ travel information search behaviors and the influences of the different information sources.

Table 4-11 the ranking of all respondents’ travel information search behaviors and influences

<table>
<thead>
<tr>
<th>Travel information source</th>
<th>Usage</th>
<th>Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Internet</td>
<td>4.22</td>
<td>.934</td>
</tr>
<tr>
<td>Recommendations from friends</td>
<td>3.78</td>
<td>1.073</td>
</tr>
<tr>
<td>Travel associations</td>
<td>2.73</td>
<td>1.219</td>
</tr>
<tr>
<td>Brochures</td>
<td>2.68</td>
<td>1.283</td>
</tr>
<tr>
<td>Travel magazines</td>
<td>2.54</td>
<td>1.168</td>
</tr>
<tr>
<td>TV advertising</td>
<td>2.46</td>
<td>1.105</td>
</tr>
<tr>
<td>Billboard</td>
<td>2.05</td>
<td>.982</td>
</tr>
<tr>
<td>Radio advertising</td>
<td>1.84</td>
<td>.820</td>
</tr>
</tbody>
</table>

Table 4-11 indicates that the respondents in different lifestyle clusters show the similar information search behaviors. “Internet” is the most important source for the respondents to gain the travel information and has the most influence (the usage and influence scored above 3.7 in a 5-point scale), followed by “recommendations from friends”. In cluster 1 (see table 4-12) “economizing group”, three travel information sources: “travel associations”, “travel magazines”
and "brochures", score between 3.0 and 4.0, indicating that these attributes are deemed fairly important to the respondents. Although table 4-12 shows that "brochures" is a fairly important information source to the economizing group's respondents, brochures presents a lower influence when the respondents making their final travel decision.

Almost all travel information sources, except "internet" and "friends' recommendations", show the very low mean scores (all of these scored below 3.0) in "sports interests", and "pioneer" group (see table 4-13, 4-14)

Table 4-12 the ranking of respondents' travel information search behaviors in economizing group

<table>
<thead>
<tr>
<th>Travel information source</th>
<th>Usage</th>
<th>Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Internet</td>
<td>4.59</td>
<td>.626</td>
</tr>
<tr>
<td>Recommendations from friends</td>
<td>3.81</td>
<td>.739</td>
</tr>
<tr>
<td>Travel associations</td>
<td>3.41</td>
<td>1.117</td>
</tr>
<tr>
<td>Travel magazines</td>
<td>3.22</td>
<td>1.004</td>
</tr>
<tr>
<td>Brochures</td>
<td>3.00</td>
<td>1.054</td>
</tr>
<tr>
<td>Billboard</td>
<td>2.38</td>
<td>.893</td>
</tr>
<tr>
<td>TV advertising</td>
<td>2.43</td>
<td>1.144</td>
</tr>
<tr>
<td>Radio advertising</td>
<td>2.11</td>
<td>.809</td>
</tr>
</tbody>
</table>
Table 4-13 the ranking of respondents’ travel information search behaviors in sports interests group

<table>
<thead>
<tr>
<th>Travel information source</th>
<th>Usage</th>
<th>Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Internet</td>
<td>4.26</td>
<td>.992</td>
</tr>
<tr>
<td>Recommendations from friends</td>
<td>3.69</td>
<td>1.388</td>
</tr>
<tr>
<td>Travel associations</td>
<td>2.74</td>
<td>1.332</td>
</tr>
<tr>
<td>Travel magazines</td>
<td>2.64</td>
<td>1.317</td>
</tr>
<tr>
<td>Brochures</td>
<td>2.71</td>
<td>1.316</td>
</tr>
<tr>
<td>TV advertising</td>
<td>2.57</td>
<td>1.271</td>
</tr>
<tr>
<td>Billboard</td>
<td>2.29</td>
<td>.930</td>
</tr>
<tr>
<td>Radio advertising</td>
<td>1.91</td>
<td>.962</td>
</tr>
</tbody>
</table>

Table 4-14 the ranking of respondents’ travel information search behaviors in pioneer group

<table>
<thead>
<tr>
<th>Travel information source</th>
<th>Usage</th>
<th>Influence</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Internet</td>
<td>4.00</td>
<td>.923</td>
</tr>
<tr>
<td>Recommendations from friends</td>
<td>3.85</td>
<td>.875</td>
</tr>
<tr>
<td>Brochures</td>
<td>2.54</td>
<td>1.327</td>
</tr>
<tr>
<td>Travel associations</td>
<td>2.46</td>
<td>1.060</td>
</tr>
<tr>
<td>TV advertising</td>
<td>2.38</td>
<td>.936</td>
</tr>
<tr>
<td>Travel magazines</td>
<td>2.19</td>
<td>.960</td>
</tr>
<tr>
<td>Billboard</td>
<td>1.74</td>
<td>.970</td>
</tr>
<tr>
<td>Radio advertising</td>
<td>1.68</td>
<td>.657</td>
</tr>
</tbody>
</table>
Chapter 5 Conclusion and Recommendation

5.1 International students’ profiles

This research had identified the international students’ travel decision-making process by analyzing their lifestyle, travel motivations and destination information search behaviors. This research used factor analysis to identify 5 kinds of lifestyles, and then used cluster analysis to summarize the correlated lifestyle into three more meaningful clusters: economizing group, sports interests and pioneers. The international students in different lifestyle clusters showed different characteristics in travel motivations and information search behaviors. The clusters’ profiles were built as followed:

Cluster 1- Economizing Group:
- Single Females
- Live alone
- 26-30 years old
- Income less than $500 US dollars per month
- Graduate students
- Stay in US more than 3 years
- Collecting coupons
- Unlike to travel with family
- ‘Experiencing and discovering different’ as their main travel motivation
- Using Internet as their primary travel information source.

Cluster 2- Sports Interests
- Single males
- Live alone
- 26-30 years old
- $1001-$1500 US dollars income per month
- Graduate students
- Stay in US between 1 and 2 years
- Hedonist (unlikely to save money, and not care about the price)
- The motivation for traveling was to relax/ rest from busy school work
- Visit Finger Lakes attractions because of friend’s recommendations and good experiences
- Internet as the main travel information source
- Unlikely attracted by TV advertising when choosing a travel destination

Cluster 3- Pioneer
- Single females
- Live alone
- 26-30 years old
- 501-1000 US dollars income per month
- Graduate students
- Stay in US more than 3 years
- Most likely to spend their leisure time with friends
- Love parties
- Willing to try new stuffs/ product
- Go to gym frequently to keep fit
- ‘Relaxing/ resting from busy school work’ and ‘experiencing/ discovering different cultures’ as their main travel motivations
- Visit Finger Lakes attractions because others had good experiences and need something to do during the break
- Always search travel information via Internet

The respondents in economizing group have less income among all international students and the lower income reflects on their lifestyles. They thought people should save their money. Compared with other two clusters, this group of students shows a lower activity. They go to gym very seldom, show a lower interest about parties, do not like to travel with their family and have less willing to try new stuff. They show a higher motivation to experience/discover different cultures. However, they show a lower score on each motivation when asking them to visit Finger Lakes attractions.

In the sports interest groups, the number of male students is twice as female students. Maybe because the male are the majority members in this cluster, the students in this group show a strong interest in sports games and programs. This group of respondents has highest income, and shortest duration staying in US. The higher income reflects on their attitudes in spending money. They do not like to save money and not concern about the price when purchasing. Unlike other clusters, they do not like to spend their time with friends but family. They do not go to parties very often and always travel with family. Not surprisingly, "spending more time with family" presents a very high score (4.05 in a 5-point scale) when asking their travel motivations. Although they seem not very close with their friends, "friends' recommendations" is the main motivation for them to visit Finger Lakes attractions.

The pioneers group is the majority group of international students. All members in this group are single and most of them are live alone. Compared with other two clusters,
Students in this group are more active with friends. They love parties, spending time with friends, interesting in new products and going to gym frequently. The travel motivations also presented this adventurous personality. “Relaxing/ resting from busy school work” and “experiencing /discovering different cultures” are the main push powers for traveling. “Need something to do during the break” also show a high score when asking the reason why they visit Finger Lakes attractions.

These three clusters show different characteristics in lifestyle and travel motivations; however, these three clusters present the similar characteristics in travel information search behaviors. Internet is the main travel information source for international students, and it also influences the final travel decision most. Beside Internet, “friends’ recommendations” is another important travel information source for international students. Surprisingly, other prevailing travel information sources, such as brochures, TV advertisings, and travel magazines, show the lower usages and influences when international students’ making their travel decision.

5-2 Recommendation

After reviewing the study, the primary recommendations for Finger Lakes travel product providers are as follows:

- **Focus on word-of-mouth communication**

  Most international students visit Finger Lakes attractions because of their friend’s recommendation and others’ good experiences. The travel providers need to pay more attentions on current customers and satisfy them as possible because research has found that word-of-mouth communication about products is more likely to be negative than positive.

- **Re-engineer the festivals/events, and re-examine the advertising polices**
Finger Lakes associations host lots of festivals and events around years; however, these festivals and events are not the travel motivations for international students. The survey data also shows that international students are seldom attracted by the advertisings. Do these festivals/events not interest international students? Or international students have no idea about these festivals/events because of no advertising (or ineffectual period advertisings). The Finger Lake associations need to find out where the problems are.

- Travel information source

Almost all international students use Internet as their main travel information source. The data also represented an interesting phenomenon, TV advertisings and brochures, the two traditional travel information sources, show the lower usages and influences when international students make their travel decisions. Finger Lake associations need to revamp their advertising polices and pay more attentions on Internet marketing.

5-3 Limitation

The limitation of this study must be considered before using these data. The main limitation of this study was the study population. Data was collected form only one school, Rochester Institute of Technology, cannot be representative of whole international students in Rochester, NY. The local tourism planners and managers should conduct additional studies of international students with a larger sample size to have a better definition of this market and sub-segments.
Reference:


Dogan Gursoy & Erdogan Gavcar (2003). International leisure tourists’ involvement profile.


QUESTIONNAIRE: International students’ lifestyle, travel motivation and travel information search behaviors

Hi, this survey is from Hospitality and Service Management of RIT. The purpose of this survey is to understand international students’ travel decision-making processes. It’s a very short survey and only takes you about 5 mins to finish. You DON’T need to fill your name but ONLY LAST 4 DIGIT of your student ID. All personal data that you fill will only use in this thesis.

To access the survey site, please go to:

Please complete this survey before May 24, 2004.
I really appreciate your time with this.
http://polaris.it.rit.edu/~hxc5059/pfw/travelsurvey/index.php

Regards,
Lee Tung-Wei
Hospitality and Service Management
RIT
Questions for travel motivation:
Scale: 5= almost always, 4=frequently, 3= sometimes, 2=seldom, 1= never

1. For you, the value of traveling is:
   (1) Relaxing/ resting from busy school work 1 2 3 4 5
   (2) Enjoying interests: sports, adventures 1 2 3 4 5
   (3) Experiencing /discovering different culture 1 2 3 4 5
   (4) Socializing 1 2 3 4 5
   (5) Spending more time with family 1 2 3 4 5

2. I go to Finger Lakes attractions because:
   (1) My friends recommended 1 2 3 4
   (2) Others had a good experience 1 2 3 4 5
   (3) Need something to do on break 1 2 3 4 5
   (4) Attracted by the advertising 1 2 3 4 5
   (5) Accessibility and price 1 2 3 4 5
   (6) It holds some festivals/ events that attract me 1 2 3 4 5
   (7) It is a first visit 1 2 3 4 5

Questions for lifestyle:
Scale: 5= almost always, 4=frequently, 3= sometimes, 2=seldom, 1= never

1. I go to gym frequently 1 2 3 4 5
2. I like to watch the sport programs 1 2 3 4 5
3. I like to spend time with my family 1 2 3 4 5
4. I am a curious person 1 2 3 4 5
5. I always spend my free time with my friends 1 2 3 4 5
6. I would like to try any new stuff 1 2 3 4 5
7. I always travel with family 1 2 3 4 5
8. I like to go parties 1 2 3 4 5
9. New products attract my attention. 1 2 3 4 5
10. I am price conscious 1 2 3 4 5
11. People should save their money   1 2 3 4 5
12. I collect coupons   1 2 3 4 5

**Information search behaviors**

This section is tries to understand your travel information search behavior and how this information influences your final travel

Scale (for Information source): 5= almost always, 4=frequently, 3= sometimes, 2=seldom, 1= never

Scale (for Degree of Influence Final Decision): 5 to 1; 5= strongest influence and 1=almost no influence

<table>
<thead>
<tr>
<th>1. Travel associations</th>
<th>Information Source</th>
<th>Degree of Influence Final Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 2 3 4 5</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>2. Internet</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>3. Recommendations from friends</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>4. Travel magazines</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>5. TV advertising</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>6. Radio advertising</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>7. Brochures</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>8. Billboard</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>

Demographic:

1. Gender:  □ Male □ Female

2. What is your age category? Please check one: □ under 20 □ 21-25 □ 26-30 □ 31-35 □ older than 36

3. Marriage status: □ single (live alone) □ single (live with family) □ married and living with spouse □ married and separated from husband/wife

4. Nationality: ____________________________

5. Income (including scholarship and money support from any sponsor):
   □ Under 500/per month □ 501-1000/per month □ 1001-1500/per month □ 1501-2000/per month □ 2001-2500/per month □ more than 3000/per month

6. Degree sought: □ undergraduate □ graduate

7. Major: ____________________________

8. How long have you been in US: □ under one year □ 1-2 years □ 2-3 years □ more than 3 years