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**"Exploratory research into motivational factors which
influence demand for a country resort".**

BY

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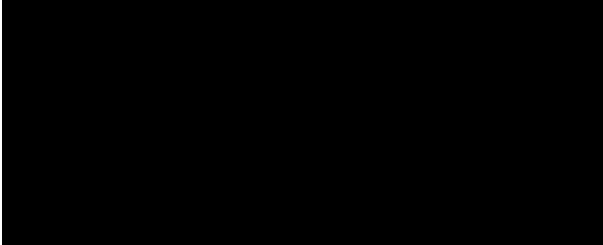
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Statement of Authorship

Declaration:

I, Joseph Gabriel Alegre hereby declare that the presented work has not previously been submitted by me for the award of any other academic award.

Melbourne, June. 1993.



J. G. Alegre.

Dedication

I dedicate this work to my family for their encouragement, support and assistance along the way.

J. G. A.

Knowledge is of two kinds.

We know a subject ourselves,

or we know where we can

find information upon it.

. . . Samuel Johnson.

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ABSTRACT

TITLE: "Exploratory research into motivational factors which influence demand for a country resort".

The purpose of this minor thesis was to research factors that influence a person's decision to visit a country resort, and how this information may be used for marketing purposes.

The theoretical framework for the collection and analysis of data was derived from a variety of sources relating to the fields of marketing and tourism. From these sources a questionnaire was constructed, with the aim of finding out from respondents what factors influenced their decision to visit a country resort. Consequently, having obtained this information, it was used to explore how it can be implemented as a marketing tool by using the model as a backdrop to 'how consumers make their decisions based on motivational factors that bear an influence upon the person's decision-making process'.

The questionnaire was administered in person at the Fairmont resort whilst respondents were unoccupied and therefore free to participate. Administering the survey in this manner ensured that respondents were not only receptive, but also in the resort setting where they were most able to recall detailed information about their vacation and their interaction with the resort's numerous facilities.

The survey included detailed questions about the respondents, what factors influenced their decision-making process, who they were travelling with, what their holiday habits were and where they proposed to visit (as a vacation destination) for their next holiday.

The exploratory research into motivational factors influencing demand for a country resort yielded the following tentative conclusions:

Several factors were identified as being part of the decision-making process of people who visit country resorts. These factors became useful tools in the analysis of what motivates consumers to visit a country resort, and whether or not these factors are of any value in the marketing of a country resort.

It is important to note that the decision-making process was analysed as having two major parts: the 'motives' (or reasons) part and the final 'decision' part. Consequently, it was found that the marketing factors that were identified, were, according to the survey results, indeed valid, and therefore useful tools to be used in marketing strategies (as an incentive to attract resort guests) irrespective of the time of year or season.

Some of these factors were location, the environment, the resort's facilities, the local scenery and availability of attractions, and the search for the ideal ambience to relax and unwind.

The findings were used to build a general model of the factors involved in influencing a person's decision to visit a country resort, a model which attempts to explain the individual's decision-making process and the factors that play an important role in shaping the outcomes of that opinion.

CHAPTER ONE

Introduction

Research Justification

An emerging trend for the 90's and beyond is the world-wide proliferation of resorts (Literature trends:1992). Such establishments have developed over time to become an all-encompassing form of attraction, destination and accommodation. For instance: the increase of social tourism, airline deregulation, increased leisure time, longer life spans, an ageing population, better education, and a national preoccupation with health and fitness and activities lifestyles all add up to a golden period for resort growth during the remainder of the twentieth century (Gee:1988:99).

Innskeep (1991) defines a resort as a tourist destination area that is relatively self-contained and typically provides a wide range of facilities and services, especially those designed for recreation and relaxation, learning experiences, or health. Resorts can be highly integrated, initially planned as cohesive entities.

As opposed to hotels, resorts have become an integration of several tourism related products. Resorts are now marketing themselves as an attraction in their own right. In the past this was an 'accommodation'-related decision whilst the region was the destination or the attraction; this has now been reversed due to the changing patterns of tourist behaviour and resort development (Literature trends:1992). As such, a resort is now a composite of attractions/destination and accommodation components.

Given that resorts are becoming increasingly more important in the Australian tourism industry, and that there is only a limited amount of current domestic information, there is a need to research this area more thoroughly. Most of the relevant literature and examples that are available, however, pertain to countries whose tourism industry is at a much greater level of maturity than Australia. Additionally, these examples are often of limited use due to the fact that the literature is based on resorts which are located in countries with different culture and traditions. Therefore, the applicability to Australia is somewhat restricted because of the different conditions that the resort will face; which makes the need for local research on domestic terms and conditions all the more valid.

The Problem Statement

There is, however, a problem that most resorts face, and that is trying to establish exactly what *factors* have a direct influence upon a person's decision to visit a country resort. As opposed to visiting a hotel, where the persons's reason for visiting would primarily be to seek 'accommodation' for a prescribed period of time, the reasons for visiting a resort are diverse in nature. This may be due to the simple fact that a resort offers the guest a range of services that are not available even in the best of five-star hotels.

A further complication to the issue is the problem of seasonality which can manifest itself in a variety of ways. For instance, there is the problem of hiring and maintaining a reliable workforce season after season (Gee:1988:18). Even when the management of a resort has made the decision to operate on a full-year basis many find that employee requirements during the peak season may be two or three times the requirement of the low, or valley, months.

In seasonal resorts, the operating period may be as short as 90 days, depending, for example, on the amount of snowfall or warm weather. A short operating season reduces the opportunity to earn sufficient revenue to cover investment and operating costs, and return a profit on capital (Gee:1988:19). Furthermore, such erratic operating periods make it all the more difficult for management to plan for the future and formulate marketing strategies that are effective and work toward the resort's goals and objectives.

The problem of determining what factors play an important role in the decision-making process of those people that visit a country resort is the topic that has been identified for the purpose of this thesis.

In an attempt to overcome seasonal fluctuations in demand, many resorts in the US have opted to remain open during the whole year. Gee (1988) makes the statement that 85% of resorts in the US have, indeed, switched to year-round operation to overcome this rampant problem.

However, resort managers are now faced with the problem of devising suitable marketing strategies to entice tourists to either change their consumption patterns and/or spread their visitation rate to include the valley periods, as well as the peak seasons. As a result of this situation resort managers are turning to the field of marketing to find the answer to the problem of seasonality.

Marketing strategies are proposed plans or actions for achieving objectives. The objectives are formulated and adopted in relation to the mission statement. The objectives express the resort's commitment to creating products that will satisfy market needs and wish-fulfilment (Gee:1988:436).

Thus the formulation of adequate marketing strategies to motivate prospective guests to visit a country resort has become crucial. Gee (1988) recommends that

"to cope with an accelerated rate of change in today's environment, resort hotel marketers must adapt their programs to meet changing attitudes and also develop strategies that will anticipate change before it occurs. For this reason, it is essential that resorts develop effective marketing programs, with ongoing research activities and up-to-date information systems, and that a marketing philosophy filters throughout the entire organisation and becomes integrated with every phase of the operation" (Gee:1988:18).

The Research Purpose

This research tries to establish whether or not certain marketing factors are relevant to the tourist's decision-making process and whether this information can be used to tackle the problem of establishing what factors influence demand for a country resort.

It should be noted, that this research is based on a real resort in the Blue Mountains, New South Wales. The 'problem' - as faced by the country resort - is genuine. Therefore, within its limited means, the research tries to address a problem that is currently affecting the performance of an actual resort.

The Research Structure

The structure of this research is comprised of several chapters each outlining a specific aspect of the research.

It begins with a literature review of the available tourism and business sources of information. The purpose of this initial review is to establish the importance of resorts, the justification for their existence and consequently their study, establish what (if any) prior studies have been done in the area and their implication to this study, and finally, the need for further research.

The next chapter deals with the methodology of the research and a description of how the primary data was obtained.

The subsequent section discusses the results of the survey with a thorough analysis and interpretation of the findings. A brief outline of the finding's implications to the tourism industry concludes this particular chapter.

The final chapter is a summary of the previous sections. In addition it provides a conclusion to the whole study, outlining the limitations of this research, the adequacy of the survey as a tool and a critical evaluation of the research. Finally it states a recommendation to the tourism industry, that further study is necessary.

CHAPTER TWO

Literature Review

The continued growth of affluence and leisure time in society has resulted in a growing demand for pleasure-oriented experiences and services (Gee 1988:25). From this concept, according to Gee, the emergence of resorts is justified. However, the development of resorts has been a slow process - more like an evolution or natural progression; as a response to changing consumer attitudes, needs and consumption patterns.

This has resulted in a problem that is pertinent to our day and age: a lack of extensive research into the area of resorts. Because the 'resort concept' is a relatively new phenomenon, - although this should be not be confused with the development of resorts which occurred gradually over time - the available literature on the subject has tended to be somewhat limited in quantity, scope and depth. As noted by Sant and Simons (Geoforum 1993:304), "the late 80's witnessed an upsurge in real and proposed investment in tourism. This included a new concept that can be described as 'total resorts' that incorporate not only high-quality accommodation, but also a wide range of recreational facilities such as golf, marinas and riding stables". Therefore, since this upsurge is relatively recent, the author was restricted by a lack of available information.

King and Whitelaw (1992) reported that there is a sense of confusion (in the tourism industry) regarding the definition of a resort. They argued that "it is particularly so in markets where the use of the term is largely unregulated".

This is the case in Australia; tourism properties encounter few legal requirements or restrictions when it comes to describing the property or, indeed, giving it a name.

Although the author agrees with their point of view, in addition the author would argue that the industry's confusion is further fuelled by the relatively recent rise of resorts and their place in the tourism industry.

The lack of available information on resort research and the apparent confusion on the 'resort' concept makes it all the more important to conduct relevant, up-to-date research in the context of the Australian tourism scene. The information that is available, however, has tended to come from either the U.S or Europe where the tourism industry is, in relation to Australia, more mature and further developed.

A review of the literature of tourism indicated only a small selection of writings that bear direct relevance to the topic of this minor thesis. The most appropriate source is a 1973 study by Dr. Edward J. Mayo from the University of Notre Dame, titled "A Model of Motel choice". In his study Mayo looked at the psychology of 'choice' in the decision-making process, devising a model which served the purposes of the study in question.

Mayo stated that "the psychology of choice in the vacation setting is not widely understood. Such an understanding, however, is critical for the operators of many different types of tourism businesses including hotels and resorts" (Mayo 1973:55). Consequently, Mayo's model attempted to address the issue of 'choice' in tourists and identify factors which influenced their decision-making process. Some of these factors were prices paid for accommodation, product service attributes, lodging preferences, attitude formation, price-value judgement, advertising and word-of-mouth, expected price, location and parking convenience.

The overall purpose of the motel-choice model is to illustrate that a number of factors influence how a vacationer goes about selecting a motel. The model seeks to emphasise that the motel-choice decision is a process in which the vacationer matches his/her needs and wants with the product and services offered by motels.

Many of the abovementioned factors that influence consumer decision-making will be included in this study and dealt with accordingly.

The factors that form part of or influence the vacationer's decision-making process, will comprise the marketing factors that will be analysed and used in the decision-making model.

Further investigation of the available sources yielded only a small amount of useful or relevant information. For instance a review of local and national newspapers, magazines and circulars dating from 1988 to 1993 only managed to supply a limited quantity of articles pertinent to this research.

In the Australian Financial Review, October 1988, Keith Williams (of Hamilton Island fame), stated that there was sufficient evidence to prove that, in Queensland, there was going to be an oversupply of (island) resorts. Williams speculated that such resorts were doomed to failure due to two important factors. These factors were a) an increasing number of resorts causing an oversupply and b) lack of information on resorts.

Since 1988, however, the dim view held by Williams has been somewhat reversed due to the rise of tourism in Australia and the growing business confidence in tourism both here and abroad. This change of direction for resorts was echoed in two articles in the Financial Review. The first article dated March 1990 deals with the U.S tourism industry. A report issued by the U.S Hospitality division of Arthur Anderson and Co., stated demographic and social trends (in the U.S) suggested a continued rise in popularity of resorts for the next ten to fifteen years.

Additionally, the report predicted similar positive trends in Australia with one important proviso; that Governments, businesses and the tourism industry have to commit substantial marketing and other resources to sustain, and indeed, increase

tourism demand.

This article is important as it supports the author's point of view that marketing has a crucial role to play in the tourism industry and especially within the management function of most resorts.

The second article found in the Financial Review dated October (1990), deals with the ITT Sheraton Corporation's predictions for tourism in the future. ITT Sheraton believes that the future of tourism lies in resorts, with a greater emphasis being placed on personalised service, restaurant, sporting and resort facilities. The Sheraton has so much confidence in the future rise of resorts within the tourism industry, that they have opted to shift part of their ownership and management operations to include resorts.

It is important to note that with so much momentum gathering behind the rise of resorts world-wide, the Australian tourism industry should not be left behind, but rather devote some of its energies into research to establish the full potential of resorts and their impact on the tourism industry.

An article from the Financial Review, February (1992), addresses the topic of possible future trends in tourism. In a report by Mr. Dain Simpson, head of Dain Simpson and Associates Consultancy, he stated that there is an important need for the tourism industry to cater for Asia and Eastern Europe. In addition, the future of tourism lies in resorts, in particular 'mega-size' resorts, which are larger, self-contained, more sophisticated and totally geared to meet the tourist's need. The article concluded with a statement as to the nature of tourists and what is expected from them in future. Mr. Simpson concluded by stating that tourists will be more demanding of their tourism venues, regardless of whether they be an attraction or simply an accommodation facility. This will inevitably result in tourists becoming more discerning in their tastes and preferences.

The author believes that the abovementioned is already taking place and tourists are more discerning than previous generations. However, this situation will not remain stagnant but rather will continue to develop. Tourists will be even more discerning as the opportunities to participate in some forms of tourism increase. Hence, the need to administer relevant and useful research into the demands of tourists and how marketing can be used not only to entice tourists but also as a research tool to establish what tourists demand from the tourism providers.

An examination of specific tourism journals and magazines proved to be more fruitful in the quest for relevant information on resorts.

Some of these journals were accessed through a CD-Rom index search using the American Business Index (ABI). The search can be categorised into the following headings, each having an important relevance to the thesis:

- a) Service
- b) Marketing and the consumer decision-making process and
- c) Resort target-markets:- . Families
. Older Persons.

A. Service

An important trend that has surfaced in the literature review is that of 'service' and new ways to satisfy guest needs and wants. Greater emphasis is being placed on service and it is becoming an integral part of the marketing of resorts.

Ravenel (1992) stated in her article that some hotels have relied on guest preferences information from reservations systems and comment cards. However, this data is often incomplete compared to that which can be gathered from personal communicators after check out.

Ravenel concluded that 'outsourcing' can be a cost-effective way for companies to implement guest service programs. Ravenel's reasoning is based on the fact that relevant, useful and valuable information can be obtained from the guest themselves. Then this information can be used to implement guest service programs. In other words find out what guests want and simply provide it for them. This issue will be a component of Chapter 4.

Callan (1989) found in research involving a questionnaire sent to various hotels in the U.K, Scotland, Wales and Northern Ireland that the quality of service was, for the most part, perceived as being efficiency of organisation and service delivery provided in a friendly manner. An important criterion in the area of service, according to Callan was the understanding of the customer by the hotel.

Callan and the author share similar views on the basis of understanding the customer as an integral part of success. The author believes that once you truly comprehend the needs, wants and desires of your target-market you are then in a better position to cater to them. However, continual re-assessment is necessary as tourists can be fickle and tastes and preferences may change to the detriment of the unsuspecting resort manager.

The abovemention point is supported by Staroba (1992) in her article relating to the needs of the business market in hotels and resorts. Staroba points out that businesses rate service quality as very important, more often than any other factor in site selection according to the 1992 ASAE Meeting Trends Survey. Hotel and resort managers agree that the basics - room, food, prompt and friendly service - are now the starting point, not the goal, according to Staroba. This is an additional fact that is discussed in Chapter 4.

Closely related to Staroba's view is that of Wagner (1992), who examines the technological needs for resort guests who cannot escape the contact with their businesses. Because a resort is generally isolated from nearby communities, the need for proper communication tools are essential for business guests who are away on holidays and may need to still maintain contact with their place of employment. This goes beyond the mere use of telephones, but rather encompasses the availability of fax machines, teleconferencing facilities, secretarial services and, overnight courier services.

B. Marketing and the Consumer Decision-making Process

The consumer decision-making process and its relationship to marketing is an integral part of this thesis. A review of the available tourism literature in this area has revealed not only an increasing importance for each, but a vital link between them.

In an article concerning traveller's choice, Morgan (1991) argues that a critical challenge faced by hotel/resort marketing people is creating within their markets an immediate awareness of brand name, that is, they want their properties included in the traveller's evoked set of lodging choices. Morgan concluded by affirming that marketing tactics should be closely tailored to the actual decision-making process of customers, a point which the author support in Chapter 4.

C. Resort Target-Market

An increasing trend in the literature review of tourism has highlighted the need for resorts to choose carefully which target-market they perceive will provide the best fit between consumers and the organisation. Within this apparent trend emerge two target-markets which are growing in prominence: families and older persons.

Families

Whitham (1991) reports on a research by Barb. J. Brock of Eastern Washington University in 1990. Brock used a survey method to discover that family (i.e couples with children) attendance has strongly increased at ski and country resorts. The survey revealed that of the 63 premier resorts polled, 22 experienced a substantial increase in the number of couples with children from 1980 to 1990.

Many of the operators reported that they had increased their recreation programs for children and families and will continue to do so. In conclusion, Brock notes that 75% of the resorts offered specialised children's programs, particularly day care, special recreation programs, and children's excursions.

The abovementioned point is echoed by Koss (1992) in an article looking at target-markets of hotels and resorts. Koss showed that hotels in all price ranges need to market more strongly to their various segments of travellers, especially families. Additionally, Koss discovered that hotels are offering everything from camps and special tailoring of room features and specifications to suit the individual needs of important clientele, to welcome kits for children. One of the programs under Koss's investigation was the "Camp Hyatt Program", which provides a host of activities for children and is now offered in all 104 Hyatt properties in North America.

Older Persons

A survey on the pleasure-travel preferences and habits of individuals aged 55 and older by Badinelli (1991), has shown that the mature market includes individuals who are vibrant, highly mobile and very aware of the services they want in the lodging facilities they choose. The respondents to the survey, which was conducted at the Virginia Polytechnic Institute and State University, travel approximately 3 times a year and stay an average of 9 days each time.

Another finding of the survey was that seniors prefer to travel with either their spouse or another person, and that 83% prefer to travel in pairs. Frequently mentioned reasons for travelling were to escape the daily routine and to experience new things. This latter point forms a part of the survey used for the purposes of this thesis.

A further source of information that was tapped into was the Asksam Literature Trends File (1992). This source provides evidence for two of the most vital insights to this thesis, the first of which is an article in the Hospitality Accommodation Journal (1990). This article deals with Queensland's oldest tourism resort company electing to change their name, thereby creating an association (in the consumer's evoked set) between the company's name and its expansion into nature-style resorts and national parks. Nature Australia Ltd., the company in question has come to the conclusion that **location** is the most important element in the equation of resort success ("Back-to-Nature Holidays": 1990).

In other words, it is not the grandeur of the resort, but rather where it is located that can make or break its success. Additionally, the company has discovered that the preferences of some modern travellers are for a return to a natural environment and nature-style vacations. This does not mean, however, that holiday markets are neglecting the 'creature-comforts' and going 'bush'; but are in fact enjoying the best of both worlds by being able to make a facile transition between their enjoyment of nature and their return to the luxuries of a resort.

The second relevant article by McVey and King (1990) deals with Australia's tourism forecast. Generally, the trend for the future is optimistic, with new projects being planned both in the hotel and resort arenas. This shows that the business 'optimism', not only for the tourism industry but for the growth of resorts as well, has been gathering momentum for quite some time now. This optimism does not seem to have waned.

"There is (now) an international boom in resorts which is expected to continue in the future. The marketing strategies being used to obtain (and sustain) competitive advantage is the focus on image boosting values of 'placeness'. For instance location and landscape concepts which identify a series of 'themes' involving heritage preservation and interpretation. . .are all key marketing features which are now being used to sustain the growth of resorts" (Trends File 1992).

Similar concepts to those mentioned above form part of this thesis and 'location' and its implications will be a major topic of discussion and analysis.

Other sources of information were a report from the Griffith University (N.S.W) and a Doctoral dissertation from the United States.

Griffith University (1982) produced a report where a non-linear programming model was developed and used to evaluate the desirability of a series of tourist resorts. "By way of example, an attempt is made to assess the feasibility of a resort in Northern Queensland and compare it with four other locations" (Defris et al 1982:2).

The findings of the report concluded that the 'cost' involved in travelling to a tourist destination was, indeed, an inhibiting factor; resulting in lowering a tourist's level of spending within the region and minimising the effect the tourist had on the local economy.

Note that these variables (i.e distance travelled and the cost involved in travelling), form part of the authors' survey and will be discussed in more detail in Chapter 4.

Kucukkurt (1981) in his doctoral dissertation stressed that the motivations for travelling to a destination are influenced (to some degree) by a host of factors. Some of these include the opportunity cost (distance from the origin to other tourist

centres, the chance to visit friends and relatives whilst travelling), and the availability of other tourist incentives such as reduced fares and prices, marketing efforts and promotional incentives or deals. These points, as raised by Kucukkurt, will be looked at in Chapter 4.

Nevertheless, it is interesting to note that Kucukkurt concludes by setting a point of view that is contrary to the literature that has been found in favour of what the author believes to be correct.

Kucukkurt concludes by claiming that the demographic characteristics and prior travel experiences are 'weak' or non-significant predictors of travel motivations. (Kucukkurt 1981:X).

The author, however, will take the opposing view and support the notion that demographics (such as a person's age, gender, income, etc), and prior travel experiences are valid variables for the predictions of travel motivations. Thus these two important variables, once understood, may form a basis for strategic marketing and decision-making.

Literature Review Summary

The aim throughout this chapter has been to explore, through a search of the available tourism literature, the information and relevant studies that have been done in the past in the area of resorts, and their relevance to this thesis.

As has been stated earlier, there is an apparent need for research into resorts as the current information is either too limited or outdated or simply not relevant to this dissertation.

The sources of information that were tapped into included the American Business Index (ABI), AskSam Literature trends files and reports, expert opinions expressed in academic reports and journals from V.U.T and Griffith Universities, previous doctoral dissertations from the United States, a review of newspapers and tourism journals of the past 5 years, a CD-rom search and an on-line search in Dialog.

CHAPTER THREE

Methodology

Overview

The previous two chapters served to introduce the study, the area to be researched and established the need for continued research. Furthermore, a detailed literature review showed a deficiency in the availability of relevant literature and demonstrated the fact that the available literature tends to originate from the U.S and Europe; the domestic literature is somewhat limited in relevance and quantity.

In this chapter the author discusses the procedure in which the research for this study was done, how the data was collected and from whom, what instrument was used and finally, some weaknesses inherent in the methodological assumptions.

Description of Data

The research methodology adopted for this study was the survey, with primary data being collected from the respondents during an interview. The interaction between the respondents and the author was within the confines of the Fairmont resort, whilst the respondents were unoccupied, and as such able to answer the questions in the survey during a face-to-face interview.

There is, however, one fundamental issue that needs to be addressed, as it may have a direct bearing on the final results of this research. The issue in question is the vital 'interviewer-gender' and its effects upon the respondent. In an article by Kane and Macaulay (as quoted in Public Opinion Quarterly 1993:1-29), the authors state that when interviewer-gender effects are evident in the gender-attitude, they tend to involve respondents offering more critical responses to female than to male

interviewers.

However, Kane and Macaulay conclude by claiming that such a problem may be overcome, as it appears that interviewer-authority may counterbalance the tendency by respondents to be influenced differently by female interviewers, than male interviewers. Furthermore, Kane and Macaulay state that while social power may shape conversational power when men and women talk in everyday settings, the counterbalance (as represented by interviewer-authority), leaves the interviewer with some power to influence respondents regardless of his or her gender.

Although it would have been ideal to interview respondents after their vacation, in their homes, so as to have some statistical control over the 'stage of holiday' issue, and people would have had ample opportunity to reflect on the entire resort/vacation experience; the author was restricted by time and monetary constraints. Additionally, there was the expressed request by management that resort guests were not (under any circumstances) to be contacted after their vacation. Therefore, in order to comply with the management's strict guidelines, the author opted to interview resort guests during their stay.

Nevertheless, the author found that interviewing a respondent whilst in the resort proved to be beneficial due to the fact that the respondent was better able to recall his or her experiences during his or her stay in the resort. Moser and Kalton (1986) make the point in support for the merits of such a method of data collection by claiming that fallibility of memory can be an important source of error, and thus invalidate the results.

Most factual questions to some degree involve the respondent in recalling information. As such, two factors of primary importance in information-recollection, according to Moser and Kalton (1983), is the length of time since the event took place and the event's importance to the respondent.

Therefore, events which the respondents consider insignificant may be forgotten almost immediately and even the recollection of significant events may, as time elapses, decrease over time. "Moreover, for events not forgotten in their entirety, memory acts selectively, retaining some aspects and losing others, thus providing a distorted image of the event" (Moser and Kalton 1986:311). Additionally, the respondents were in a relaxed frame of mind as a result of the calming effect the resort ambience had on its guests, coupled with the fact that respondents were away from sources of stress and pressure such as their work-environment.

Due care was taken not to bother prospective respondents if they appeared to be busy or involved in an activity or a form of recreation. It is important to note, however, that such a method of data collection is not error-free and limitations do exist. This last point will be discussed further in the 'methodological limitations' section of this chapter.

Site Selection

It is important to know where the resort is situated and why it was chosen. These two questions form the basis of many underlying assumptions; the most important of which is that this resort, like many other similar properties and tourism attractions in the area, is experiencing seasonal variations in demand, coupled with the need to know exactly what motivates a person to visit a country resort in the first place. Therefore by using marketing as a means to tackle this widespread problem, the resort is trying to improve its performance and knowledge of resort-goers.

The resort at which the author conducted the survey was the Fairmont Resort in Leura, New South Wales. The Fairmont is an upmarket resort which is part of the large international corporation, 'Select' group of Hotels and Resorts. It is one of many properties owned by Select around the world.

The Fairmont is relatively new, and at only 5 years in existence, it is still in the introductory stage of a tourism business life-cycle.

It should be stated at the outset that the Fairmont Resort has done its own extensive marketing research. However, access to results of such studies were not granted to the author. This eliminated the opportunity to evaluate and compare the results from this research with those carried out by the Fairmont resort management team.

Furthermore, the author was restricted in obtaining financial information pertaining to the performance of the Fairmont resort. This meant that certain fundamental business questions and concerns could not be addressed. It is managerial policy that such information should not be made available to non-employees.

However, of the information that was available to the author, was consequently included as part of the research:

Address: 1 Sublime Point Road
 Leura Blue Mountains
 New South Wales 2780

Heart of the Blue Mountain region, a popular country retreat, only 1.5 hours drive from Sydney.

Title: The Fairmont Resort.

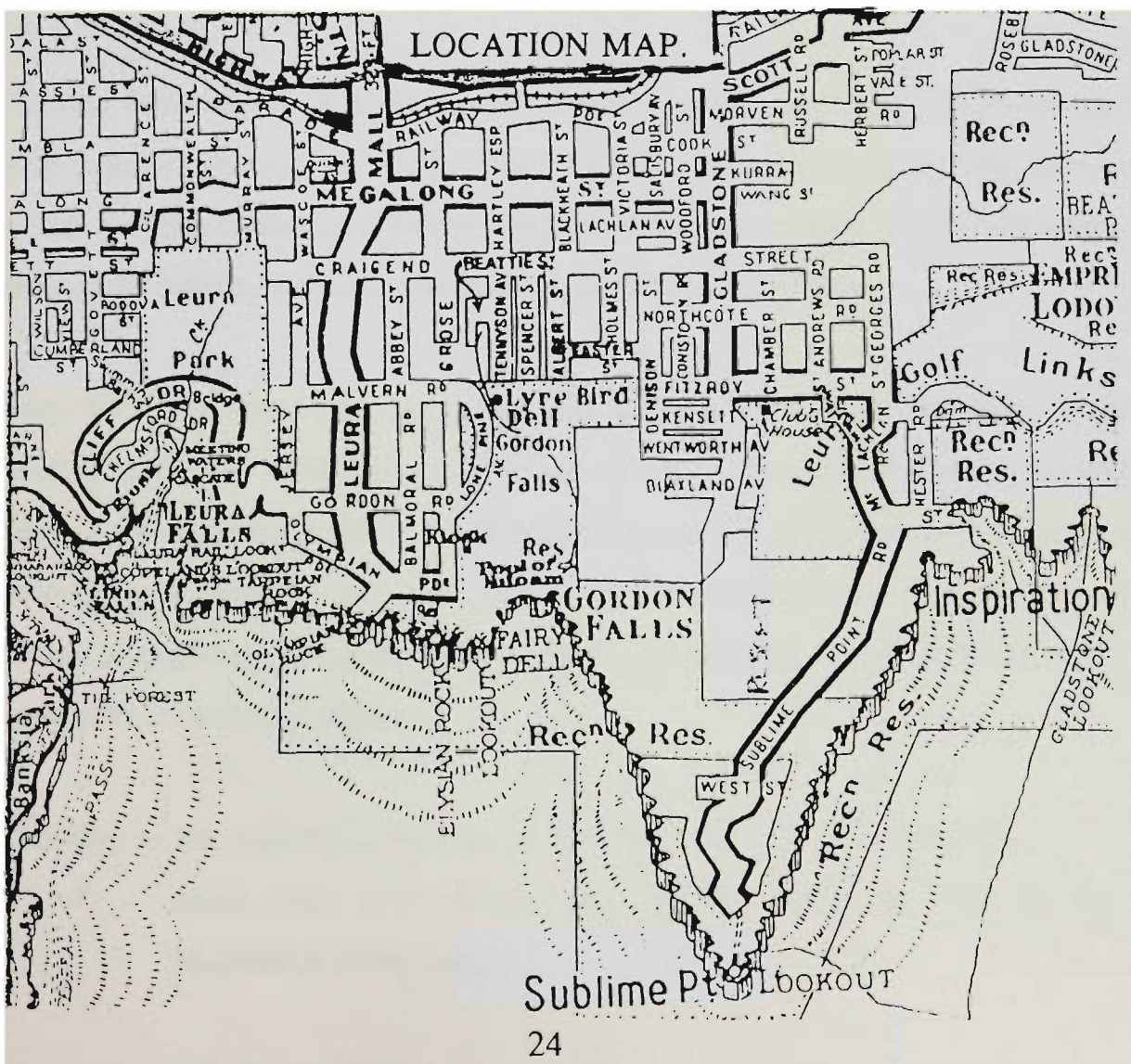
Facilities:

- . 210 guest rooms, including 20 suites
- . elegant fine dining restaurant
- . open fire cocktail bar

- . disco and supper club
- . health, spa and fitness club
- . 17 conference rooms.

Location: The Blue Mountains, 1.5 hours drive west of Sydney is one of Australia's most popular and well known tourist destinations. The Blue Mountains are a vast succession of ridges cleft by impenetrable canyons.

The region has long been renowned as one of the finest bushwalking areas in Australia. The townships of the Blue Mountains region are strung along the top of the ridges, connected to Sydney in the east and the tablelands and plains to the west.



The Blue Mountains region was not chosen by chance, but rather through a careful analysis of tourism areas that are generating a lot of interest - within the tourism community - and have the potential to be premier tourist destinations. Approximately 30 to 40 years ago, the Blue Mountains region was known as Australia's 'Honeymoon Capital'. It was a popular destination for honeymooners in search of peace, quiet, breathtaking views and, above all else, an exotic and prestigious location.

Over time, however, the Blue Mountains began to lose their captivation in the minds of many tourists. This was due to several factors such as a rise in disposable income, competitive airfares to 'new' holiday destinations, either interstate or overseas, and increased travel confidence and curiosity of tourists to discover previously unknown destinations.

A further blow to the Blue Mountain region was the rapid rise of Queensland as a major holiday destination. The huge investments, primarily by the Japanese in resorts, hotels and island holidays, increased the momentum of tourism away from 'traditional' holiday destinations such as the Blue Mountains.

Today the Blue Mountain region is, through the efforts of the Blue Mountains Tourism Authority (BMTA), determined to regain its former glory of yesteryear. There is an aggressive drive by the BMTA and the local tourism attractions and destinations to promote the area as a 'region' capable of providing a total tourism package comprising accommodation, meals, attractions, exotic locations and most importantly - value for money.

According to the Australian Bureau of Statistics (ABS Yearbook:1992),

- * more than 2.5 million day visitors make the trip to the Blue Mountains every year.

- * In 1990/91, this region recorded an 11.3% increase in visits and 9.9% increase in visitor nights compared to the previous year.
- * Visitors from Sydney generated the majority of visitor nights spent in the region, 50.1% and interstate visitation accounted for 25.3% of visitor nights in 1990/91.

The Questionnaire

A 20 question survey was used to gather the data for the purpose of this study. The items in the questionnaire were developed from academic tourism literature, primarily Gee (1988), travel brochures, and interviews with academic staff from Victoria University of Technology (Mr. Jeffrey N. Kidd, Mr. Leo Jago and Mr. Paul Whitelaw), and with interviews with the General Manager of the Fairmont Resort, Mr. Ulrich Leinichen and the marketing manager Mr. Kym Carter.

The original questionnaire was revised after a pretest and a final critical analysis. The pretest was administered to 15 subjects (Victoria University final year undergraduate students and Master of Business students). Then follow up discussions were held with the pretest subjects. The revised questionnaire was presented to the academic staff for a final critical analysis. The revised questionnaire was subsequently considered to be clear and understandable; however, some items and wordings of questions were further elaborated.

In its final form (see appendix 1), the questionnaire consisted of 20 items designed to assess the reasons why a respondent chose to visit a country resort, what factors had influenced this decision, what some of their holiday habits were, with whom they were travelling, and whether they had ever been to any other resort and for what reason. Moreover, the questionnaire asked some pertinent questions as to their experiences (so far) in the resort and to list in order of preference what

constituted the highlights of the their stay.

Finally, the items dealt with personal details (demographic data) such as age, gender, employment situation, marital status and postcode of place of residence. It should be noted, however, that one question (which was originally designed to be optional) was asked to be removed from the questionnaire. This question was item no. 14 which asked respondents to give their approximate household income, if they so desired, as this would give the author some indication of the respondent's economic status. However, after consultation with the resort's management it came to light that such a question, or any question relating to the respondent's financial matters, (including how much they paid to stay at the Fairmont), was in fact not permitted to be asked because it was against regulatory principles of higher management levels. As such this question was overlooked when administering the questionnaire and full compliance with the wishes of the resort were adhered to.

It should be noted, however, that no 'respondent instruction' was provided in the survey due to the fact that it was designed to be administered by a researcher during an interview and for the respondents not to view the survey, but to merely provide oral responses to the questions being asked. This allows the respondent to be free from being influenced by reading the survey and anticipating a response.

Selection of Subjects

The data was collected from guests at the Fairmont Resort. The subjects were approached on an individual basis whilst they appeared to be unoccupied and receptive to being interviewed. The data collection took place in the morning hours of the day just after breakfast, at approximately 9 a.m to 10.30 a.m. Between the hours of 11 a.m and 3 p.m, there was no collection of data due to the fact that most resort guests were away on sightseeing tours or involved in one of the many recreational activities being offered by the resort.

The data collection was resumed at 3.30 p.m and continued until 5.30 p.m. This routine was adhered to for two weeks, working every day during the hours stipulated above.

The average daily quota of interviews administered by the author was 10 to 15, depending on the availability of resort guests and their willingness to participate in the survey. The average length of time to interview a subject was approximately 10 to 15 minutes per interview. At the time when the interviewing took place, (January 1993), the resort had an occupancy rate of just over 60%, comprising resort and conference guests. It should be noted that only resort guests were to be interviewed, whilst the conference guests were not to be involved in the survey except during breaks such as morning tea or luncheon. This was a condition placed upon the author by the resort management.

All areas of the resort (including the bars, gymnasium, tennis and squash courts, the lobby, the swimming pools and sun deck areas, on the grounds and surrounding gardens), with the exception of the restaurant during meal times and the conference rooms where business meetings were taking place, were available for data collection. Consequently, the author rotated his choice of venue both hourly and on a daily basis. This was done in order to eliminate the likelihood of saturating one particular area of the resort and ensuring that resort guests were not asked to be surveyed a second time.

The subjects were asked if they had a few minutes to spare and would like to discuss some aspects about their stay and their holiday habits. There was no conscious effort made to select a subject according to gender, or appearance. The only conditions that were taken into account were that the respondents must be over the age of 18 and should have stayed in the resort for at least 24 hours. The assumptions were that (1) being 18 years of age and over the respondent was capable of making his/her own decisions and have formulated definite opinions;

and (2) that the respondent is (at least) aware of the layout, amenities and recreational facilities of the Fairmont resort.

Although it is recognised by the author that vacation-related decisions are generally made by a group of two or more people, as supported by Kotler and Armstrong (1989:125), "that in the case of expensive products and services, husbands and wives engage in joint decision-making"; and that the author may not even have spoken to the key decision-maker for a particular group, in the majority of cases the interviews were conducted with other people present, giving voice to their opinions. In other words, even though one person was essentially interviewed, there was input from other persons as well, namely, a husband or wife, other close relatives, or a travelling companion. Additionally, with regards to the all-important language issue, where the tourist's preferred language was not English, the author found that communication was not a problem as all such respondents had an adequate grasp of the English language and were able to successfully answer all questions in the survey.

The author appealed to the respondents cooperation and honesty, asking them to be candid and frank. At the same time the author assured them that there were no correct or incorrect answers for the questions, simply a 'yes' or 'no' response. They were also assured that their responses were for purely academic research purposes and would remain confidential. Thus, the author had an extremely high response rate; most of the guests who were approached were quite cooperative and provided more information than was necessary.

Others asked to be excused because they were tired or were not fully acquainted with the facilities of the resort as a consequence of just having arrived that particular day.

With regards to administering the survey in the manner outlined by the author, Windschuttle (1989) claimed that this method is the best for getting the complete schedule of questions answered and for getting the maximum response from the targeted group.

Consequently, the final useable sample consisted of 253 adults out of the total number of 260 questionnaires. This represents a response rate of 97.3% and a refusal rate of 2.7%. The sample size (of 260 respondents) was chosen by the author as being the 'ideal' size for a research of this nature, after consultations with Victoria University tourism and statistics lecturers, who are of the opinion that the sample size must correspond to (at least) 1 percent of the resort's annual visitor rate.

The 253 adult's demographic characteristics can be expressed in the following manner: see Table 1 overleaf.

Table 1
Characteristics of the subjects in the sample

(N=253)

		<u>Number</u>	<u>Percentage</u>
SEX:	Male	137	54
	Female	116	46
AGE:	21 and under	11	4.3
	22 - 29	49	19.4
	30 - 39	71	28.1
	40 - 49	50	19.8
	50 - 59	31	12.3
	60 plus	41	16.2
MARITAL STATUS:	single	38	15
	married (no child.)	54	21.3
	with child(over 18)	77	30.4
	with child(under18)	65	25.7
	other: divor., wid.	18	7.1
EMPLOY.:	in paid employment	99	39.1
	self employed	81	32.0
	student	15	5.9
	other	57	22.5

Note: since some people did not respond to some of the questions, the numbers may not add up to 253.

Data Recording and Analysis Procedure

The data in its raw state is incomprehensible for the purposes of this study. Thus it became necessary to utilise a statistical computer package.

The package that was used was SPSS for windows and yielded a frequency and cross-tabulation analysis of the raw data, as well as a factor analysis performed on questions 6 and 7. All inferences and interpretations will be based on the results obtained from SPSS for windows. The facilities used were from the computing department of Victoria University of Technology. The author was under the guidance and instruction of Ms. Leonie Barnett, a computer officer.

For a full review of the output of SPSS for windows refer to Appendix 2, as well as for frequencies, cross-tabulations and factor analysis.

Limitations to Methodology

The use of a questionnaire/interview as a research instrument is not an error-free method of data collection. As such some faults do exist, primarily unconscious biases can occur during the interview. This would taint the results as the element of bias distorts the response and, consequently, the findings of the study.

Another problem that exists is that there is no guarantee that the responses given by the resort guest are absolutely true. This does not mean that respondents have lied, but rather that it is often difficult for persons to remember their decision-making process and vital factors that had ultimately influenced their final decisions.

Finally, this study is exploratory in nature and no statistical inference to wider

populations can be assumed, including comparisons made between the results of this research and those of similar studies.

Summary of Methodology

In this chapter the author has outlined the method in which the research was done. The author began by stating the manner in which this research was to be conducted, followed by an important section on the justifications for site selection.

The next part involved a description of the instrument or research tool that was implemented i.e the questionnaire. This was coupled with the manner in which respondents were selected and a table briefly summarising some of the demographic data on the respondents.

The final two sections dealt with the recording of the data and what analysis procedure was used, followed by a section stating the limitations of this research as an academic study.

CHAPTER FOUR

Analysis and Interpretation of Survey Results

Overview

In this chapter the output from the SPSS program performed on the data contained in the 253 surveys is analysed and interpreted.

This chapter is in two parts. Part A deals with the frequency analysis done on the survey; whilst part B contains a series of cross-tabulations and their respective analysis.

The format of each section will include analytical section followed by an interpretational summary of the questions discussed. An introduction to every question will be provided, stating the reasoning and aim of the question as well as its relevance to this research.

The program that was used to analyse the data was SPSS for windows. In this program, the results are printed in easy-to-understand tables (see Appendix 2a and 2b). However, it should be noted that the tables show a 'missing cases' category. This does not mean that the data was lost or not analysed, rather the missing cases are respondents who did not answer the question, therefore, were not included in the analysis. Furthermore, it is important to state that the author analysed several questions contained in the questionnaire which will not - due to the nature and content of these questions - form part of this research. The findings of these questions (namely questions 17 to 20), serve the purpose of providing marketing research information to the Fairmont's management team, and as such bear no influence upon the results of this research.

Part A. Frequency Analysis

Question One.

This question deals with a person's vacation *intention* for the summer of 1993/94. It asks resort guests to give a response as to whether or not they intend to take a vacation in the aforementioned time; if so, three alternatives were provided.

For the resort management this question is vital because it shows the consumer's *predisposition* to take a vacation, and highlights the fact that such decisions are often initiated well before the time of execution. Additionally, it is interesting to note if consumers have already chosen a vacation destination. If we know more about the consumer decision-making process and how to influence this phenomenon, then we will be in a position to use this knowledge to when it comes to devising viable marketing strategies to survive and prosper in a growing, but competitive industry.

Question 1.1

Analysis:

149 persons out of 253 interviewed or approximately 59% answered 'Yes', whilst 44 persons or 17% answered 'No'. The remaining 60 persons or 24% were undecided.

According to the results of the data analysis the majority of people (or 59%) have a preconceived idea that they will indeed take a vacation or be on holidays. This shows that people *are* making decisions well before they intend to take holidays. In this particular case the lead period amounts to approximately 10 to 12 months in advance.

The implication of this notion for marketing purposes is that resort managers can take advantage of this decision to take a holiday - and provide incentives for present guests to return next year.

The advantage of having this information is two-fold. Firstly, the resort management may wish to design the incentive so as to attract guests at the same time next year. Secondly, and perhaps more importantly, however, is that the incentive to return could be designed so as to attract guests in times of low demand or occupancy rate, thereby not only ensuring future occupancy but also setting a strategy in place which will deal with seasonal fluctuations.

It is interesting to note that 24% or 60 persons stipulated that they were 'undecided' as to whether they intended to be on vacation 12 months in advance.

It represents a challenging opportunity for the resort management to use marketing as a tool not only to promote and sell the resort, but to influence the decision-making process of their guests.

The 60 persons that have answered 'undecided' have made a conscious decision to visit the Fairmont. Therefore, it should be the resort's priority to ensure that this group, comprising 24% of 253 respondents, are able to repeat their decision and, consequently, return to the Fairmont.

Question 1.2

Analysis

44 persons or 17.4% said that they have a vacation preference for 'country' holidays; whilst the same percentage stated 'beach' vacations. Yet, 25.3% or 64 respondents claimed 'other' as their preference.

According to the figures, this shows that opinions or preferences for either a beach or country vacations are, more or less, even. In other words, opinions are divided right down the middle when it comes to choosing between a country destination and/or a beach location for a holiday during the summer season. Perhaps this is an indication that the 'beach-mentality' of some people is reversing and there is now a swing toward country-style vacations.

An interesting observation may be found in the responses of those persons who answered 'other' as their vacation preference. This group, comprising 64 persons or 25.3% of those who answered 'yes' in question 1.1, stated that they already have a destination in mind for the summer of 1993/94. However, this destination is neither a beach or country location, rather a third alternative altogether.

The alternatives to beach and country destinations that were most often quoted by respondents were spending a vacation skiing somewhere in the northern hemisphere, visiting friends or relatives living interstate or travelling abroad.

What can be obtained from question 1 in its entirety, for the purpose of this study is that many people do make vacation decisions well in advance, and that their decision to be on vacation is precipitated by their 'intentions'. Following this initial step, consumers will then decide between viable (vacation) alternatives, most often choosing either a country, beach or 'other' possible destinations.

Therefore, it is now up to the management to take advantage of this fact and provide all the relevant incentives to influence or persuade people as to where they should spend their holidays, and what possible advantages or benefits are to be had.

Question Two

This question deals with a person's preference to choose between two resort alternatives. In this case the alternatives are a country resort on the one hand, and a beach resort on the other. The results are quite interesting, showing that once a person has experienced a country resort vacation, they are more inclined to repeat the experience at the expense of the beach resort. Further evidence of this claim can be found in Question 4.1 .

The implications for this study are that if respondents prefer country over beach resorts then management must ensure that not only should they maintain their share of the market, but also try to shift the demand to times of the year where the negative effects of seasonal fluctuations are felt most.

Question 2

Analysis

184 persons or approximately 73% of 253 answered 'yes' to preferring a 'country' over a 'beach' resort; whilst only 62 persons or 25% said 'no'.

An overwhelming majority of 73% of the total number of respondents to the questionnaire stated that they would seriously consider visiting a country resort during the summer season as opposed to visiting a beach resort. According to these statistics there is a substantial preference toward a country resort. Therefore, it implies that people are prepared to change their holiday habits providing that viable alternatives exist. In the light of this information it is essential that resort management conduct research into this phenomenon to establish whether this change of preference is a long term trend or merely a fad. Additionally, "what has precipitated this change?"; and "how to sustain it" are two crucial questions to which management must find the answer.

Question Three

This question deals with the number of people who are accompanying the respondent on this particular trip. It asks the guest what the relationship is between them and those accompanying them. The reasoning behind this question - for the purpose of this research - is that it shows a continuation of the decision-making process as established in question 1. In other words, once the respondent, having decided (either as an individual or as part of a group) to go on holidays, will inevitably make decisions as to whether or not he/she will be accompanied by others or travel on their own. Additionally, this question has broader implications for both the principles of marketing, and for the Fairmont resort.

For the purposes of marketing, for instance, if management knows whether guests are travelling alone or accompanied by others; then it is in a position to use this information in advertising and/or promotional efforts, designing a strategy to suit specific target-markets.

Such strategies may be employed to establish which segments of the market are the most profitable for the resort to target. In addition, the resort will have a better notion of the 'nature' of the demand. By this the author means that the management will *know* if there is demand for a specific room configuration, group activities, or other forms of services which are indicative of the composition of demand.

Question 3

Analysis

82 persons or 32.4% are travelling accompanied by their spouses; whilst 37.2% have their family members with them. Only 38 persons or 15% of respondents were with their friends or business associates.

According to the figures shown above the resort is visited (at this particular time of the year) by two groups making up 70 cumulative percentage of total guest numbers in the resort: a) 94 persons (or 37.2%) were with their immediate family members such a spouse and/or children; and b) 82 persons (or 32.4%) were with their spouse alone.

This would indicate that the resort's demand (or approximately 70% of its total) is made up of couples with their respective spouses, and family units.

This information tells us that during summer the resort should gear itself to cater predominantly for families and couples. It should be noted, however, that these two market segments are different in nature, thus requiring two distinct sets of services and attention.

For instance, families require children's meals, activities, accommodation, recreational facilities and family prices. All of this becomes redundant when it is applied to couples who require privacy, intimate restaurant settings and adult forms of entertainment whilst having the liberty to roam around the resort without being bothered by children.

The marketing implications are that the resort should function as two distinct business ventures within the same premises. Additionally, the resort should have two distinct marketing strategies designed to attract both of these groups; that is one for families and another for couples.

Question Four

The purpose of this question is to find out if the respondents have ever visited a country resort in the past. If so, the question asks the reason for their visit and the length of stay.

Establishing whether or not a respondent has *prior experience* is important because most often, attitudes toward the resort which a respondent is considering, are based on either positive or negative prior experiences. Mayo (1974), emphatically states that attitudes are, indeed, modified by prior experiences and that such prior 'experiences' are seen in terms of the guest's tendency to generalise their experiences as being either positive or negative.

Therefore, such a question is vital to a resort because it establishes whether or not a previous exposure to a resort exists in the evoked set of respondents. If such an exposure does exist then the likelihood that a person knows what to expect from a resort is quite high. Conversely, if a person has never been to a resort then this first experience may well determine future behaviour, depending on whether the impact of the resort upon its guests is positive or negative.

Question 4.1

Analysis

97 persons or 38.3% of respondents have in the past visited a country resort. However, 59.3% or 150 persons have not been to a country resort in the last 12 months.

According to the figures shown above approximately 60 % of respondents have not visited a country resort. This shows that most resort guests do not have first hand experience at staying in a country resort such as the Fairmont. Therefore, assuming that it is in fact a person's first time, then it is up to the resort to ensure that this experience is pleasurable and memorable; since all subsequent exposures to resorts will be judged and/or compared to this 'first time'. On the other hand 97 persons (or 38.3%) have previously visited a country resort.

Question Five

This question deals with asking a respondent to give one main reason for visiting the Fairmont resort. The reasoning behind this question is based on the assumption that if we (as management) know why people visit a resort, then we are in a better position to capitalise on their wants (demands) and provide more of what attracts guest to us.

This last point is briefly echoed in Cowell (1987). He states that, as the demands of consumers grow over time, so too must the service industry grow in response to consumers. Thus the need to know exactly what is the respondent's main reason for visiting a country resort becomes crucial.

Question 5

Analysis

Out of 253 total respondents to this questionnaire, 73.5% (or 186 persons) have stated that their prime reason for visiting a country resort is 'holiday'; whilst 15% (or 38 persons) responded 'business'. The subsequent categories were 4.3% (or 11 persons) responded 'visiting friends and/or relatives'; and 7.1% (or 18 persons) have stated that their 'reason' was in fact a combination of the abovementioned responses.

According to the data the overwhelming majority of resort guests were at the Fairmont to spend a vacation. This figure of 74% gives management a clear indication that people are, indeed, prepared to visit a country resort during summer as opposed to frequenting a beach resort (see question 2).

Question Six

The previous question requested the respondent to give just *one* main answer as to their reason for visiting a country resort. In this question, however, the components that go to make this 'one' reason are examined. In other words, this question asks the guests to examine closely a list of 9 points and decide whether or not they formed part of their decision-making process.

The reasoning behind this question is that simply stating 'holiday' as a main reason, which is by its very nature a broad answer, is not sufficient. The respondent is asked to elaborate upon his/her one word answer, thereby providing an insight into factors which motivated respondents to visit the country resort.

The factors that have been chosen for this question are a combination of elements pertaining to either the resort or the person themselves and their perceptions based on their experiences. Note that only those factors which proved to be statistically significant will be discussed. This will apply to both question 6 and 7. The remaining, less significant, factors were not as important in determining motivational behaviour in respondents. Nevertheless, the statistical results for all questions are available for scrutiny in the Appendix section of this research.

Question 6.1 The environment (or surroundings)

Analysis

240 persons or 95% of respondents stated that the environment was a further reason for visiting the Fairmont. There is no doubt, according to the above data, that the environment of the Fairmont, that is the surroundings of the resort, is a major reason for visiting. Many respondents have stated that the environment was a crucial component in their decision-making process, often making the difference between holidaying in a country resort or in any other location.

Question 6.3

Local attractions/scenery

Analysis

236 persons or 93.3% of respondents stated that the abundance of local attractions and scenery was an added reason to visit the Fairmont.

Although a resort is a self-contained unit according to Gee (1988), the fact that a resort is surrounded by appealing scenery and local attractions is an added bonus. This is due to the fact that the more there is for the guest to see and do, the longer their stay will be.

This point is also quite useful for counteracting the negative impacts of seasonal fluctuations in demand. A resort may purposefully choose to highlight the surrounding attractions/scenery, so as to encourage guests to stay longer periods of time. Additionally, the resort could provide information on local attractions and scenery during the low occupancy period, thus enticing guests to visit.

Question 6.5

Away from City

Analysis

205 persons or 81% of respondents stated that being 'away from the city' was a reason for visiting the Fairmont.

Many respondents claimed that this fact alone tipped the balance in favour of the Fairmont. It seems that guests were eager to escape the city and enjoy the quiet of the country; yet still enjoy the luxury and facilities of a resort.

Question 6.6

Ideal ambience to relax and unwind

Analysis

241 persons or 95.3% answered that the ambience of the vacation destination was an important reason to visit a country resort.

Through the interviewing of respondents, it became apparent to the author that the search for a venue which provided the individual with the opportunity to relax and unwind, was a major motivational factor in their decision-making process.

For the purposes of marketing, promoting a destination that has obvious qualities such as 'a relaxing ambience' is most important for management when it wants to highlight the effects that a destination may have upon its visitors.

This line of marketing has become quite popular in recent times, with the advent of 'island holidays', now competing with country resorts as an ideal means to relax and unwind (Literature trends 1992).

Question 6.7

Plan several short vacations each year

Analysis

156 persons or 61.3% answered 'yes' to the question of whether they take several short breaks each year.

The results show that most respondents chose to take several short vacations throughout the year, rather than one long or extended vacation period. This indicated that the decision to take holidays is increasingly present in the minds of most respondents; more so than simply electing to accumulate the holidays into a prescribed period during the year.

For the purposes of marketing this is vital to know because it shows a person's *propensity* to take 'several short breaks'. This means that respondents are increasingly ready and willing to take a short holiday throughout different times of the year.

The onus is now upon the resort management to capitalise on this information and provide incentives to attract such persons to the resort. The emphasis here should be on 'short breaks' and on several 'times a year', therefore once again taking the necessary precautions to minimise the effects of seasonal fluctuations in demand.

Note: The following page shows a summary of Question 6 in a tabular format.

Table 2
Summary of Question 6 showing the reasons
for visiting the Fairmont Resort.
(N=253)

<u>Reason</u>	<u>Number of persons</u>	<u>Percentage</u>
The environment	240	95
No pollution	94	37
Local attraction/scenery	236	93
Health Reasons	126	50
Away from City	205	81
Ideal ambience: to relax an unwind	241	95
Plan several short breaks each year	156	62
Spare no expenses in accommodation	129	51
Close to Sydney	93	37

Question Seven

This question follows a similar line of reasoning to question 6. However, in this question rather than asking - what are the 'reasons' for visiting Fairmont - the author asked what 'factors' *influenced* the decision to visit the resort in the first place. In other words, question 7 attempts to *justify* the reasons for visiting a country resort, as outlined in question 6.

Knowing what factors ultimately influence a persons's decision is the main focus of this research. Furthermore, such information is of great importance to the resort's management, as it may form the basis of strategic marketing decision-making and/or the reasons for launching a particular marketing exercise.

By manipulating such factors a resort may be able to minimise the effects of seasonal fluctuation in demand. This can be done by mixing and/or matching these factors (which influence the decision-making process of consumers), in the advertising campaigns. For instance by matching points 7.2 and 7.5 we begin to form a consumer profile; in this case the person who wishes to experience a high level of service which can only be achieved through the pampering of guests.

Question 7.2 Experience high Service Quality

Analysis

225 persons or 89% of respondents answered that they wanted to experience high service quality.

According to the statistics 89% stated that knowing that they would experience high service quality was a deciding factor in their decision to visit the Fairmont.

For this large group of respondents, the level of service played a key role in bringing the guests to the resort. Question 10.7 further discusses the implications of service and the opinions of the guests with regards to this issue. Refer to page 58.

Question 7.3

Getting back to nature

Analysis

188 persons or 74% stated that getting back to nature was an important factor in their decision to visit Fairmont. Yet 26% stated the opposing view, claiming that it was not important to them. This last group was more inclined to enjoy the facilities and amenities of the resort, than to experience the environment around them. So important was getting back to nature for most respondents that it favourably influenced their decision-making process.

Question 7.5

To be pampered

Analysis

201 persons or 79% of guests answered that 'being pampered' was a factor that influenced their decision to visit the Fairmont resort. Yet, 21% of respondents claimed that being pampered was not an influential factor.

Being pampered, like experiencing high service quality, was a major factor in influencing guests to frequent the Fairmont. Most guests expressed the notion that being pampered appealed to them in a special way, and was definitely an influencing factor.

Question 7.6

To use Facilities

Analysis

242 persons or 96% of respondents stated that the use of the resort's facilities was,

indeed, a factor that influenced their decision to visit.

Most respondents stated that they had seriously taken account of what facilities the resort had to offer. Whilst interviewing, the author made the observation that such respondents would consider a holiday destination only if it contained the range of facilities in which they deemed to be necessary in making their holiday a success.

Question 7.8

To relax and unwind

Analysis

244 persons out of 253 questioned (or 96%) claimed that being able to relax and unwind in a resort was a factor that they considered when deciding to go on holiday.

It became apparent that most of the respondents went to the country resort to relax and unwind from the pressures of everyday life; with the majority of respondents, however, affirming that 'relaxation' was perhaps the most important motivating factor that influenced their decision.

Question 7.9

To be soothed by a new environment

Analysis

231 persons or 90% of respondents stated that to be soothed by a new environment had contributed to their decision to visit the Fairmont. The above data is closely related to the previous question, 7.8. However, in this instance the emphasis is on a 'new' environment. In other words, an environment that is different from that experienced by the respondents in their everyday life. It seems that respondents - when deciding to go on vacations - elected to visit a destination which offers not only a change of scenery from what they (the respondents) consider to be their norm, but also offering a complete change of environment.

Question 7.10

Financially Possible

Analysis

204 persons or 81% of respondents claimed that staying at the Fairmont resort was financially possible, and had not hesitated to make their reservations. Many stated that the 'price' was reasonable and affordable. Mayo (1974) stated that there is a relationship between the price that respondents expect to pay for a vacation, and the benefits to be obtained. Mayo terms this the "Price-Value Judgement"; where the respondent's judgements rest on the expected price he/she anticipates having to pay at alternative destinations, as compared to his/her decision to stay at a country resort. As such knowing whether or not a particular destination is within the financial means of the respondent, assists in making a rational decision. This points to the reasonable assumption that a price-value judgement is one of the factors motivating people to stay at a country resort.

Yet of those who had some financial difficulties, approximately 19% stated that such difficulties were overcome due to special pricing incentives and an extended period of prior saving. This question may lead us to the assumption that, even if resort guests may not easily be able to afford to stay at the Fairmont, they will make all the necessary arrangements, perceiving that the experience will be worthwhile.

Question 7.12

To see/do different things

Analysis

213 persons or 84% of respondents stated that being able to see and do different things was, indeed, a factor that influenced their decision to visit the Fairmont.

Resort guests wanted to participate in activities that they would not normally do. This was part of the attraction of being on holidays in a country resort. Additionally, most respondents stated that they wanted to see different things such as the breathtaking views from lookouts and vantage points, unusual flora and fauna and local attractions. Again, the author makes the observation that respondents wanted to deliberately experience activities which were not part of their daily routine, choosing to visit holiday destinations that met their requirements.

Note: The following page shows a summary of question 7 in tabular form.

Table 3
Summary of question 7 showing factors that
influenced the decision to visit the resort.

(N=253)

<u>Reason</u>	<u>Number of persons</u>	<u>Percentage</u>
Develop a suntan	57	23
Experience high service quality	225	89
Get back to nature	188	74
Multilingual staff	23	9
To be pampered	201	79
To use facilities	242	96
To engage in new/adventurous experiences	174	69
To relax and unwind	244	96
To be soothed by a new environment	231	92
Financially possible	204	81
Escape the city	170	67
To see/do different things	213	85

Question Ten

This question deals with respondents having to list in order of preference what they consider to be the highlights of their stay.

Seven variables were chosen as the most appropriate to represent a person's highlights. These variables are a combination of factors pertaining either to the resort and what it has to offer, or attributed to the surrounding environment.

The reasoning behind this question is that it illustrates what specific factors have contributed to making the vacation destination special for the respondent. The author makes the assumption that knowing such information may be useful in determining what elements of the resort (based on the respondent's answers) could be used in marketing campaigns to attract those who have, at some stage, visited a country resort. Additionally, these factors may make management aware of some key elements that might be used in a marketing strategy designed to combat seasonal fluctuations in demand. For instance, the results could point out that the resort is preferred in the minds of its guests due to some important positioning characteristic, belonging to either the resort or the region.

Finding such factors is crucial because management may realise that certain segments of the market may associate such factors with the resort whenever they think of the Fairmont.

In other words, one or all of the seven variables outlined in this question may be used in a positioning strategy. Kotler supports this view by stating that "positioning strategy is the essence of the marketing mix; it complements the company's segmentation strategy and selection of target-markets" (Kotler 1984:252-75). Additionally, Schiffman and Kanuk (1987) claim that a marketer must create distinctiveness in the minds of the consumer. It is assumed that the

variables in question 10 may serve such a purpose.

Note: This question asks for the variables to be listed in order of preference from most to least preferred.

Question 10.1

Location

Analysis

134 persons or 53% of respondents allocated this factor in the number one position, and 23% placed 'location' in the second position.

According to the data, location was the factor that was most often quoted as being the highlight of the respondents' stay. No other factor occupied the first position as often as 'location'.

This indicates that in the minds of the respondents the location of the Fairmont resort within the Blue Mountains region represented the most memorable highlight of the holiday. Most resort guests stated that the location of the resort was perfectly situated.

The importance of the ideal location for resorts is crucial. Gee (1988) stated that the ideal location could either make or break the success of the resort.

Question 10.2

Price

Analysis

69 persons or 27% of respondents allocated price in the seventh place in the ranking. This indicated the lowest level in the list of preferences. Similarly, from places 4 to 6 were the next highest ranking for this variable.

According to the figures most of the respondents thought that price was not an important feature of their stay. However, this was not always the case. It is interesting to note that the first three places amounted to a 22% cumulative figure. This means that 22% of guests interviewed thought that 'price' was a feature of their stay, considering the vast number of activities that were available for use, and the price-value judgement, as being favourable to the guest.

Question 10.3

Distance from home

Analysis

95 persons or 37% of respondents placed this variable in the sixth position in the ranking; whilst 79 persons or 31% of respondents preferred the last position in the ranking, the seventh.

According to the figures 68% (cumulative) have indicated that the resort's distance from their place of residence was not a highlight of their stay. This may be interpreted in two ways. Firstly, the respondents felt that 'distance' was a problem because the resort was too far away, and as such, the time and distance travelled was a drawback.

Secondly, however, this variable was not given much attention, since distances in Australia - due to its vastness - tend to be great. Therefore, it is customary to travel long distances in search of an ideal holiday destination. Additionally, the assumption may be made that there were other more important variables to choose from, other than 'distance'.

Question 10.4

Resort's Reputation

Analysis

69 persons or 27% of respondents placed this 'resort's reputation' in the last position in the ranking; whilst 61 persons (or 27%) and 59 persons (or 23%) placed this variable in the fifth and sixth positions, respectively.

According to the data, most respondents felt that the resort's reputation was not a highlight of their stay. This group claimed that the reputation - although influenced their decision to visit Fairmont - was not a definite highlight. Many would not have heard of the resort, if it was not for the recommendation of others.

Question 10.5

Facilities and Amenities

Analysis

200 persons or 79% (cumulative) placed this variable in between first and fourth position in the ranking. The remaining lower three positions amounted to 21% or 53 persons.

It is evident that the vast majority of respondents thought that the resort's facilities and amenities were a definite highlight of their stay and a reason for visiting the Fairmont Resort.

The assumption that can be made is that most people - as mentioned in question 7.6 - seriously look at what facilities and amenities a resort has to offer, prior to making a decision to visit. In this case, 80% of respondents stated that this variable was a highlight of their stay, and placed this variable at the higher end of the ranking.

Question 10.6

Local attractions

Analysis

160 persons or 63% of respondents placed this variable in the second, third and fourth positions in the ranking. This represented the highest number of respondents in any of the seven positions of the ranking.

Like the previous variable, the local attractions were a major highlight of respondents stay in the Fairmont resort. Many respondents claimed that knowing what possible attractions were in the local vicinity of the Fairmont resort was an additional reason to visit, and furthermore, it reinforced their choice in the holiday destination.

Question 10.7

Service Quality

Analysis

184 persons or 73% (cumulative) of respondents placed service quality in the second, third and fourth position in the ranking. The lower positions on the ranking amounted only to 15% of total respondents or 14 persons.

This shows that most guests were so impressed by the level and quality of service that it was , indeed, a highlight of their stay

Note: The following page shows a summary of question 10 in tabular format.

Table 4
Summary of Question 10
Factors showing highlights of respondents' stay.
(N=253)

<u>Factor</u>	<u>Number of persons</u>	<u>Percentage</u>
Location	134	53
Service quality	66	26
Local attraction	71	28
Facilities and amenities	58	23
Resort's reputation	69	27
Price	52	21
Distance from home	79	31

Question Eleven

This question analyses the respondent's propensity to visit a resort as part of their holiday habits or custom. It asks respondents if, in the past, they have ever been to any other resort. If so, the question asks what type of resort the respondents had visited. The question lists three alternatives from which to choose.

The marketing implications of this question, and its relevance to the research are the same. That is, it attempts to establish whether visiting a country resort during the respondent's holidays is part of a habit or trend; or perhaps it is a one-off decision or event.

It is important for management to know the results of this question, so as to establish if they are attracting the right type of person, that is the regular resort goer as opposed to a 'never been' or 'one-off' type of visitor. For resorts, hotels, motels and other similar establishments, *repeat business* is essential for the survival of the business enterprise; and that this should be a major goal of management. The importance lies in attracting people who will return again and again; that is those who tend to form a habit or custom, often being referred to as 'regulars'.

Question 11

Analysis

209 persons or 83% of respondents have been to a resort in the past; whilst 16% or 40 persons have not ever visited a resort. As such this is their first time. However, only 51 persons or 20% have ever visited any other country resort in the past. 134 persons or 53% of respondents have visited a 'beach resort'; whilst 38% or 95 persons visited 'other' types of resorts such as ski or health farms.

Note: the percentages add up to more than 100 because most respondents have been to more than one type of resort in their lifetime. Consequently, such respondents gave multiple answers to this question.

According to the figures most respondents have, in the past, been visitors to various different types of resorts. The most common were 'beach' resorts, which registered 53% of total respondents.

The implications of these figures are that most people have visited at least two types of resorts in their lifetime. It is reasonable to assume therefore, that such guests have a fair idea of what to expect from a resort. Furthermore, we may make the assumption that such visitors are the ideal candidates for return business, as it seems that visiting resorts is part of their holiday preference (refer to questions 1 and 2).

Again, when it comes to dealing with a viable marketing strategy to establish which motivational factors influence demand, such information is vital as management may choose to provide incentives to encourage regular resort visitors to return.

Questions Twelve to Sixteen

These questions deal with a person's demographic details ranging from personal information and statistics such as age, marital status and employment situation to place of residence and gender.

The reasoning behind these questions is to try to understand consumers and to find out where are they coming from and what are they like. This forms the basis of such a series of questions which may be used for the important function of choosing a target-market. Stanton, Miller and Layton (1987), state that the selection of target-markets is a key step in marketing planning, and that segmenting

the market - based on demographic factors - allows the company to match its resources and what it has to offer with the markets's demands. Furthermore, Mayo (1974), is of the opinion that demographics, (like psychographics), can be helpful in understanding consumer behaviour.

Question 12

Employment

Analysis

99 persons or 39% of respondents were in paid employment; whilst 81 persons or 32% claimed to be self-employed. Only 15 persons or 6% of respondents were students and 57 persons or 23% were in the 'other' category, signifying either retirement, not employed or engaged in domestic duties.

According to the data, the majority of respondents were either in paid employment or were self-employed. The author assumes that the resort is attracting a large number of self-employed guests who, due to their independence, can afford to have holidays at different times of the year as opposed to a person in a fixed income job who works for an employer. The latter is restricted by set holiday periods whilst the former is free to choose 'when' to go on vacation.

Question 13

Marital Status

Analysis

54 persons or 21% of respondents claimed to be married with no children. Yet, of those whom were married 77 persons or 30% had children under the age of 18, whilst 65 persons or 26% stated that their children were over the age of 18. Only 38 persons or 15% said that they were single and 7% or 18 persons belonged in the 'other' category, that is they were either widowed or divorced.

According to the figures the overwhelming majority with a cumulative 56% of respondents or 142 persons were married with children. This tells us that the resort is attracting couples who are either travelling with or without their children. Additionally, the 'married with no children' category is the next major segment, proving a tendency for the resort to attract couples.

Here the opportunity arises for the resort to design incentives to attract couples with or without children, according to the objectives of the resort. For instance, during the summer season the resort may turn its marketing efforts into attracting families; whilst in non-school holiday periods it might wish to attract couples travelling on their own.

Question 14

Age Group

Analysis

71 persons or 28% of respondents were from the ages of 30 to 39. This was by far the largest group, followed by the 40 to 49 group with 50 persons or 20% and 22 to 29 group with 19% or 49 persons. The remaining categories were 41 persons (or 16%) of the 60-plus category and the 50 to 59 age bracket with 31 persons (or 12%) of respondents. Only 11 persons were in the 21 and under group.

According to the figures, the majority of people belonged to an age group consisting of 22 to 49 years of age. This represented a cumulative 67% of total respondents. The next significant age group were the 50 to 60-plus category which registered 30% of the sample.

The figures tell us that the majority of guests are from the ages consisting of early twenties to late forties, a range which covers people who are either commencing a career or are well established in their careers. However, for the purpose of this

research, the above information gives a breakdown of how age may be used to attract different types of guests who may be enticed to visit at different times of the year.

Note: The questionnaire consisted of an additional four questions which were not directly relevant to the research. These questions were used to provide the management of the Fairmont resort with a report outlining the means by which the resort has come to the attention of the respondent. Thus it is not necessary to discuss these results as they have no bearing whatsoever upon the findings of the study.

Interpretational Summary on Part A

The results of the frequency analysis may be summarised to illustrate how these various results fit together in order to demonstrate what motivational factors influence demand for a country resort; and how these factors may be used in a general decision-making model.

To begin with, the research examined the respondent's future vacation intentions. According to the results of the data analysis, 60% of respondents intend to be on holidays in the near future; with 35% of respondent's showing a preference to visit either a country or beach resort.

The research argues that before any firm or 'concrete' decisions are made, the respondent's decisions are often precipitated by his/her intentions. It is important to note however, that (future) intentions are often nebulous in nature, changing according to the various circumstances that the respondent may face, as time goes by. This does not necessarily detract from the effectiveness of (future) intentions, as at one point or another, all of the respondents surveyed had intended to visit a country resort.

A point which is closely related to the respondent's (future) intentions, is that regularly, a persons's behaviour is reinforced by prior experiences. In this case 83% of respondents have visited various types of resorts ranging from health farms to ski resorts in exotic locations. As a result of such positive prior experiences, 73% of respondents would seriously consider visiting a country resort in the future (refer to question 2).

The respondents were asked "What was their prime reason for visiting a country resort"?. 74% of total respondents answered "Holidays" as their prime reason; however, such a response is far too broad and general to mean anything.

Thus it became necessary to obtain from respondents a breakdown of their prime reason.

This was done by asking respondents to reflect upon their motives or factors which influenced their prime reason. The results of the analysis showed that 95% of respondents were influenced by the surrounding atmosphere (i.e environment) of the country resort, more specifically, however the ambience of the resort which made it conducive to relaxation and being able to unwind from the pressures of everyday life. An additional factor which influenced respondents with the same intensity as the environment and the resort ambience, was the abundant local scenery and attractions which became an added bonus, reinforcing the respondent's motives to visit the country resort.

Nevertheless, the study points out that having the intention to visit a country resort and finding motives or reasons which strengthen the respondent's intentions, are not sufficient to warrant a firm or 'concrete' decision to be made. It became evident that the 'decision' itself came under the influence of various factors which *push* the vacillating individual to act in an affirmative or negative manner. In other words, the study argues that individuals - once having decided on a course of action - search for factors which will either reinforce or cancel their decision. In this research, 96% of respondents stated that the availability and range of activities offered at a country resort reinforced their decision to visit. Furthermore, the opportunity to be 'soothed by a new environment' and to 'experience high service quality' had a positive effect on 92% and 89% of individuals, respectively.

In the following chapter, the research endeavours to show how the respondent's intentions, motives (or reasons) and decisions come together in a model to explain the individual's decision-making process. Additionally, the factors which play an important role in shaping the outcomes of the process shall be examined.

Part B. Cross-tabulation Analysis

This second part of Chapter 4 deals with three cross-tabulations selected from the questionnaire. Each cross-tabulation is composed of a combination of vital questions designed to highlight an important point or feature of this research, which was not evident in the frequency analysis.

The format to be used will be a continuation of part A. That is, there will be a short introduction outlining the question's relevance to this research and its practical application to the resort, followed by a 'statistical analysis' section to each question, and an interpretational summary of the results.

Note: As in part A, not all percentages will equal to 100 nor will all figures amount to 253 respondents. The reason for this is that, at times, answers were omitted or multiple responses given for the same question.

Number One: Composition of resort guests
(Question 3 by Question 5)

This question discusses a person's travel party, that is the number of people the respondent is travelling with; and the main reasons for visiting the Fairmont.

The reasoning behind this cross-tabulation for the purpose of this study is that it gives an insight into the decision-making process of individuals by analysing who accompanies the individual and what their reason is for visiting a country resort.

Knowing such information will lead to the identification of certain target-markets that appear to be visiting the resort during the summer holiday season. If we can identify such markets and make a correlation between their composition and time of year they *choose* to visit, we may be in a position to utilise the marketing resources and either reinforce their behaviour or take steps to change it to other times of the year.

Analysis

37% of respondents stated that they are visiting the Fairmont with their families and their main reason for doing so was to be on holidays. Similarly, 32% of respondents also stated 'holiday' as their main reason to visit Fairmont; however, they were accompanied by their spouse instead of any other family member.

It is evident that the major reason for visiting the Fairmont - according to the respondents - was for holiday purposes. This 'reason' comprised the largest categories of respondents - or a cumulative 74% of total respondents - who were accompanied by either a spouse or their families, indicating that these two groups of people made up the majority of the resort's guests staying at the Fairmont.

Number Two: Reasons for visiting according to age groups
(Question 14 by Question 6)

This scenario examines a respondent's age-group with several possible reasons for visiting the Fairmont resort. Note that in addition to having discovered a respondent's 'prime' reason for visiting the resort, this question seeks to derive further information. In other words, having already asked the respondent to break down his/her 'prime' reason, the study now attributes such responses to specific age groups.

This information will enable the differences or similarities between the reasons given by the various age-groups to be noted, as well as to further establish what factors were (or were not), involved in the decision-making process for the age-groups.

Analysis

According to the figures in this cross-tabulation, most of the 9 variables used in question 6 formed part of the overall decision to visit the Fairmont. In other words, a persons's prime reason is in actual fact a *composite* of several variables which contribute to the decision-making process.

Table 5 on page 71 shows a summary of the 'reasons' that contributed to the decision to visit the country resort according to age-groups. The reasons (or variables) listed are the top three responses ranked in order of importance.

It is interesting to note that with all age-groups there were significant similarities and consistencies in their responses; outlining the fact that regardless of 'age', these factors or variables played an important role in determining the reasons for visiting a country resort.

For instance, at least four variables may be identified as being pertinent to all age groups. These variables (according to a percentage of respondents) are:

- | | |
|------------------------------------|------|
| * 1. The environment | 95 % |
| * 2. The local scenery/attractions | 93 % |
| * 3. The ideal location/ambience | 91 % |
| * 4. Being away from a major city | 81 % |

According to the above data, it may be determined that these four variables are the 'essence' of what constitute the decision to visit a country resort. In other words, these variables make the difference between merely having the 'intention' to visit a country resort and actually putting those intentions into action.

There is another interesting observation, that may not be apparent when analysing Table 5, but only surfaced whilst when interviewing the respondents. The study noted that, although respondents stated the same variables as part of their particular reason for having visited a country, their *justifications* for these variables or reasons were based on different grounds. For instance, with regard to the variable 'Health Reasons', the younger age groups stated that this variable was important for them to keep fit and trim; whereas the older groups claimed that the reduction of stress and work-related pressures were of prime concern. The benefits of knowing such distinctions between age-groups may be useful in analysing demand for a country resort in finer detail.

The following table shows a summary of this cross-tabulation. Note that the factors listed are the three top variables in order of importance.

Table 5

**Summary of cross-tabulation no. 2
showing reasons that did/did not contribute to
the decision to visit the Fairmont resort.**

AGE GROUPS	<u>YES</u>	<u>NO</u>
21 - under	1. ideal location/ambience 2. environment, local attractions/scenery and away from the city 3. plan several short breaks.	1. no pollution
22 - 29	1. environment, local attractions/scenery 2. ideal location and 3. away from city.	1. spare no expenses 2. close to city and 3. health reasons.
30 - 39	1. environment, local attractions/scenery 2. away from city and 3. plan several short breaks.	1. no pollution 2. health reasons 3. close to city.
40 - 49	1. ideal location 2. environment and 3. plan several short breaks.	1. health reasons 2. close to city 3. no pollution.
50 - 59	1. environment, local attractions/scenery 2. away from city and 3. health reasons.	1. spare no expenses 2. no pollution 3. close to city.
60 plus	1. environment, ideal location 2. away from city and 3. health reasons	1. close to city.

Number Three: Factors influencing decision-making process
according to respondent's age groups
(Question 14 by Question 7)

This question deals with a respondent's age group in relation to several diverse factors that evidently influence their decision-making process.

Note that in question 6, a similar type of analysis is outlined. However, in Question 6, the respondents were asked to give details regarding their reasons for visiting the Fairmont resort. In this question the emphasis is slightly different; the respondents were asked to *think* about their reasons for visiting the resort and determine whether or not certain factors had influenced their decision-making process. It is interesting to note any differences or variations in these factors according to age groups.

The reasoning behind this cross-tabulation is to determine whether a certain set of factors influenced the decision-making process, and/or indeed justified the respondent's reasons for visiting a country resort.

The assumptions are that if certain factors that influence the decision-making process are isolated, and their affect upon age groups clearly established, then management may choose to incorporate such factors in their marketing strategies.

Analysis

Out of the 12 factors that were included in question seven, ten of these played a crucial role in the decision-making process of the respondents. Only two factors were not so important: one was to develop a suntan and the other was multilingual staff.

It seems that a country resort is not a destination in which to obtain a suntan. It could be stated that this factor is still one which is strongly associated with the beach and island holiday destinations. The second factor - multilingual staff - only affected a very small minority of respondents who would like to have their service providers speak to them in their language. It should be noted that this concern did not apply to the German visitor, but rather the Japanese and Korean.

Of the factors that did influence a respondent's decision-making process, they could be summarised in the following table. Refer to table 6 on page 75.

According to the responses, the four most influential factors upon the decision-making process of guests were:

* 1. To relax and unwind	96%
* 2. To use the facilities	96%
* 3. To be soothed by a new environment	92%
* 4. To experience high service quality	89%

It can be concluded that these factors had indeed played a major role, often making the difference between going to the Fairmont or an alternative destination. Most respondents stated that they needed a peaceful location, away from the rat-race and a place to truly unwind and, yet, have the option to try various forms of recreational activities not normally accessible to them.

For the purpose of this research, these factors show an insight into the decision-making process and how it is influenced. For instance, the author noted that a respondent may have one or several reasons for visiting a country resort; however, this 'reason' - which may in fact be a composite of several variables, as stated in the previous cross-tabulation - must be justified by yet another set of factors which reinforces the respondent's decision.

In other words, being able to use the resort’s facilities or experience high service quality, justified the respondent’s decision to visit a country resort. Additionally, by taking account of such factors the resort management may use such information to devise marketing strategies which suit each corresponding age-group.

Note: The following page shows a summary of cross-tabulation no. 3.

Table 6

**Summary of Cross-tabulation no.3
Showing factors that influenced the decision
to visit according to age-groups.**

AGE GROUPS	<u>YES</u>	<u>NO</u>
21 - under	1. to use facilities 2. to relax and unwind 3. to see/do different things	1. multilingual staff
22 - 29	1. to relax/unwind and to use the facilities 2. to see/do different things 3. soothed by the environment	1. multilingual staff 2. suntan
30 - 39	1. to relax/unwind and to use the facilities 2. soothed by the environment 3. experience high service quality	1. multilingual staff 2. suntan
40 - 49	1. to relax and unwind 2. experience high service quality 3. to use the facilities	1. multilingual staff 2. suntan
50 - 59	1. soothed by the environment 2. to use the facilities 3. experience high service quality	1. multilingual staff 2. suntan
60 plus	1. to relax and unwind 2. to use the facilities 3. financially possible	1. multilingual staff 2. suntan

Interpretational Summary on Part B

As with part A, the cross-tabulation analysis may also be summarised to illustrate how the various results fit together to address the issue of what motivational factors influence the demand for a country resort.

Firstly, it is evident that seldom do individuals come to a country resort on their own. Usually the person is accompanied by a spouse, another member of their family, or even a friend or business associate. The data shows that, at the time of interviewing the respondents, the majority of visitors to the Fairmont resort were families (i.e couples with children and/or other family members) and couple on their own.

Secondly, the figures showed that respondents (of all age-groups), were generally in agreement when it came to outlining their 'reasons' for visiting a country resort. However, what did change was the importance attributed by each group to the variables that comprised a person's reasons. For instance, the respondents in their mid-twenties generally agreed that the availability of "local attractions and scenery" enhanced their prime reason for visiting; whereas the mid-forties respondents stated that they viewed the resort's "ideal location" as being all-important.

Lastly, with regards to the factors that influenced the decision-making process in relation to the respondent's age-group, again there was agreement between the various age-groups. As with the previous cross-tabulation, the age groups agreed on certain *specific* factors, proving that regardless of 'age' these factors had an influence in most, if not all, respondents.

The following chapter will outline how Part A and Part B of the statistical analysis section come together to form a final conclusion to the study.

Summary of Analysis and Interpretation of Survey Results.

In this chapter the research has analysed and interpreted the output from the SPSS program performed on the data contained in the 253 surveys.

This chapter was divided into two sections, each part relating to a specific form of data analysis. For instance, part A involved an interpretation of the frequency analysis; whilst part B dealt with cross-tabulations performed on a series of questions designed to highlight a specific aspect of the research.

These two analyses represent the bulk of the research, often showing the relevance of the data to the resort's management, the tourism industry and the research objective. In many cases, there were tables which outlined a summary of what was discussed or analysed. Such graphical representation of information managed to condense entire interpretational and/or analytical sections, often showing the results in a summarised manner.

CHAPTER FIVE

Conclusion

Overview

The previous chapter served to analyse and interpret the output from the SPSS program performed on the data contained in the 253 questionnaires.

In this chapter the research is concluded providing the limitations to the study and a critical overview (findings) of the study as a whole. Furthermore, this chapter discusses the recommendations for further study (and/or research) in the issues raised in this thesis. Being a minor thesis has meant that, at times, certain issues or problems were lightly covered; more in-depth study may be required.

Research Limitations

This minor thesis has some limitations which should be pointed out, as such inherent problems have a bearing on the final conclusions and/or recommendations proposed.

The first of such limitations is due to the very nature of this research. It should be noted that this study is exploratory in nature and attempts to unearth some of the issues pertaining to motivational factors which influence demand for a country resort. Therefore, being exploratory in nature means that it does not attempt to provide an in-depth study or a final conclusive solution to such a complex issue.

A second problem that is due to the nature of this research being exploratory in nature, has meant that many important and interesting issues and/or possibilities were left unanswered. If every issue or point raised were to be addressed and expanded upon, then the research would no longer be a 'minor' study; rather it would be bordering on the realms of a doctoral dissertation.

A third problem or limitation may be due to the poor availability and range of local information that adequately addresses the issues of what factors influence demand for a country resort. (Refer Appendix 3a and 3b). By "local" the author means authentic, relevant and current Australian examples. Of the literature that is available, most of it is not directly appropriate because it expressly relates to foreign examples and cases. Therefore, such literature may only be useful to read, extract a few general points, or even learn from the mistakes of others; however, further application or usage cannot occur because it is based on examples that originate overseas, with a different set of circumstances that do not necessarily fit within the Australian context.

The research does not mean to discredit overseas information or examples, rather make the point that such information may not be entirely useful or relevant, for that matter, because Australia's tourism industry is still in its infancy stage, whereas overseas information tends to be based on 'mature' tourism nations such as the United States of America, Spain, England or Italy.

A fourth limitation is due to the use of a questionnaire/interview as a research instrument. Such a method of data collection is not error-free, and some faults do exist. For instance, bias could occur during the interview. At times an interviewer may unconsciously prompt or influence a respondent's answer, thus invalidating the results and consequently the findings of the study.

Fifthly, a problem that is closely related to the above, but pertaining to the respondent rather than the interviewer, is that of incorrect answers provided by the respondent. There is no guarantee that the respondent is stating the truth or knows his/her motives or is distorting the true answer. Why a respondent may choose to act in this manner may be due to a host of reasons such as the need to maintain privacy, being suspicious of the exercise or may not viewing the research as relevant to them. People are very complex in nature and the reasons behind their actions may often not be apparent.

Research Findings

The objective of this minor thesis was to research motivational factors that had an influence upon a person's decision to visit a country resort, and how this information may be used in a general framework for a model attempting to explain the decision-making process of an individual; as well as illustrating which factors played an important role in that process.

This objective was met by the development and use of a questionnaire which served the purpose of obtaining from respondents, information regarding the factors that influenced both their *decision* to visit a country resort and *how* that decision came to be (i.e their decision-making process).

The questionnaire was specifically designed so as to tap into various key areas of: decision-making, consumption and behaviour patterns, socio-economic variables, demographics and many more issues pertaining to the respondent. (refer to Appendix 4). It was later administered at the Fairmont resort, Leura, where 253 guests staying at the resort participated in answering the questionnaire. (Refer to Appendix 5a and 5b).

The Blue Mountains region was chosen as a suitable location to administer the initial research due to its rising popularity as a tourist destination; the growth of resorts, country retreats and other forms of guest accommodation; and the active role of the Blue Mountains Tourism Authority in promoting the region.

Evidence of this growth can be seen in most tourism statistical information regarding the region. For example chart 1 on page 83, outlines the total trips by primary purpose of trip by Australian residents. Note that the holiday and pleasure markets account for over 40% of total trips. This figure is expected to rise; as table 7 on page 84 shows, there has been a steady increase in total trips over time.

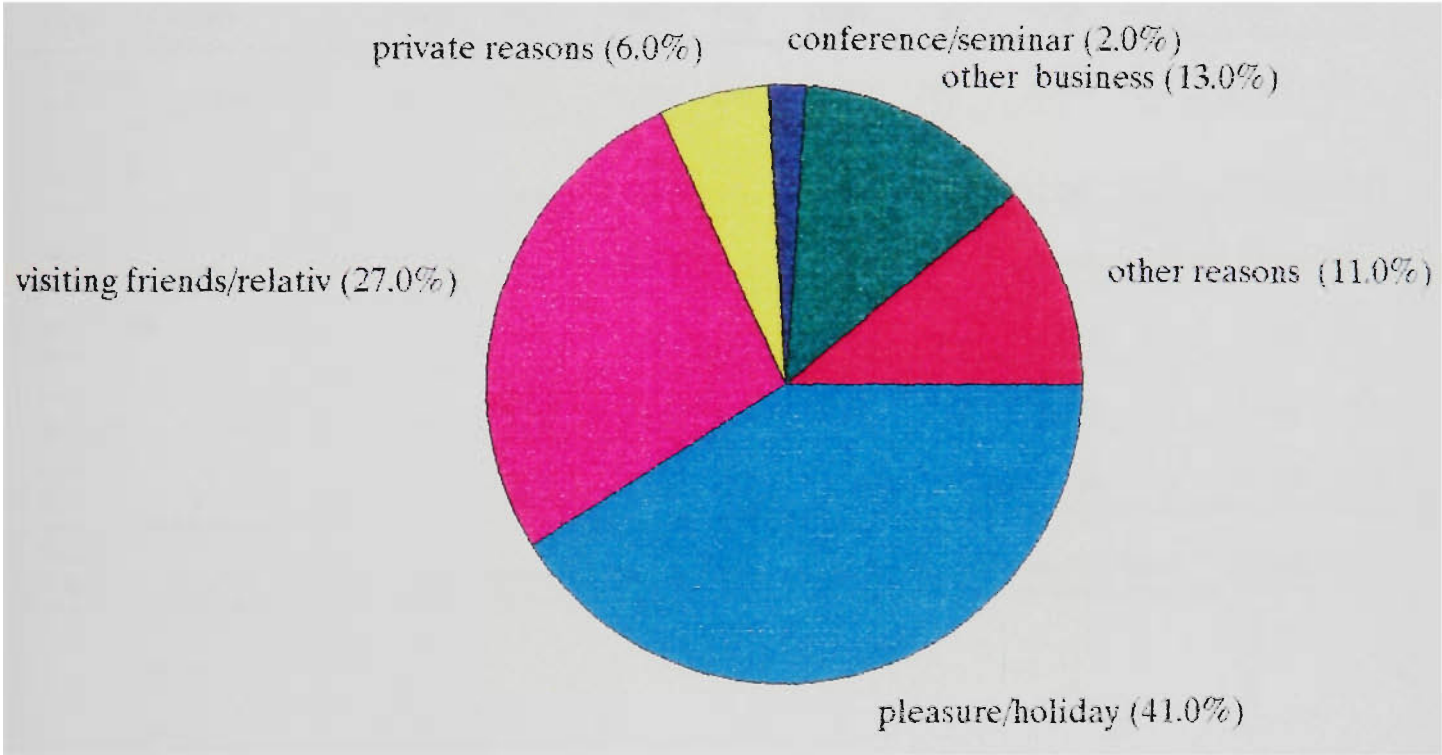
Furthermore, visitor nights have also increased, indicating that people are spending more nights away from home and that each visit is becoming progressively longer. (Refer to table 8 on page 85).

It should be noted that both charts 1 and tables 10 and 11 point toward one clear direction, that the total domestic trips by Australian residents are increasing (for a variety of reasons), and that their visitation period is becoming longer. It is important to consider such facts, as the Blue Mountains region is evidence of this growth.

Note: The following three pages will include Chart 1 and Tables 7 & 8.

CHART 1

Total domestic trips by primary purpose of trips, 1989/90
percent of total trips



source: Domestic Tourism Monitor (DMT)

Table 7
Showing total trips by
primary purpose of trip

Primary Purpose of Trip	1984/85 ('000)	(%)	1985/86 ('000)	(%)	1986/87 ('000)	(%)	1987/88 ('000)	(%)	1988/89 ('000)	(%)	1989/90 ('000)	(%)
Pleasure/ Holiday	19,009	41.9	20,108	44.5	19,272	42.9	20,902	44.7	20,004	43.5	20,579	41.2
Visiting Friends or Relatives	12,279	27.1	12,043	26.7	12,405	27.6	12,210	26.1	12,016	26.1	13,520	27.1
Private Reasons	2,568	5.7	2,428	5.4	2,331	5.2	2,448	5.2	2,495	5.4	3,216	6.4
✓Conference/ Seminar	830	1.8	800	1.8	703	1.6	867	1.9	598	1.3	733	1.5
Other Business	6,230	13.7	5,849	13.0	6,221	13.8	6,273	13.4	6,188	13.4	6,653	13.3
Other Reasons	3,516	7.8	3,046	6.7	3,156	7.0	3,032	6.5	3,484	7.6	4,129	8.3
Total Trips (a)	45,358	100.0	45,144	100.0	44,963	100.0	46,725	100.0	46,017	100.0	49,962	100.0

Source: BTR Domestic Tourism Monitor (DTM).

Table 8
Showing total visitor nights by
primary purpose of trip

Primary Purpose of Trip	1984/85 ('000)	(%)	1985/86 ('000)	(%)	1986/87 ('000)	(%)	1987/88 ('000)	(%)	1988/89 ('000)	(%)	1989/90 ('000)	(%)
Pleasure/ Holiday	99,152	49.4	107,790	51.6	109,338	51.8	115,071	53.1	111,023	51.9	108,070	48.3
Visiting Friends or Relatives	49,873	24.8	49,791	23.8	48,916	23.2	48,629	22.4	48,281	22.6	53,546	23.9
Private Reasons	9,297	4.6	9,511	4.6	9,162	4.3	9,595	4.4	9,738	4.5	11,446	5.1
Conference /Seminar	2,461	1.2	2,857	1.4	2,357	1.1	2,867	1.3	2,100	1.0	2,498	1.1
Other Business	21,424	10.7	21,613	10.3	23,795	11.3	23,049	10.6	22,700	10.6	26,835	12.0
Other Reasons	15,582	7.7	13,457	6.4	14,675	6.9	14,034	6.4	15,769	7.4	17,242	7.7
Total Nights (a)	200,888	100.0	208,929	100.0	210,933	100.0	216,897	100.0	214,027	100.0	223,849	100.0

Source: BTR Domestic Tourism Monitor (DTM).

The research findings can be expressed in one comprehensive outline (refer to figure 3, page 93), which shows two significant stages of a person's decision-making process and some of the factors which influence such a process. However, each of the two stages will be viewed in detail to show how they are related, and come together in a general model.

Stage 1: Motives (or Reasons)

Rarely do individuals do anything without a reason or motive underlying their actions. It is with this precept that the author began to analyse the 'motives' behind an individual's decision to visit a country resort.

As part A of Chapter 4 shows a person's motives are usually influenced by many factors which the individual considers before moving to the next stage and making a final decision. This initial step is what appears to take place in individuals deciding to visit a country resort; that is, such person's search for reasons (or motives) which will prompt them into a decision.

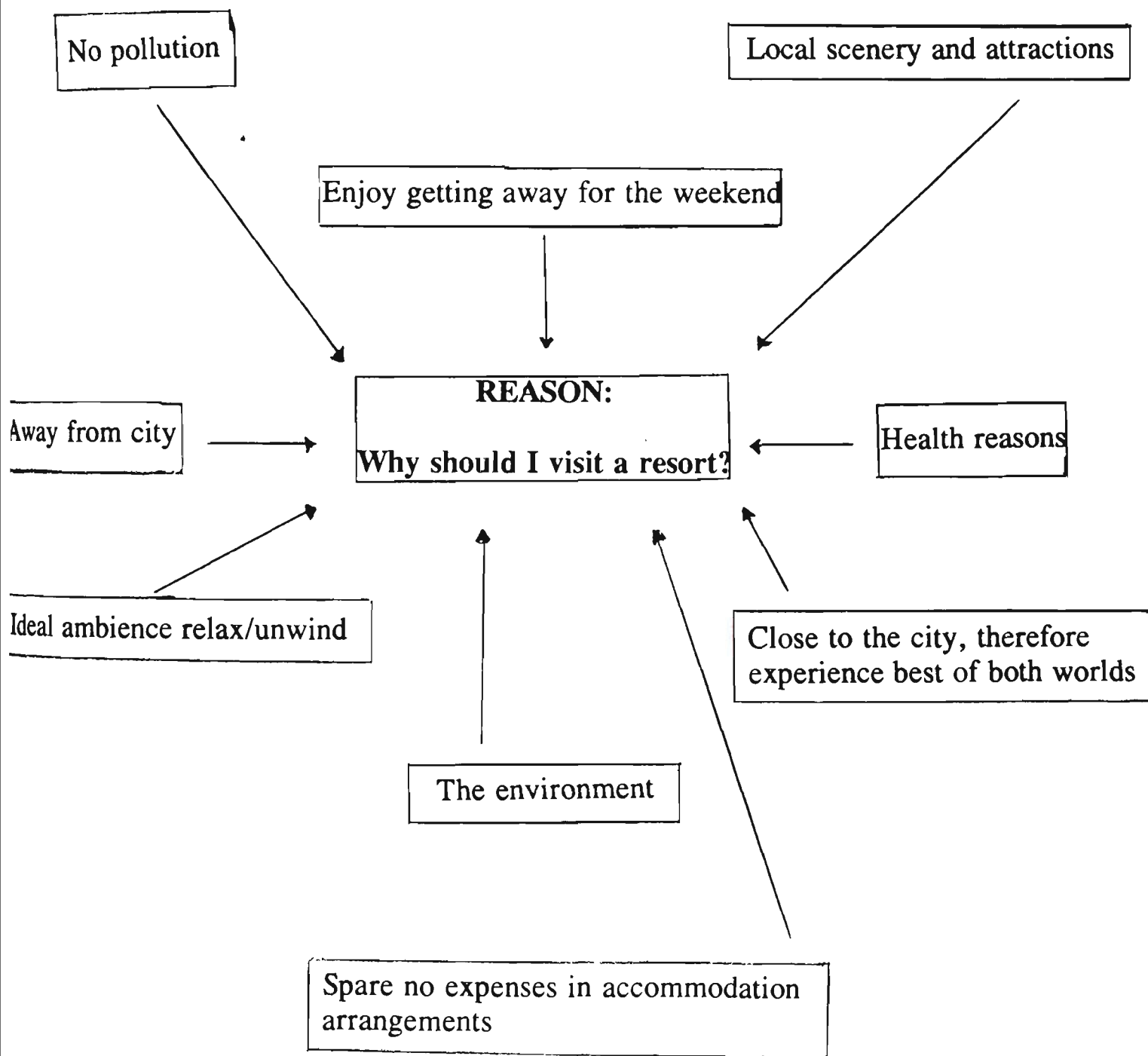
For the purpose of this research, the author has identified a series of 9 factors which impinge upon a person's motives (reasons) for visiting a country resort. Figure 1 overleaf, shows the factors which influenced a person's reasons to visit.

According to the questionnaire results, of the 9 factors which were identified as being intrinsic to influencing a person's motives, three of them were most prominent in the respondent's minds; and this became evident in the answers given. For instance, there were three factors which obtained a 90% plus response rate, (see table 2, page 47). These factors were:

*	The environment	95 %
*	Ideal ambience to relax/unwind	95 %
*	Local attractions/scenery	93 % .

FIGURE 1

Showing factors that influence reasons
to visit a country resort.



It can be concluded therefore, that the abovementioned factors have the greatest influence upon a person's motives (reasons) to visit a resort, according to the responses of the resort guests. In other words, when people analyse what their motives (reasons) would be for visiting a resort, it is very likely that they will consider any or all of the three variables identified above.

There were other significant factors which - although they did not rate so highly amongst respondents - were nonetheless important influencing factors upon a respondent's motives. For instance, 81% of respondents considered that 'going to a resort that is away from the city' is an important reason to them. Here we see the need to get away from the city and its environment, and as such a country resort appears to be a viable alternative and a means of satisfying that 'need' or desire. The second factor was the fact that respondents 'enjoyed taking several short vacations each year'. Thus having a resort which is only 100 km or just over an hour's drive from Sydney, proved to be an attractive vacation proposition to 81% of respondents.

Stage 2: The final decision

Having established sufficient motives or reasons to visit a country resort, an individual is then in a position to make a final decision. At this stage, a person re-evaluates their motives; however, this time searching for factors which will either *reinforce* their initial motives or cause them to negate all reasons for visiting a country resort. It is a delicate stage, where the vacillating individual may decide for or against visiting a country resort.

Figure 2 shows a series of 12 factors which influence a person's *decision* to choose between visiting a resort or not. As with figure 1, in this example several important factors were identified as having a particular relevance to the respondents and their decision-making process.

According to the responses to the questionnaire, three crucial variables (which have a bearing upon the decision-making process) became apparent:

*	To use the facilities	96%
*	To relax and unwind	96%
*	To be soothed by a new environment	92%

Once again it can be concluded from the results of the questionnaire that these abovementioned variables play a vital role in influencing the respondent’s decision-making process. Additional factors which also rated highly were:

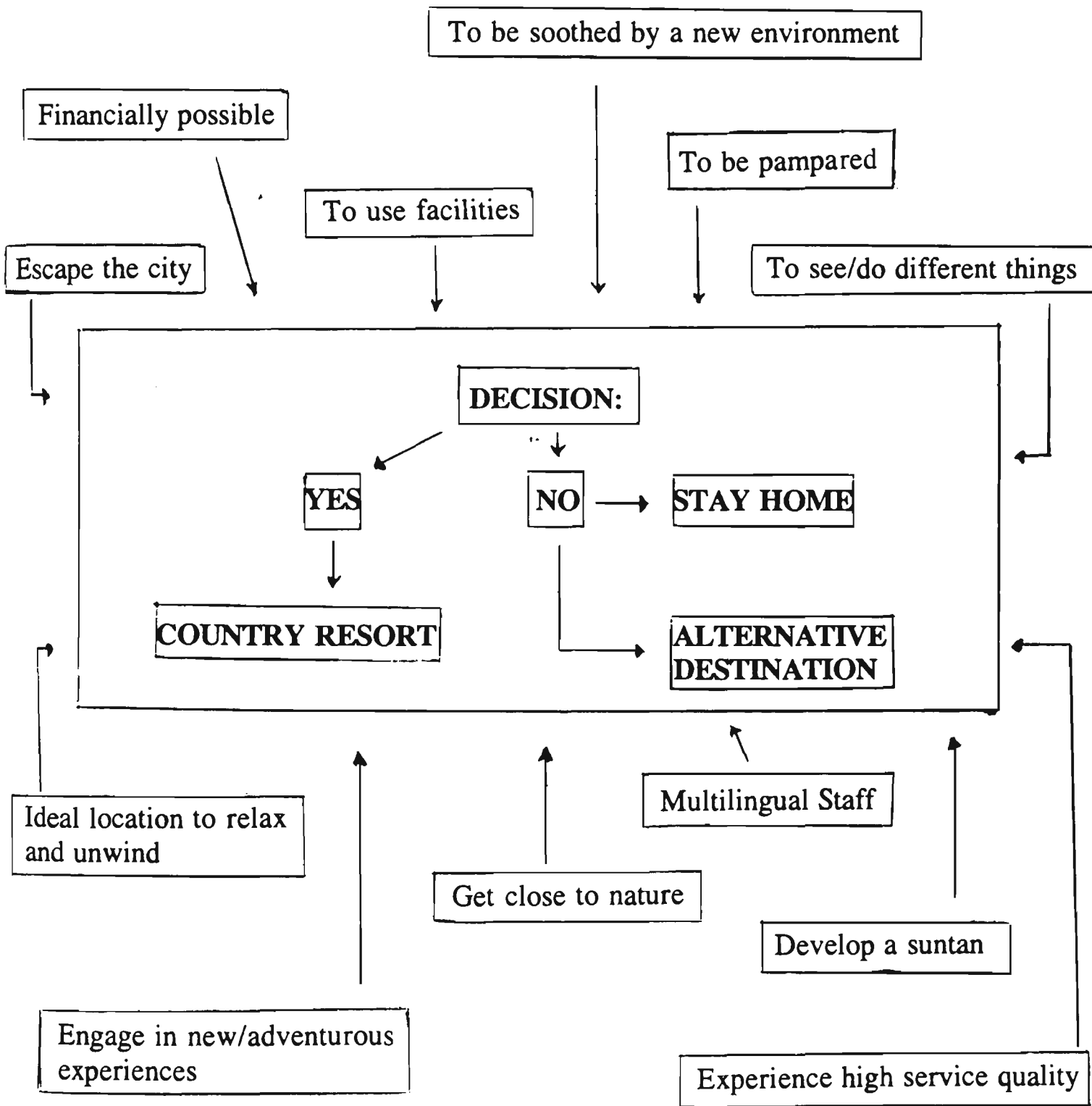
*	To experience high service quality	89%
*	To see/do different things	85%
*	Financially possible	81%

It became apparent that in the course of administering the questionnaire, many respondents stated that they were impressed by the level of service (at the Fairmont), and as such this was a factor which influenced their decision to visit at a later date.

Note: Figure 2 overleaf shows factors which influenced a person’s decision to visit a country resort.

FIGURE 2

Showing factors that influence a person's decision to visit the Fairmont resort.



Finally, figures 1 and 2 can be combined to form a more comprehensive picture of the decision-making process and how it is influenced at both the motivational stage (figure 1) and the decision-making stage (figure 2).

Figure 3 on page 93, shows how the respondents came to be at the Fairmont resort. It is a complex series of self-evaluation whereby respondents evaluate, first of all, "What motives or 'reasons' do they have to visit a resort?". At this point we see 9 factors that influence this stage, promoting thinking and the weighing of pro's and con's of visiting a resort.

Following this, a respondent reaches a point where a decision must be made i.e "Will I visit a country resort or not?"; "And if not, is there an alternative destination?". Again, we see a host of factors influencing the decision-making process.

In conclusion, however, this study has identified many factors which influence - at different but interrelated stages - the decision-making process of individuals.

Firstly, with regards to a person's motives (the initial step in the decision-making process), the individual is influenced by broad and general concepts usually associated with changing the status quo or the person's current situation. The operative word here is 'change' whereby the individual wishes a change from everyday life, such as experiencing a new environment; with an abundance of local scenery and attractions and the opportunity to relax and unwind.

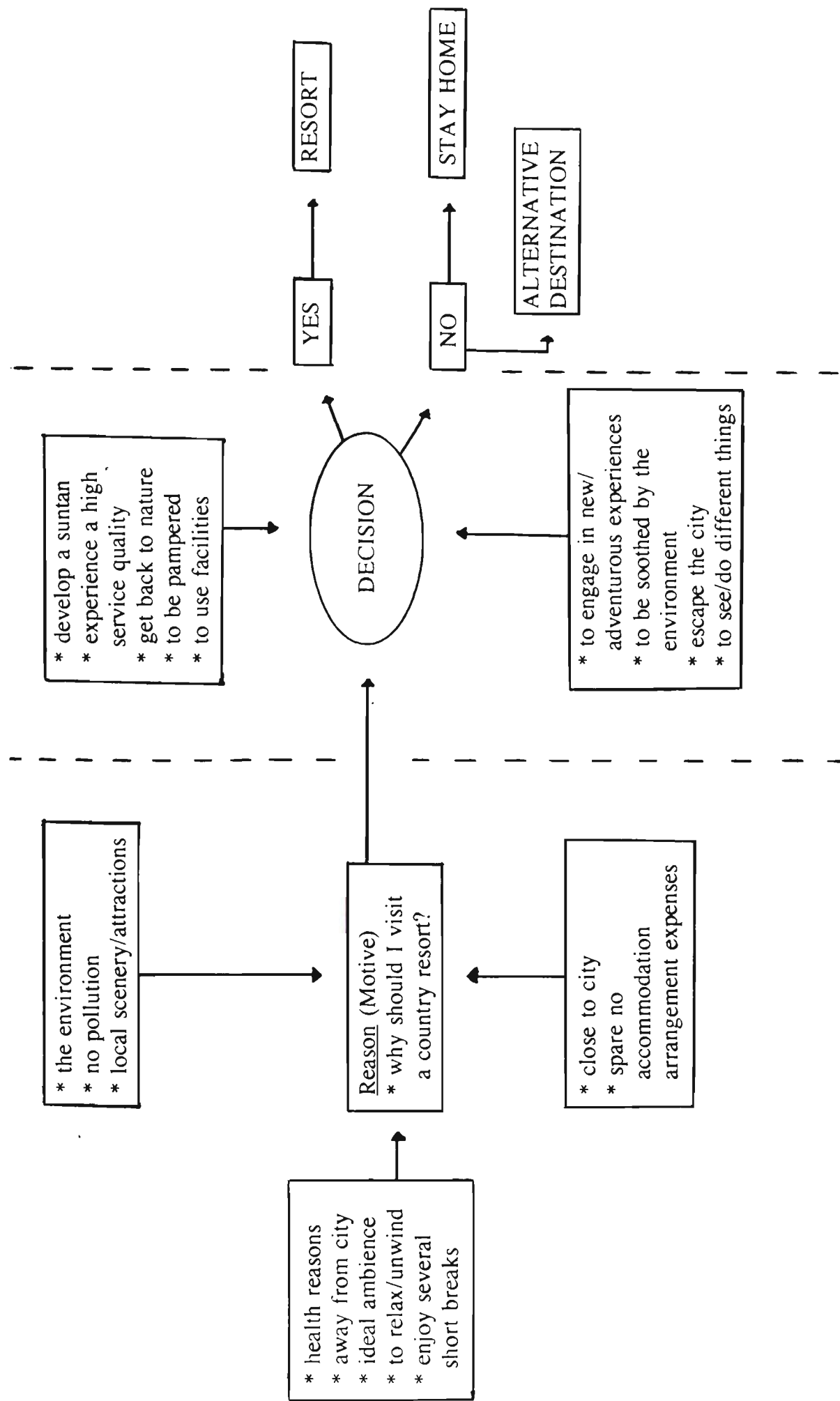
Secondly, having considered some or all of the above 'general' factors, the individual embarks upon analysing specific influencing factors which may play an important role in their decision-making. It was noted that such factors were pertinent to the interaction between the individual and the resort; and what the country resort had to offer in the way of being an 'attraction' to the individual.

Such influencing factors addressed the individual's wants and establishes if a country resort can (or cannot) fulfil their wants or needs. For instance, a person may want to experience high service quality, consequently wanting to be pampered by experienced service-providers; whilst having the option to use the numerous facilities and/or activities available to them.

Lastly, the decision-making process ends with an action being taken on behalf of the individual. In this case, a person having weighed his/her reasons, may or may not visit a country resort. If the decision is negative, that is the person decides not to visit a country resort; then the person faces one more decision: which is to either stay home and not go anywhere or decide to visit an alternative destination. Should the person decide the latter, however, the entire decision-making process begins again.

Note: The following page shows Figure 3.

FIGURE 3 - A general model showing factors that influence the decision-making process of individuals



Recommendations

The final part of the conclusion deals with the implications of the research findings to the tourism industry, the Fairmont resort, and the academic objective of the thesis. Furthermore, several key areas for further study or research were identified, outlining the need for continued research and the future implications of such a study.

Implications of Research: **The Tourism industry**

The tourism industry faces an array of difficult problems and obstacles which, at times, restrict the effectiveness of the tourism project of business venture. Environmental concerns, local opposition, changes in consumer tastes and preferences and seasonal fluctuations in demand, are just a few of such problems. However, as a means of overcoming such obstacles, businesses are turning toward marketing to provide the answer. For the purposes of this research, the implications for the tourism industry are:

It shows the industry how (through a practical example) marketing may be used to analyse, interpret and deal with trying to establish which factor influences a person's decision-making process, and consequently affects the resort's demand.

In this instance, marketing is used as a research tool to both analyse an existing problem, identify variables which have a bearing upon the problem and, finally, how such variables may be used (in marketing techniques) to counteract the effects of the problem.

The Country Resort

With regards to the country resort (Fairmont), the implication of the research is that certain factors have been identified which form part of the consumers decision-making process. Therefore, by knowing what influences a person's decision and/or motives (reasons) to visit a resort, the management team may manipulate such variables and design a strategy which attracts resort guests by using motivational factors to either change or determine their visitation patterns. It is important to note that the results obtained in this research are not applicable elsewhere unless the exact methodology is adhered to in any subsequent research.

The Research Objective

The research set out to explore certain motivational factors which influence demand for a country resort. These factors were then used to formulate a general model of consumer's decision-making process and attempt to analyse why an individual decides to visit a country resort.

Future Research

To fully understand the affects of motivational factors and their influence upon the demand for a country resort, further study is necessary as such a problem is quite complex and widespread:

- * Firstly, a major recommendation would be to duplicate this research at another point in time following the same methodology to establish its validity and to either confirm or disprove its findings.
- * Secondly, further study should be done solely on factors affecting consumer decision-making with specific emphasis being placed upon choice-modelling techniques. Although certain aspects of choice-modelling were embarked upon, the field is so broad that it warrants further study.

* Thirdly, "a continuous process of monitoring the strengths and weaknesses of tourism organisations, identifying competitive forces, detecting opportunities and dealing with threats" (Papadopoulos:1989) should be developed.

* Fourthly, research into what guests want and expect from country resorts is needed; therefore knowing such vital information will enhance the match between the organisation and its desired target-market.

It is hoped that further research (such as that mentioned above) will be initiated in the future, so as to improve the current state of the tourism industry and promote its growth.

Goodmorning/Afternoon. I am a Masters student from Victoria University conducting research for my minor thesis, would you mind answering some short and simple questions?

SURVEY

QUESTION 1.1.
Do you intend to take a vacation next Summer (1993)?

Yes 1 if yes, where: Country 1
 Beach 2
No 2 other 3

undecided 3

QUESTION 2.
Would you consider visiting a Country Resort during the Summer Season as opposed to visiting a Beach Resort?

Yes 1

No 2 if not, please specify reason:

QUESTION 3.
Your personal travel party:- Are you here with:

Spouse 1 Family 2 Friends or Business Assoc.3

Other relatives 4 Alone 5 other 6.

QUESTION 4.
During the past 12 months, have you visited a country resort?

Yes 1 No 2 if not, go to question 5

Was it for: pleasure 1
 work-related 2
 other 3

Did it consist of at least two or more nights away from home?

Yes 1 No 2

QUESTION 5.

What is your prime reason for visiting this resort?

- on business 1
- holiday 2
- VFR 3

A mixture of the above. Please state _____

QUESTION 6.

The reasons why I chose to visit a country resort, is due to:

	<u>Yes</u>	<u>No</u>
. the environment	1	2
. no pollution	1	2
. local attractions/scenery	1	2
. Health reasons	1	2
. away from city	1	2
. ideal location/ambience to unwind and relax	1	2
. Because I enjoy getting away for the w'end I plan several short vacations each year	1	2
. I spare no expenses in making vacation accommodation arrangements	1	2
. Close to the city, so as to experience the best of what the city has to offer--but I can retreat to the country	1	2

Other _____

QUESTION 7.

Indicate if each of the following factors influenced your decision to visit a country resort such as the Fairmont:

	<u>Yes</u>	<u>No</u>
I visit a country resort:		
. develop my suntan	1	2
. experience high service quality	1	2
. get back to nature	1	2
. multilingual staff	1	2
. to be pampered	1	2
. to use facilities	1	2
. to engage in new/adventurous experiences	1	2
. to relax and unwind	1	2
. to be soothed by a new environment	1	2
. financially possible	1	2
. escape the city	1	2
. to see/do different things	1	2

QUESTION 8.		
Did you set out to stay at a country resort?	<u>Yes</u>	<u>No</u>
Or decided during the journey?	1	2
Or decided to stop when you saw the road signs?	1	2
Other _ _ _ _ _	1	2

QUESTION 9.		
Have you found things to see and do during your stay?		
	<u>Yes</u>	<u>No</u>
Plenty! Some left for next time.	1	2
enough for a good holiday/vacation.	1	2
Sometimes short of things in bad weather.	1	2
Sometimes short of things in the evening.	1	2
Not really enough, more needed.	1	2

QUESTION 10.	
Could you list in order of preference of 1 to 6 the highlights of your stay?	
. Location (inc. atmosphere, scenery etc)	no. _ _ _
. Price (affordable)	no. _ _ _
. Distance from home	no. _ _ _
. Resort's reputation	no. _ _ _
. Facilities and amenities	no. _ _ _
. Local attraction	no. _ _ _
. Service quality	no. _ _ _

QUESTION 11.			
Have you ever been to any other resort?			
Yes	1	No	2
		<u>Yes</u>	<u>No</u>
If yes, was it a:	country resort	1	2
	beach resort	1	2
	other	1	2

QUESTION 12.	
Now for the purposes of coding your responses, would you please provide the following information:	
Which of the following categories best describes your situation:-	
. in paid employment	1
. self employed	2
. student	3
. other	4

QUESTION 13.

Which of the following categories best describes your marital status:

Single	1	married with no children	2
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With youngest child under 18 3

With youngest child over 18 4

other (Divorced, widowed etc) 5

QUESTION 14. (optional)

What is your approximate household income before tax?

\$10,001 - 20,000	1	\$20,001 - 30,000	2
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~~\$30,001 - 40,000~~ 3 ~~\$40,001 - 50,000~~ 4

\$50,001 - 60,000	5	\$60,001 - 70,000	5
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\$70,001 - 80,000	6	\$80,001 - 90,000	7
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\$90,001 (plus) 8

QUESTION 14.

Your age group:

21 and under	1	22 - 29	2
--------------	---	---------	---

30 - 39 3 40 - 49 4

50 - 59 5 60 (plus) 6

QUESTION 15.

What is the postcode of your place of residence if you live in Australia:

Name of Country if you reside overseas: _____

QUESTION 16.

Gender: Are you Male 1

Female 2

Thank-you very much for the information provided, it was very valuable for my research.

QUESTION 17

How did you hear about Fairmont Resort?

QUESTION 18

What method did you use to make your Reservation?

QUESTION 19

In order to make your stay more enjoyable, what other facilities should the Fairmont have?

QUESTION 20

What do you like most about the Fairmont?

Any dislikes?

Q1.1 vacation intention

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	149	58.9	58.9	58.9
no	2	44	17.4	17.4	76.3
undecided	3	60	23.7	23.7	100.0
Total		253	100.0	100.0	
Valid cases	253	Missing cases	0		

Q1.2 vacation preference

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
country	1	44	17.4	28.9	28.9
beach	2	44	17.4	28.9	57.9
other	3	64	25.3	42.1	100.0
	.	101	39.9	Missing	
Total		253	100.0	100.0	
Valid cases	152	Missing cases	101		

Q2 prefer a country over beach resort

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	184	72.7	73.3	73.3
no	2	62	24.5	24.7	98.0
	3	5	2.0	2.0	100.0
	.	2	.8	Missing	
Total		253	100.0	100.0	
Valid cases	251	Missing cases	2		

Q3 personal travel party

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
spouse	1	82	32.4	32.4	32.4
family	2	94	37.2	37.2	69.6
friends or business	3	38	15.0	15.0	84.6
other relatives	4	19	7.5	7.5	92.1
alone	5	7	2.8	2.8	94.9

other		6	13	5.1	5.1	100.0
			-----	-----	-----	
		Total	253	100.0	100.0	
Valid cases	253	Missing cases	0			

Q4.1 previous resort visitor

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	97	38.3	38.8	38.8
no	2	150	59.3	60.0	98.8
	3	2	.8	.8	99.6
	6	1	.4	.4	100.0
	.	3	1.2	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	250	Missing cases	3		

Q4.2 reason for visiting resort

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
pleasure	1	51	20.2	42.1	42.1
work-related	2	52	20.6	43.0	85.1
other	3	17	6.7	14.0	99.2
	4	1	.4	.8	100.0
	.	132	52.2	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	121	Missing cases	132		

Q4.3 two or more nights away

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	76	30.0	66.1	66.1
no	2	37	14.6	32.2	98.3
	4	2	.8	1.7	100.0
	.	138	54.5	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	115	Missing cases	138		

Q5 prime reason for visiting resort

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
business	1	38	15.0	15.0	15.0
holiday	2	186	73.5	73.5	88.5
visit friends and/or	3	11	4.3	4.3	92.9
combination	4	18	7.1	7.1	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q6.1 futher reasons for visiting resort

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	240	94.9	95.2	95.2
no	2	12	4.7	4.8	100.0
	.	1	.4	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 252 Missing cases 1

Q6.2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	94	37.2	37.2	37.2
no	2	159	62.8	62.8	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q6.3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	236	93.3	93.3	93.3
no	2	17	6.7	6.7	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q6.4

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
-------------	-------	-----------	---------	---------------	-------------

yes	1	126	49.8	49.8	49.8
no	2	127	50.2	50.2	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q6.5

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	205	81.0	81.0	81.0
no	2	48	19.0	19.0	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q6.6

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	241	95.3	95.3	95.3
no	2	12	4.7	4.7	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q6.7

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	156	61.7	61.7	61.7
no	2	97	38.3	38.3	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q6.8

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	129	51.0	51.0	51.0
no	2	124	49.0	49.0	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q6.9

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	93	36.8	36.8	36.8
no	2	160	63.2	63.2	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q7.1 factors influencing visit decisions

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	57	22.5	22.6	22.6
no	2	195	77.1	77.4	100.0
	.	1	.4	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 252 Missing cases 1

Q7.2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	225	88.9	88.9	88.9
no	2	28	11.1	11.1	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q7.3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	188	74.3	74.3	74.3
no	2	65	25.7	25.7	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q7.4

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	23	9.1	9.1	9.1
no	2	230	90.9	90.9	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	253	Missing cases	0		

Q7.5

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	201	79.4	79.4	79.4
no	2	52	20.6	20.6	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	253	Missing cases	0		

Q7.6

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	242	95.7	95.7	95.7
no	2	11	4.3	4.3	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	253	Missing cases	0		

Q7.7

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	174	68.8	69.0	69.0
no	2	78	30.8	31.0	100.0
	.	1	.4	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	252	Missing cases	1		

Q7.8

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	244	96.4	96.4	96.4
no	2	9	3.6	3.6	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	253	Missing cases	0		

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Q7.9

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	231	91.3	91.7	91.7
no	2	21	8.3	8.3	100.0
	.	1	.4	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	252	Missing cases	1		

Q7.10

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	204	80.6	80.6	80.6
no	2	49	19.4	19.4	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	253	Missing cases	0		

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Q7.11

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	170	67.2	67.2	67.2
no	2	83	32.8	32.8	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	253	Missing cases	0		

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Q7.12

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
-------------	-------	-----------	---------	---------------	-------------

yes	1	213	84.2	84.5	84.5
no	2	39	15.4	15.5	100.0
	.	1	.4	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases252Missing cases1

Q8.1intention to stay in country resort

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	211	83.4	98.6	98.6
no	2	3	1.2	1.4	100.0
	.	39	15.4	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases214Missing cases39

Q8.2decided during the journey

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	27	10.7	90.0	90.0
no	2	3	1.2	10.0	100.0
	.	223	88.1	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases30Missing cases223

Q8.3decision based on road signs

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	12	4.7	85.7	85.7
no	2	2	.8	14.3	100.0
	.	239	94.5	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases14Missing cases239

Q9.1plenty. some left for next visit

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	158	62.5	100.0	100.0

		.	95	37.5	Missing
		Total	253	100.0	100.0
Valid cases	158	Missing cases	95		

Q9.2 enough for a good vacation					
Value Label		Value	Frequency	Percent	Valid Percent Cum Percent
yes		1	60	23.7	100.0
		.	193	76.3	Missing
		Total	253	100.0	100.0
Valid cases	60	Missing cases	193		

Q9.3 short of things in bad weather					
Value Label		Value	Frequency	Percent	Valid Percent Cum Percent
yes		1	3	1.2	100.0
		.	250	98.8	Missing
		Total	253	100.0	100.0
Valid cases	3	Missing cases	250		

Q9.4 short of things in the evening					
Value Label		Value	Frequency	Percent	Valid Percent Cum Percent
yes		1	22	8.7	100.0
		.	231	91.3	Missing
		Total	253	100.0	100.0
Valid cases	22	Missing cases	231		

Q9.5 not really enough, more needed					
Value Label		Value	Frequency	Percent	Valid Percent Cum Percent
yes		1	10	4.0	90.9
no		2	1	.4	9.1
		.	242	95.7	Missing
		Total	253	100.0	100.0

Valid cases 11 Missing cases 242

Q10.1 highlights: location

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	134	53.0	53.2	53.2
	2	59	23.3	23.4	76.6
	3	28	11.1	11.1	87.7
	4	11	4.3	4.4	92.1
	5	10	4.0	4.0	96.0
	6	8	3.2	3.2	99.2
	7	2	.8	.8	100.0
	.	1	.4	Missing	
	Total	253	100.0	100.0	

Valid cases 252 Missing cases 1

Q10.2 highlights: price

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	13	5.1	5.2	5.2
	2	21	8.3	8.4	13.5
	3	22	8.7	8.8	22.3
	4	28	11.1	11.2	33.5
	5	52	20.6	20.7	54.2
	6	46	18.2	18.3	72.5
	7	69	27.3	27.5	100.0
	.	2	.8	Missing	
	Total	253	100.0	100.0	

Valid cases 251 Missing cases 2

Q10.3 highlights: distance from home

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	5	2.0	2.0	2.0
	2	6	2.4	2.4	4.3
	3	15	5.9	5.9	10.3
	4	15	5.9	5.9	16.2
	5	38	15.0	15.0	31.2
	6	95	37.5	37.5	68.8
	7	79	31.2	31.2	100.0
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q10.4 highlights: resort's reputation

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	14	5.5	5.6	5.6
	2	19	7.5	7.5	13.1
	3	11	4.3	4.4	17.5
	4	19	7.5	7.5	25.0
	5	61	24.1	24.2	49.2
	6	59	23.3	23.4	72.6
	7	69	27.3	27.4	100.0
	.	1	.4	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	252	Missing cases	1		

Q10.5 highlights: facilities and amenities

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	42	16.6	16.6	16.6
	2	50	19.8	19.8	36.4
	3	58	22.9	22.9	59.3
	4	50	19.8	19.8	79.1
	5	35	13.8	13.8	92.9
	6	10	4.0	4.0	96.8
	7	8	3.2	3.2	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	253	Missing cases	0		

Q10.6 highlights: local attractions

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	15	5.9	6.0	6.0
	2	35	13.8	13.9	19.9
	3	54	21.3	21.5	41.4
	4	71	28.1	28.3	69.7
	5	30	11.9	12.0	81.7
	6	26	10.3	10.4	92.0
	7	19	7.5	7.6	99.6
	9	1	.4	.4	100.0
	.	2	.8	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	251	Missing cases	2		

Q10.7 highlights: service quality

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	32	12.6	12.6	12.6
	2	62	24.5	24.5	37.2
	3	66	26.1	26.1	63.2
	4	56	22.1	22.1	85.4
	5	24	9.5	9.5	94.9
	6	8	3.2	3.2	98.0
	7	5	2.0	2.0	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q11.1 ever been to any other resort?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	209	82.6	83.6	83.6
no	2	40	15.8	16.0	99.6
	3	1	.4	.4	100.0
	.	3	1.2	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 250 Missing cases 3

Q11.2 ever visited a country resort?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	51	20.2	100.0	100.0
	.	202	79.8	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 51 Missing cases 202

Q11.3 ever visited a beach resort?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	134	53.0	99.3	99.3
no	2	1	.4	.7	100.0
	.	118	46.6	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 135 Missing cases 118

Q11.4 ever visited any "other" resort?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
yes	1	95	37.5	100.0	100.0
	.	158	62.5	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	95	Missing cases	158		

Q12 respondant's employment situation

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
in paid employment	1	99	39.1	39.3	39.3
self employed	2	81	32.0	32.1	71.4
student	3	15	5.9	6.0	77.4
other	4	57	22.5	22.6	100.0
	.	1	.4	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	252	Missing cases	1		

Q13 your marital status is:

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
single	1	38	15.0	15.0	15.0
married with no chil	2	54	21.3	21.3	36.4
with youngest child	3	77	30.4	30.4	66.8
with youngest child	4	65	25.7	25.7	92.5
other: divorced, wid	5	18	7.1	7.1	99.6
	33	1	.4	.4	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	253	Missing cases	0		

Q14 your age group is:

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
21 and under	1	11	4.3	4.3	4.3
22 - 29	2	49	19.4	19.4	23.7
30 -39	3	71	28.1	28.1	51.8
40 -49	4	50	19.8	19.8	71.5
50 -59	5	31	12.3	12.3	83.8
60 plus	6	41	16.2	16.2	100.0

		Total	253	100.0	100.0
Valid cases	253	Missing cases	0		

Q15 postcode of your place of residence

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
overseas visitor	0	11	4.3	4.3	4.3
	2	1	.4	.4	4.7
	2005	1	.4	.4	5.1
	2011	1	.4	.4	5.5
	2021	1	.4	.4	5.9
	2022	2	.8	.8	6.7
	2026	1	.4	.4	7.1
	2027	4	1.6	1.6	8.7
	2029	7	2.8	2.8	11.5
	2030	8	3.2	3.2	14.6
	2031	3	1.2	1.2	15.8
	2032	1	.4	.4	16.2
	2036	1	.4	.4	16.6
	2037	3	1.2	1.2	17.8
	2039	1	.4	.4	18.2
	2041	1	.4	.4	18.6
	2047	1	.4	.4	19.0
	2049	1	.4	.4	19.4
	2061	1	.4	.4	19.8
	2063	5	2.0	2.0	21.7
	2067	4	1.6	1.6	23.3
	2069	3	1.2	1.2	24.5
	2071	1	.4	.4	24.9
	2073	1	.4	.4	25.3
	2074	4	1.6	1.6	26.9
	2076	4	1.6	1.6	28.5
	2077	2	.8	.8	29.2
	2079	1	.4	.4	29.6
	2089	6	2.4	2.4	32.0
	2090	3	1.2	1.2	33.2
	2091	1	.4	.4	33.6
	2092	3	1.2	1.2	34.8
	2093	2	.8	.8	35.6
	2095	1	.4	.4	36.0
	2098	1	.4	.4	36.4
	2107	2	.8	.8	37.2
	2110	2	.8	.8	37.9
	2112	2	.8	.8	38.7
	2113	2	.8	.8	39.5
	2114	1	.4	.4	39.9
	2117	2	.8	.8	40.7
	2118	4	1.6	1.6	42.3
	2119	1	.4	.4	42.7
	2122	6	2.4	2.4	45.1
	2125	7	2.8	2.8	47.8
	2134	1	.4	.4	48.2

Q15 postcode of your place of residence

	2146	1	.4	.4	48.6
	2147	5	2.0	2.0	50.6
	2149	1	.4	.4	51.0
	2153	1	.4	.4	51.4

2154	4	1.6	1.6	53.0
2159	1	.4	.4	53.4
2165	1	.4	.4	53.8
2171	1	.4	.4	54.2
2189	1	.4	.4	54.5
2193	1	.4	.4	54.9
2221	5	2.0	2.0	56.9
2222	1	.4	.4	57.3
2223	3	1.2	1.2	58.5
2224	2	.8	.8	59.3
2225	1	.4	.4	59.7
2226	9	3.6	3.6	63.2
2228	1	.4	.4	63.6
2230	2	.8	.8	64.4
2232	3	1.2	1.2	65.6
2233	1	.4	.4	66.0
2234	1	.4	.4	66.4
2250	6	2.4	2.4	68.8
2251	1	.4	.4	69.2
2260	3	1.2	1.2	70.4
2285	1	.4	.4	70.8
2291	1	.4	.4	71.1
2323	1	.4	.4	71.5
2325	1	.4	.4	71.9
2330	1	.4	.4	72.3
2333	1	.4	.4	72.7
2342	1	.4	.4	73.1
2385	1	.4	.4	73.5
2403	1	.4	.4	73.9
2435	1	.4	.4	74.3
2440	2	.8	.8	75.1
2443	1	.4	.4	75.5
2444	1	.4	.4	75.9
2452	1	.4	.4	76.3
2463	1	.4	.4	76.7
2480	1	.4	.4	77.1
2486	1	.4	.4	77.5
2538	1	.4	.4	77.9
2547	1	.4	.4	78.3
2556	1	.4	.4	78.7
2577	1	.4	.4	79.1
2580	1	.4	.4	79.4
2606	1	.4	.4	79.8
2609	5	2.0	2.0	81.8
2630	1	.4	.4	82.2
2640	2	.8	.8	83.0
2641	6	2.4	2.4	85.4
2642	3	1.2	1.2	86.6

Q15 postcode of your place of residence

2650	1	.4	.4	87.0
2671	1	.4	.4	87.4
2722	1	.4	.4	87.7
2732	1	.4	.4	88.1
2741	1	.4	.4	88.5
2745	1	.4	.4	88.9
2749	1	.4	.4	89.3
2750	1	.4	.4	89.7
2759	1	.4	.4	90.1
2765	2	.8	.8	90.9
2777	1	.4	.4	91.3
2781	2	.8	.8	92.1
2783	1	.4	.4	92.5
2794	1	.4	.4	92.9

	2799	1	.4	.4	93.3
	2800	1	.4	.4	93.7
	2832	1	.4	.4	94.1
	2845	1	.4	.4	94.5
	2849	1	.4	.4	94.9
	2876	1	.4	.4	95.3
	2889	1	.4	.4	95.7
	2901	1	.4	.4	96.0
	3111	1	.4	.4	96.4
	3125	1	.4	.4	96.8
	3158	1	.4	.4	97.2
	3163	2	.8	.8	98.0
	3165	1	.4	.4	98.4
	3186	1	.4	.4	98.8
	3337	1	.4	.4	99.2
	3946	1	.4	.4	99.6
	6018	1	.4	.4	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases253

Missing cases0

Q16

Your gender

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
male	1	136	53.8	53.8	53.8
female	2	116	45.8	45.8	99.6
	7	1	.4	.4	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases253

Missing cases0

Q17

how did you hear about the Fairmont?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
previous guest	1	19	7.5	7.5	7.5
attended a conferenc	2	18	7.1	7.1	14.6
travel agency or tou	3	8	3.2	3.2	17.8
tourism circulars or	4	26	10.3	10.3	28.1
part of package deal	5	4	1.6	1.6	29.6
through place of emp	6	9	3.6	3.6	33.2
word-of-mouth	7	116	45.8	45.8	79.1
newspaper or magazin	8	39	15.4	15.4	94.5
travelling through a	9	7	2.8	2.8	97.2
other	10	7	2.8	2.8	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases253

Missing cases0

Q18

method used to make reservation

Valid

Cum

Value Label	Value	Frequency	Percent	Percent	Percent
phone	1	208	82.2	82.2	82.2
in person	2	15	5.9	5.9	88.1
through travel agenc	3	10	4.0	4.0	92.1
through place of emp	4	5	2.0	2.0	94.1
group booking	5	2	.8	.8	94.9
phone/fax	6	11	4.3	4.3	99.2
	7	1	.4	.4	99.6
	8	1	.4	.4	100.0
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 253 Missing cases 0

Q19.1 to make your stay more enjoyable, what o

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
non-response	1	111	43.9	44.4	44.4
breakfast menu impro	2	1	.4	.4	44.8
change room layout	3	3	1.2	1.2	46.0
facilities are often	4	4	1.6	1.6	47.6
transport service to	5	11	4.3	4.4	52.0
improve 'pool-side'	6	6	2.4	2.4	54.4
improve quality of F	7	10	4.0	4.0	58.4
a guest common room	8	4	1.6	1.6	60.0
increase adult enter	9	6	2.4	2.4	62.4
increase child enter	10	7	2.8	2.8	65.2
an outdoor balcony	11	3	1.2	1.2	66.4
include 'fly-screens	12	1	.4	.4	66.8
better child-care fa	13	3	1.2	1.2	68.0
less children	14	2	.8	.8	68.8
multilingual staff	15	1	.4	.4	69.2
organise night-time	16	7	2.8	2.8	72.0
guest laundry	17	1	.4	.4	72.4
catering for child u	18	1	.4	.4	72.8
coffee shop	19	10	4.0	4.0	76.8
more activities for	20	3	1.2	1.2	78.0
longer usage hours f	21	4	1.6	1.6	79.6
restricted access fo	22	1	.4	.4	80.0
miscellaneous	23	50	19.8	20.0	100.0
	.	3	1.2	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	

Valid cases 250 Missing cases 3

Q19.2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	3.4	3.4
	6	2	.8	6.9	10.3
	9	1	.4	3.4	13.8
	12	1	.4	3.4	17.2
	14	1	.4	3.4	20.7
	16	3	1.2	10.3	31.0
	18	1	.4	3.4	34.5
	19	1	.4	3.4	37.9

		20	1	.4	3.4	41.4
		21	3	1.2	10.3	51.7
		23	14	5.5	48.3	100.0
		.	224	88.5	Missing	
			-----	-----	-----	
		Total	253	100.0	100.0	
Valid cases	29	Missing cases	224			

Q19.3						
Value Label		Value	Frequency	Percent	Valid Percent	Cum Percent
		2	1	.4	33.3	33.3
		7	1	.4	33.3	66.7
		12	1	.4	33.3	100.0
		.	250	98.8	Missing	
			-----	-----	-----	
		Total	253	100.0	100.0	
Valid cases	3	Missing cases	250			
Q20.1 what do you like most about the Fairmont						
Value Label		Value	Frequency	Percent	Valid Percent	Cum Percent
location		1	123	48.6	48.8	48.8
views/scenery		2	15	5.9	6.0	54.8
spacious		3	13	5.1	5.2	59.9
gardens/layout		4	15	5.9	6.0	65.9
aesthetic qualities		5	5	2.0	2.0	67.9
rooms		6	4	1.6	1.6	69.4
facilities		7	41	16.2	16.3	85.7
relaxing atmosphere		8	9	3.6	3.6	89.3
proximity to local a		9	1	.4	.4	89.7
staff service		10	10	4.0	4.0	93.7
food quality		11	3	1.2	1.2	94.8
range of activities		12	2	.8	.8	95.6
peace and quiet (amb		13	2	.8	.8	96.4
close to Sydney		15	1	.4	.4	96.8
miscellaneous		16	8	3.2	3.2	100.0
		.	1	.4	Missing	
			-----	-----	-----	
		Total	253	100.0	100.0	
Valid cases	252	Missing cases	1			
Q20.2						
Value Label		Value	Frequency	Percent	Valid Percent	Cum Percent
		2	23	9.1	13.3	13.3
		3	5	2.0	2.9	16.2
		4	9	3.6	5.2	21.4
		5	8	3.2	4.6	26.0

6	2	.8	1.2	27.2
7	20	7.9	11.6	38.7
8	25	9.9	14.5	53.2
9	3	1.2	1.7	54.9
10	51	20.2	29.5	84.4
11	5	2.0	2.9	87.3
12	6	2.4	3.5	90.8
13	5	2.0	2.9	93.6
14	1	.4	.6	94.2
15	2	.8	1.2	95.4
16	8	3.2	4.6	100.0
.	80	31.6	Missing	
Total	253	100.0	100.0	
Valid cases	173	Missing cases	80	

Q20.3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	4	1.6	5.8	5.8
	3	2	.8	2.9	8.7
	5	3	1.2	4.3	13.0
	6	2	.8	2.9	15.9
	7	11	4.3	15.9	31.9
	8	4	1.6	5.8	37.7
	9	2	.8	2.9	40.6
	10	15	5.9	21.7	62.3
	11	6	2.4	8.7	71.0
	12	3	1.2	4.3	75.4
	13	3	1.2	4.3	79.7
	15	1	.4	1.4	81.2
	16	13	5.1	18.8	100.0
	.	184	72.7	Missing	
Total		253	100.0	100.0	
Valid cases	69	Missing cases	184		

Q20.B1 any dislikes?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
non-response	1	134	53.0	55.1	55.1
expensive in general	2	11	4.3	4.5	59.7
expensive food	3	10	4.0	4.1	63.8
service quality	4	6	2.4	2.5	66.3
Food: quality and va	5	6	2.4	2.5	68.7
lack of transport to	6	3	1.2	1.2	70.0
too crowded	7	9	3.6	3.7	73.7
refurbish rooms	8	7	2.8	2.9	76.5
weak showers (water	9	2	.8	.8	77.4
no bins on grounds	10	1	.4	.4	77.8
room service is too	11	14	5.5	5.8	83.5
swimming pools: smal	12	3	1.2	1.2	84.8
Rooms have no balcon	13	3	1.2	1.2	86.0
miscellaneous	15	34	13.4	14.0	100.0
.		10	4.0	Missing	

		Total	253	100.0	100.0
Valid cases	243	Missing cases	10		

Q20.B2

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1	1	.4	5.3	5.3
	4	2	.8	10.5	15.8
	6	1	.4	5.3	21.1
	7	2	.8	10.5	31.6
	11	2	.8	10.5	42.1
	12	3	1.2	15.8	57.9
	13	1	.4	5.3	63.2
	14	1	.4	5.3	68.4
	15	6	2.4	31.6	100.0
	.	234	92.5	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	19	Missing cases	234		

Q20.B3

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	5	1	.4	50.0	50.0
	15	1	.4	50.0	100.0
	.	251	99.2	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	2	Missing cases	251		

VAR00001

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	.	253	100.0	Missing	
		-----	-----	-----	
	Total	253	100.0	100.0	
Valid cases	0	Missing cases	253		

VAR00002

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
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		.	253	100.0	Missing
			-----	-----	-----
		Total	253	100.0	100.0
valid cases	0	Missing cases	253		

Q1.1 vacation intention by Q11.1 ever been to any other resort?

		Q11.1		Page 1 of 1	
Count		yes	no		
		1	2	3	Row Total
Q1.1					
yes	1	130	17		147 58.8
no	2	31	13		44 17.6
undecided	3	48	10	1	59 23.6
Column Total		209 83.6	40 16.0	1 .4	250 100.0

Number of Missing Observations: 3

Q1.1 vacation intention by Q11.2 ever visited a country resort?

		Q11.2		Page 1 of 1	
Count		yes			
		1	Row Total		
Q1.1					
yes	1	31	31 60.8		
no	2	9	9 17.6		
undecided	3	11	11 21.6		
Column Total		51 100.0	51 100.0		

Number of Missing Observations: 202

Q1.1 vacation intention by Q11.3 ever visited a beach resort?

		Q11.3		Page 1 of 1	
Count		yes	no		
		1	2	Row Total	
Q1.1					
yes	1	89		89 65.9	
no	2	17		17 12.6	
undecided	3	28	1	29 21.5	
Column Total		134 99.3	1 .7	135 100.0	

Number of Missing Observations: 118

217

Q1.1 vacation intention by Q11.4 ever visited any "other" resort?

		Q11.4		Page 1 of 1	
Count		yes			
		1	Row Total		

Q1.1			
	1	58	58
yes			61.1
	2	17	17
no			17.9
	3	20	20
undecided			21.1
Column		95	95
Total		100.0	100.0

Number of Missing Observations: 158

Q1.2 vacation preference by Q11.1 ever been to any other resort?

		Q11.1		Page 1 of 1
	Count	yes	no	
		1	2	Row Total
Q1.2	1	38	4	42
country				28.0
	2	39	5	44
beach				29.3
	3	56	8	64
other				42.7
Column		133	17	150
Total		88.7	11.3	100.0

Number of Missing Observations: 103

Q1.2 vacation preference by Q11.2 ever visited a country resort?

		Q11.2		Page 1 of 1
	Count	yes		
		1		Row Total
Q1.2	1	14		14
country				43.8
	2	5		5
beach				15.6
	3	13		13
other				40.6
Column		32		32
Total		100.0		100.0

Number of Missing Observations: 221

Q1.2 vacation preference by Q11.3 ever visited a beach resort?

		Q11.3		Page 1 of 1
	Count	yes		
		1		Row Total
Q1.2	1	23		23
country				25.6
	2	29		29
beach				32.2
	3	38		38
other				42.2

Number of Missing Observations: 163

Q1.2 vacation preference by Q11.4 ever visited any "other" resort?

		Q11.4		Page 1 of 1	
		yes			
		1	Row Total		
Q1.2					
	1	16	16		
country			26.2		
	2	18	18		
beach			29.5		
	3	27	27		
other			44.3		
Column		61	61		
Total		100.0	100.0		

Number of Missing Observations: 192

Q5 prime reason for visiting resort
by Q8.1 intention to stay in country resort

		Q8.1		Page 1 of 1	
		yes	no		
		1	2	Row Total	
Q5					
	1	34		34	
business				15.9	
	2	155	2	157	
holiday				73.4	
	3	6	1	7	
visit friends an				3.3	
	4	16		16	
combination				7.5	
Column		211	3	214	
Total		98.6	1.4	100.0	

Number of Missing Observations: 39

Q5 prime reason for visiting resort by Q8.2 decided during the journey

		Q8.2		Page 1 of 1	
		yes	no		
		1	2	Row Total	
Q5					
	1	3	1	4	
business				13.3	
	2	19	2	21	
holiday				70.0	
	3	3		3	
visit friends an				10.0	
	4	2		2	
combination				6.7	
Column		27	3	30	
Total		90.0	10.0	100.0	

Q5 prime reason for visiting resort by Q8.3 decision based on road signs

		Q8.3		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q5				
	1	1	1	2
business				14.3
	2	10	1	11
holiday				78.6
	3	1		1
visit friends an				7.1
Column		12	2	14
Total		85.7	14.3	100.0

Number of Missing Observations: 239

Q3 personal travel party by Q5 prime reason for visiting resort

		Q5				
Count		business	holiday	visit fr	combinat	Row
		1	2	3	4	Total
Q3	1	5	68	3	6	82
	spouse					32.4
	2	10	72	4	8	94
	family					37.2
	3	15	23			38
	friends or busin					15.0
	4	1	14	2	2	19
	other relatives					7.5
	5	5	1	1		7
	alone					2.8
	6	2	8	1	2	13
	other					5.1
Column		38	186	11	18	253
Total		15.0	73.5	4.3	7.1	100.0

Number of Missing Observations: 0

Q5 prime reason for visiting resort
by Q9.1 plenty. some left for next visit

		Q9.1	Page 1 of 1
		yes	
		1	Row Total
Q5			
business	1	23	23 14.6
holiday	2	119	119 75.3
visit friends an	3	6	6 3.8
combination	4	10	10 6.3
Column		158	158
Total		100.0	100.0

Number of Missing Observations: 95

Q5 prime reason for visiting resort by Q9.2 enough for a good vacation

		Q9.2	Page 1 of 1
		yes	
		1	Row Total
Q5			
business	1	4	4 6.7
holiday	2	45	45 75.0
visit friends an	3	5	5 8.3
combination	4	6	6 10.0
Column		60	60
Total		100.0	100.0

Number of Missing Observations: 193

Q5 prime reason for visiting resort by Q9.3 short of things in bad weather

Q9.3 Page 1 of 1

Count		yes	Row Total
		1	
Q5			
business	1	1	1 33.3
holiday	2	2	2 66.7
Column Total		3 100.0	3 100.0

Number of Missing Observations: 250

Q5 prime reason for visiting resort by Q9.4 short of things in the evening

Count		Q9.4	Page 1 of 1
		yes	
		1	Row Total
Q5			
business	1	3	3 13.6
holiday	2	18	18 81.8
combination	4	1	1 4.5
Column Total		22 100.0	22 100.0

Number of Missing Observations: 231

Q5 prime reason for visiting resort by Q9.5 not really enough, more needed

Count		Q9.5		Page 1 of 1
		yes	no	
		1	2	Row Total
Q5				
business	1	6	1	7 63.6
holiday	2	3		3 27.3
combination	4	1		1 9.1
Column Total		10 90.9	1 9.1	11 100.0

Number of Missing Observations: 242

~~Q14 your age group is: by Q6.1 futher reasons for visiting resort~~

Count		Q6.1		Page 1 of 1
		yes	no	
		1	2	Row Total
Q14				
21 and under	1	10	1	11 4.4
22 - 29	2	47	2	49 19.4
30 -39	3	69	2	71 28.2

Q14 your age group is: by Q6.1 futher reasons for visiting resort

		Q6.1		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q14				
21 and under	1	10	1	11 4.4
22 - 29	2	47	2	49 19.4
30 -39	3	69	2	71 28.2
40 -49	4	45	5	50 19.8
50 -59	5	30	1	31 12.3
60 plus	6	39	1	40 15.9
Column Total		240 95.2	12 4.8	252 100.0

Number of Missing Observations: 1

Q14 your age group is: by Q6.2

		Q6.2		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q14				
21 and under	1	5	6	11 4.3
22 - 29	2	15	34	49 19.4
30 -39	3	26	45	71 28.1
40 -49	4	19	31	50 19.8
50 -59	5	11	20	31 12.3
60 plus	6	18	23	41 16.2
Column Total		94 37.2	159 62.8	253 100.0

Number of Missing Observations: 0

Q14 your age group is: by Q6.3

		Q6.3		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q14				
21 and under	1	10	1	11 4.3
22 - 29	2	47	2	49 19.4

30 -39	3	69	2	71 28.1
40 -49	4	43	7	50 19.8
50 -59	5	30	1	31 12.3
60 plus	6	37	4	41 16.2
Column		236	17	253
Total		93.3	6.7	100.0

Number of Missing Observations: 0

Q14 your age group is: by Q6.4

		Q6.4		Page 1 of 1
		yes	no	
		1	2	Row Total
Q14				
21 and under	1	7	4	11 4.3
22 - 29	2	24	25	49 19.4
30 -39	3	32	39	71 28.1
40 -49	4	16	34	50 19.8
50 -59	5	18	13	31 12.3
60 plus	6	29	12	41 16.2
Column		126	127	253
Total		49.8	50.2	100.0

Number of Missing Observations: 0

Q14 your age group is: by Q6.5

		Q6.5		Page 1 of 1
		yes	no	
		1	2	Row Total
Q14				
21 and under	1	10	1	11 4.3
22 - 29	2	42	7	49 19.4
30 -39	3	56	15	71 28.1
40 -49	4	38	12	50 19.8
50 -59	5	25	6	31 12.3
60 plus	6	34	7	41 16.2
Column		205	48	253
Total		81.0	19.0	100.0

Number of Missing Observations: 0

Q14 your age group is: by Q6.6

		Q6.6		Page 1 of 1
		yes	no	
		1	2	Row Total
Q14				
21 and under	1	11		11 4.3
22 - 29	2	44	5	49 19.4
30 -39	3	69	2	71 28.1
40 -49	4	48	2	50 19.8
50 -59	5	30	1	31 12.3
60 plus	6	39	2	41 16.2
Column Total		241 95.3	12 4.7	253 100.0

Number of Missing Observations: 0

Q14 your age group is: by Q6.7

		Q6.7		Page 1 of 1
		yes	no	
		1	2	Row Total
Q14				
21 and under	1	9	2	11 4.3
22 - 29	2	27	22	49 19.4
30 -39	3	41	30	71 28.1
40 -49	4	32	18	50 19.8
50 -59	5	17	14	31 12.3
60 plus	6	30	11	41 16.2
Column Total		156 61.7	97 38.3	253 100.0

Number of Missing Observations: 0

Q14 your age group is: by Q6.8

		Q6.8		Page 1 of 1
		yes	no	
		1	2	Row Total
Q14				
21 and under	1	6	5	11 4.3

22 - 29	2	19	30	49
				19.4
30 - 39	3	38	33	71
				28.1
40 - 49	4	27	23	50
				19.8
50 - 59	5	10	21	31
				12.3
60 plus	6	29	12	41
				16.2
Column Total		129	124	253
		51.0	49.0	100.0

Number of Missing Observations: 0

Q14 your age group is: by Q6.9

		Q6.9		Page 1 of 1
		yes	no	
		1	2	Row Total
Q14				
21 and under	1	5	6	11
				4.3
22 - 29	2	16	33	49
				19.4
30 - 39	3	29	42	71
				28.1
40 - 49	4	18	32	50
				19.8
50 - 59	5	12	19	31
				12.3
60 plus	6	13	28	41
				16.2
Column Total		93	160	253
		36.8	63.2	100.0

Number of Missing Observations: 0

Q14 your age group is: by Q7.1 factors influencing visit decisions

		Q7.1		Page 1 of 1
		yes	no	
		1	2	Row Total
Q14				
21 and under	1	8	3	11
				4.4
22 - 29	2	10	38	48
				19.0
30 - 39	3	14	57	71
				28.2
40 - 49	4	8	42	50
				19.8
50 - 59	5	5	26	31
				12.3
60 plus	6	12	29	41
				16.3

Column	57	195	252
Total	22.6	77.4	100.0

Number of Missing Observations: 1

Q14 your age group is: by Q7.2

		Q7.2		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q14				
21 and under	1	9	2	11 4.3
22 - 29	2	44	5	49 19.4
30 -39	3	62	9	71 28.1
40 -49	4	45	5	50 19.8
50 -59	5	29	2	31 12.3
60 plus	6	36	5	41 16.2
Column Total		225 88.9	28 11.1	253 100.0

Number of Missing Observations: 0

Q14 your age group is: by Q7.3

		Q7.3		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q14				
21 and under	1	8	3	11 4.3
22 - 29	2	39	10	49 19.4
30 -39	3	53	18	71 28.1
40 -49	4	33	17	50 19.8
50 -59	5	22	9	31 12.3
60 plus	6	33	8	41 16.2
Column Total		188 74.3	65 25.7	253 100.0

Number of Missing Observations: 0

Q14 your age group is: by Q7.4

		Q7.4		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q14				
	1		11	11

21 and under			4.3
22 - 29	2	10	39
			49
			19.4
30 -39	3	3	68
			71
			28.1
40 -49	4	2	48
			50
			19.8
50 -59	5	4	27
			31
			12.3
60 plus	6	4	37
			41
			16.2
Column	23	230	253
Total	9.1	90.9	100.0

Number of Missing Observations: 0

Q14 your age group is: by Q7.5

		Q7.5		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q14				
21 and under	1	9	2	11
				4.3
22 - 29	2	39	10	49
				19.4
30 -39	3	54	17	71
				28.1
40 -49	4	37	13	50
				19.8
50 -59	5	26	5	31
				12.3
60 plus	6	36	5	41
				16.2
Column	201	52	253	
Total	79.4	20.6	100.0	

Number of Missing Observations: 0

Q14 your age group is: by Q7.6

		Q7.6		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q14				
21 and under	1	11		11
				4.3
22 - 29	2	48	1	49
				19.4
30 -39	3	68	3	71
				28.1
40 -49	4	45	5	50
				19.8
50 -59	5	30	1	31
				12.3
	6	40	1	41

60 plus			16.2
Column	242	11	253
Total	95.7	4.3	100.0

Number of Missing Observations: 0

Q14 your age group is: by Q7.7

		Q7.7		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q14				
21 and under	1	8	3	11 4.4
22 - 29	2	41	8	49 19.4
30 -39	3	51	19	70 27.8
40 -49	4	33	17	50 19.8
50 -59	5	17	14	31 12.3
60 plus	6	24	17	41 16.3
Column		174	78	252
Total		69.0	31.0	100.0

Number of Missing Observations: 1

Q14 your age group is: by Q7.8

		Q7.8		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q14				
21 and under	1	11		11 4.3
22 - 29	2	48	1	49 19.4
30 -39	3	68	3	71 28.1
40 -49	4	47	3	50 19.8
50 -59	5	31		31 12.3
60 plus	6	39	2	41 16.2
Column		244	9	253
Total		96.4	3.6	100.0

Number of Missing Observations: 0

Q14 your age group is: by Q7.9

		Q7.9		Page 1 of 1
Count		yes	no	
		1	2	Row Total

Q14				
	Count	Q7.10		Page 1 of 1
		yes	no	
		1	2	Row Total
21 and under	1	11		11
				4.4
22 - 29	2	42	6	48
				19.0
30 -39	3	65	6	71
				28.2
40 -49	4	46	4	50
				19.8
50 -59	5	28	3	31
				12.3
60 plus	6	39	2	41
				16.3
Column Total		231	21	252
		91.7	8.3	100.0

Number of Missing Observations: 1

Q14 your age group is: by Q7.10

Q14				
	Count	Q7.10		Page 1 of 1
		yes	no	
		1	2	Row Total
21 and under	1	7	4	11
				4.3
22 - 29	2	40	9	49
				19.4
30 -39	3	58	13	71
				28.1
40 -49	4	43	7	50
				19.8
50 -59	5	22	9	31
				12.3
60 plus	6	34	7	41
				16.2
Column Total		204	49	253
		80.6	19.4	100.0

Number of Missing Observations: 0

Q14 your age group is: by Q7.11

Q14				
	Count	Q7.11		Page 1 of 1
		yes	no	
		1	2	Row Total
21 and under	1	6	5	11
				4.3
22 - 29	2	35	14	49
				19.4
30 -39	3	47	24	71
				28.1
40 -49	4	30	20	50
				19.8
50 -59	5	21	10	31
				12.3

60 plus	6	31	10	41
				16.2
Column		170	83	253
Total		67.2	32.8	100.0

Number of Missing Observations: 0

q14 your age group is: by Q7.12

		Q7.12		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q14				
21 and under	1	11		11
				4.4
22 - 29	2	44	4	48
				19.0
30 -39	3	66	5	71
				28.2
40 -49	4	40	10	50
				19.8
50 -59	5	20	11	31
				12.3
60 plus	6	32	9	41
				16.3
Column		213	39	252
Total		84.5	15.5	100.0

Number of Missing Observations: 1

q14 your age group is: by Q10.1 highlights: location

		Q10.1						Page 1 of 1	
Count									
		1	2	3	4	5	6	7	Row Total
Q14	1	8	3						11 4.4
21 and under	2	24	11	8	3	3			49 19.4
22 - 29	3	39	18	6	1	4	2	1	71 28.2
30 -39	4	25	12	4	2	3	3	1	50 19.8
40 -49	5	16	8	3	2		2		31 12.3
50 -59	6	22	7	7	3		1		40 15.9
60 plus									
Column Total		134 53.2	59 23.4	28 11.1	11 4.4	10 4.0	8 3.2	2 .8	252 100.0

Number of Missing Observations: 1

Q14 your age group is: by Q10.2 highlights: price

		Q10.2						Page 1 of 1	
Count									
		1	2	3	4	5	6	7	Row Total
Q14									
	1		1		2	4		4	11
21 and under									4.4
	2	3	4	3	3	10	12	14	49
22 - 29									19.5
	3	3	7	6	10	11	10	23	70
30 -39									27.9
	4	2	6	6	5	7	7	17	50
40 -49									19.9
	5	2	1	5	2	8	9	3	30
50 -59									12.0
	6	3	2	2	6	12	8	8	41
60 plus									16.3
Column Total		13	21	22	28	52	46	69	251
		5.2	8.4	8.8	11.2	20.7	18.3	27.5	100.0

Number of Missing Observations: 2

Q14 your age group is: by Q10.3 highlights: distance from home

								Page 1 of 1	
		Q10.3							
	Count								
		1	2	3	4	5	6	7	Row Total
Q14									
	1				1		6	4	11
21 and under									4.3
	2				3	10	21	15	49
22 - 29									19.4

30 -39	3	1	3	8	4	13	25	17	71
									28.1
40 -49	4	3	1	4	4	5	17	16	50
									19.8
50 -59	5			1	2	2	8	18	31
									12.3
60 plus	6	1	2	2	1	8	18	9	41
									16.2
Column Total		5	6	15	15	38	95	79	253
		2.0	2.4	5.9	5.9	15.0	37.5	31.2	100.0

Number of Missing Observations: 0

Q14 your age group is: by Q10.4 highlights: resort's reputation

		Q10.4							Page 1 of 1
Count									
		1	2	3	4	5	6	7	Row Total
Q14									
21 and under	1	1				3	5	2	11
									4.4
22 - 29	2	3	2	2	2	15	11	14	49
									19.4
30 -39	3	1	6	4	5	19	16	19	70
									27.8
40 -49	4	5	3	3	8	13	9	9	50
									19.8
50 -59	5	3	3		3	7	9	6	31
									12.3
60 plus	6	1	5	2	1	4	9	19	41
									16.3
Column Total		14	19	11	19	61	59	69	252
		5.6	7.5	4.4	7.5	24.2	23.4	27.4	100.0

Number of Missing Observations: 1

Q14 your age group is: by Q10.5 highlights: facilities and amenities

		Q10.5							Page 1 of 1
Count									
		1	2	3	4	5	6	7	Row Total
Q14									
21 and under	1	1	2	3	1	3		1	11
									4.3
22 - 29	2	10	9	14	11	3		2	49
									19.4
30 -39	3	15	12	14	12	11	4	3	71
									28.1
40 -49	4	5	15	10	8	7	4	1	50
									19.8
50 -59	5	6	5	11	2	4	2	1	31
									12.3
60 plus	6	5	7	6	16	7			41
									16.2
Column Total		42	50	58	50	35	10	8	253
		16.6	19.8	22.9	19.8	13.8	4.0	3.2	100.0

Number of Missing Observations: 0

Q14 your age group is: by Q10.6 highlights: local attractions

		Q10.6								Page 1 of 1	
Count		1	2	3	4	5	6	7	9	Row Total	
Q14											
21 and under	1		1	5	3	1				10	4.0
22 - 29	2	3	10	6	18	3	5	4		49	19.5
30 -39	3	5	6	16	22	5	11	5		70	27.9
40 -49	4	1	7	12	10	10	6	3	1	50	19.9
50 -59	5	3	4	7	8	5	1	3		31	12.4
60 plus	6	3	7	8	10	6	3	4		41	16.3
Column Total		15	35	54	71	30	26	19	1	251	
		6.0	13.9	21.5	28.3	12.0	10.4	7.6	.4	100.0	

Number of Missing Observations: 2

Q14 your age group is: by Q10.7 highlights: service quality

		Q10.7							Page 1 of 1	
Count		1	2	3	4	5	6	7	Row Total	
Q14										
21 and under	1	1	2	3	4	1			11	4.3
22 - 29	2	8	12	17	7	5			49	19.4
30 -39	3	7	21	17	15	6	2	3	71	28.1
40 -49	4	9	7	11	13	4	4	2	50	19.8
50 -59	5	1	10	4	12	4			31	12.3
60 plus	6	6	10	14	5	4	2		41	16.2
Column Total		32	62	66	56	24	8	5	253	
		12.6	24.5	26.1	22.1	9.5	3.2	2.0	100.0	

Number of Missing Observations: 0

Q16 Your gender by Q6.1 futher reasons for visiting resort

		Q6.1		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	129	7	136 54.0
female	2	110	5	115 45.6
	7	1		1 .4
Column Total		240 95.2	12 4.8	252 100.0

Number of Missing Observations: 1

Q16 Your gender by Q6.2

		Q6.2		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	50	86	136 53.8
female	2	43	73	116 45.8
	7	1		1 .4
Column Total		94 37.2	159 62.8	253 100.0

Number of Missing Observations: 0

Q16 Your gender by Q6.3

		Q6.3		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	124	12	136 53.8
female	2	111	5	116 45.8
	7	1		1 .4
Column Total		236 93.3	17 6.7	253 100.0

Number of Missing Observations: 0

Q16 Your gender by Q6.4

		Q6.4		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				

male	1	64	72	136
				53.8
female	2	62	54	116
				45.8
	7		1	1
				.4
Column		126	127	253
Total		49.8	50.2	100.0

Number of Missing Observations: 0

Q16 Your gender by Q6.5

		Q6.5		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	104	32	136
				53.8
female	2	100	16	116
				45.8
	7	1		1
				.4
Column		205	48	253
Total		81.0	19.0	100.0

Number of Missing Observations: 0

Q16 Your gender by Q6.6

		Q6.6		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	130	6	136
				53.8
female	2	110	6	116
				45.8
	7	1		1
				.4
Column		241	12	253
Total		95.3	4.7	100.0

Number of Missing Observations: 0

Q16 Your gender by Q6.7

		Q6.7		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	87	49	136
				53.8
female	2	68	48	116
				45.8
	7	1		1
				.4
Column		156	97	253

Total 61.7 38.3 100.0

Number of Missing Observations: 0

Q16 Your gender by Q6.8

		Q6.8		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	72	64	136 53.8
female	2	56	60	116 45.8
	7	1		1 .4
Column Total		129 51.0	124 49.0	253 100.0

Number of Missing Observations: 0

Q16 Your gender by Q6.9

		Q6.9		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	52	84	136 53.8
female	2	41	75	116 45.8
	7		1	1 .4
Column Total		93 36.8	160 63.2	253 100.0

Number of Missing Observations: 0

Q16 Your gender by Q7.1 factors influencing visit decisions

		Q7.1		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	28	108	136 54.0
female	2	28	87	115 45.6
	7	1		1 .4
Column Total		57 22.6	195 77.4	252 100.0

Number of Missing Observations: 1

Q16 Your gender by Q7.2

		Q7.2		Page 1 of 1
Count		yes	no	

		1	2	Row Total
Q16				
male	1	124	12	136 53.8
female	2	101	15	116 45.8
	7		1	1 .4
Column Total		225 88.9	28 11.1	253 100.0

Number of Missing Observations: 0

Q16 Your gender by Q7.3

		Q7.3		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	90	46	136 53.8
female	2	97	19	116 45.8
	7	1		1 .4
Column Total		188 74.3	65 25.7	253 100.0

Number of Missing Observations: 0

Q16 Your gender by Q7.4

		Q7.4		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	10	126	136 53.8
female	2	13	103	116 45.8
	7		1	1 .4
Column Total		23 9.1	230 90.9	253 100.0

Number of Missing Observations: 0

Q16 Your gender by Q7.5

		Q7.5		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	104	32	136 53.8
female	2	96	20	116 45.8
	7	1		1

Column	201	52	253
Total	79.4	20.6	100.0

Number of Missing Observations: 0

Q16 Your gender by Q7.6

		Q7.6		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	129	7	136 53.8
female	2	112	4	116 45.8
	7	1		1 .4
Column		242	11	253
Total		95.7	4.3	100.0

Number of Missing Observations: 0

Q16 Your gender by Q7.7

		Q7.7		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	88	48	136 54.0
female	2	85	30	115 45.6
	7	1		1 .4
Column		174	78	252
Total		69.0	31.0	100.0

Number of Missing Observations: 1

Q16 Your gender by Q7.8

		Q7.8		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	129	7	136 53.8
female	2	114	2	116 45.8
	7	1		1 .4
Column		244	9	253
Total		96.4	3.6	100.0

Number of Missing Observations: 0

Q16 Your gender by Q7.9

		Q7.9		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	124	12	136 54.0
female	2	106	9	115 45.6
	7	1		1 .4
Column Total		231 91.7	21 8.3	252 100.0

Number of Missing Observations: 1

Q16 Your gender by Q7.10

		Q7.10		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	106	30	136 53.8
female	2	97	19	116 45.8
	7	1		1 .4
Column Total		204 80.6	49 19.4	253 100.0

Number of Missing Observations: 0

Q16 Your gender by Q7.11

		Q7.11		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	89	47	136 53.8
female	2	80	36	116 45.8
	7	1		1 .4
Column Total		170 67.2	83 32.8	253 100.0

Number of Missing Observations: 0

Q16 Your gender by Q7.12

		Q7.12		Page 1 of 1
Count		yes	no	
		1	2	Row Total
Q16				
male	1	112	24	136 54.0
	2	100	15	115

female

7

1		

45.6

1

.4

Column

213

39

252

Total

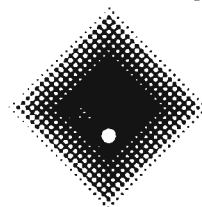
84.5

15.5

100.0

Number of Missing Observations: 1

APPENDIX 3a



On line research in Diato,
revealed that there is no
literature on choice modelling
and resorts or hotels.

John Stewart

Business Librarian

5-6-93

Pick up Tue

Request No.

Date Received:

LIBRARY COMPUTER SEARCH REQUESTName Joseph Allegre, Jr.

Department _____

Ext. 898-4025 after _____

Please fill in as much of this form as you can. The more information you can provide at this stage, the more successful the on-line search will be.

1. Request Statement — Describe the exact subject of the search. Be as specific as possible, defining any term which may have specialised or ambiguous meaning.

Resorts attitudes

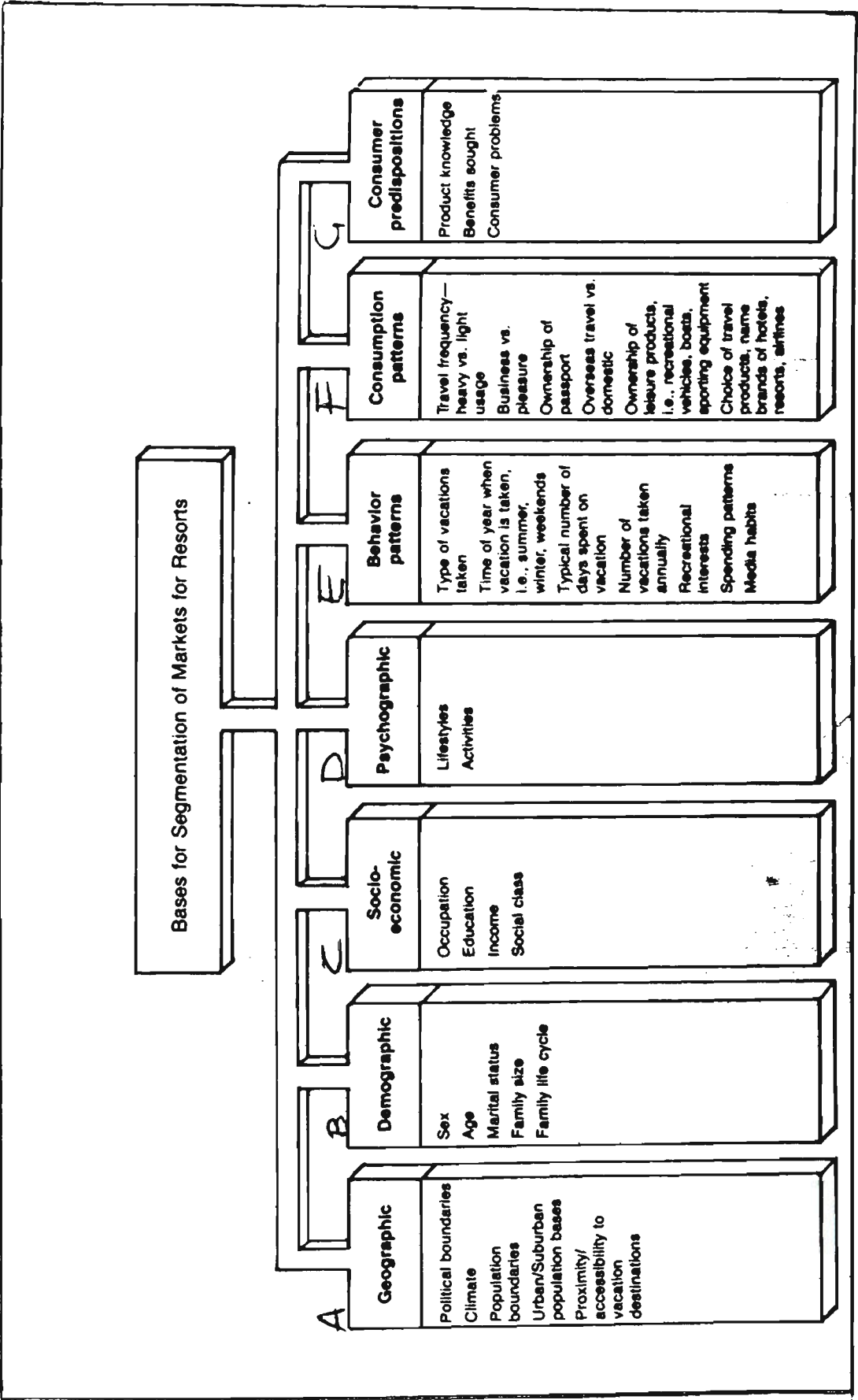
choice modelling

Indicate any aspects of areas to be excluded

resorts or hotels and choice of modelling
vacations, psychographics

2. Keywords — List words, or phrases which are likely to appear in the titles of relevant articles. Indicate accepted abbreviations, alternative spellings, synonyms and trade names.

APPENDIX 4



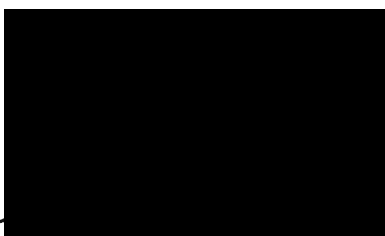
Source: Gee, Chuck Y.
 Resort Development and Management. 2nd Ed.
 East Lansing Michigan. 1988.



6 April 1993

TO WHOM IT MAY CONCERN

I hereby confirm that Joseph Alegre of Box Hill North, Victoria, conducted 253 surveys during a two week period in January 1993 at Fairmont Resort, a partial requirement for obtaining his Masters degree at Victoria University.



ULRICH LEINICHEN
General Manager

Ref: UL/MG/cd

APPENDIX 5b

MEMORANDUM

TO: ALL DEPT HEADS CC: UL

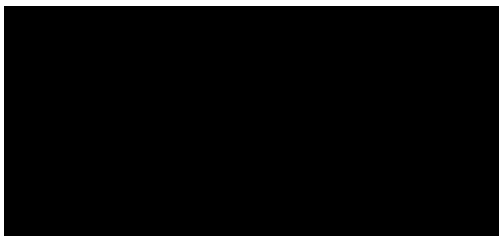
FROM: KELLY ROOTSEY

RE: JOSEPH ALEGRE/SURVEY

DATE: JANUARY 8, 1993

Please be aware that Mr Joseph Alegre will be in the Resort as of Sunday 10th January through to Sunday 24th January. He is currently doing research for his Masters Thesis on Resorts and Tourism. He will be conducting this research by talking to our guests throughout the many hotel outlets. I will introduce Joseph to all of you throughout the next couple of days and would appreciate you giving him your full support in this project.

THANKS, KELLY ROOTSEY



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