

**An Analysis of Choice Criteria for
Star-Hotels and Holiday Villages
Among Domestic Tourists**

Thesis submitted to the
Institute of Social Sciences
in partial fulfillment of the requirements for the degree of
Master of Business Administration
in
Management

Bogazici University Library



39001100056830

by
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1997

***To my mother and my father
for their support
in my all education life.***

ACKNOWLEDGMENTS

I am profoundly grateful to my thesis supervisor, Prof. Dr. Muzaffer BODUR for her great help, enormous caring and variable contribution. During the preparation stage, her ideas and suggestions have enriched my thesis by giving feedback from several perspectives.

I also wish to thank all other committee members, who gave me support and brought additional approaches to this thesis.

ABSTRACT

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By

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Tourism has a serious impact on the economic and social life of most countries and Turkey is among them with its growing tourism industry.

However, foreign demand strictly depends on political and economic events and the industry is usually faced with serious repercussions. This research aims to determine the attributes of star-hotels and holiday villages which are important in the choice decision of Turkish customers in order to find out ways to attract domestic demand. In this way, these institutions might be less affected from occurring events.

The research covers a literature review of prior studies about different aspects of the tourism sector. Under these highlights, a questionnaire was designed and the data collected by personal interviews from a quota sample of 200 respondents in eight randomly selected hotels and holiday villages situated in İstanbul and Antalya.

From the conclusions of the study, it is seen that people generally prefer to go on holiday near the sea in summer. They primarily take information from friends for hotel selection, showing the effect of word-of-mouth on the hotel industry.

About the hotel choice criteria, service quality appears to be the most important attribute for customers next, the presence of a health center followed by the job experience of personnel are ranked at the top of all other hotel attributes covered in this research. These are the requirements of customers that managers should certainly provide in their hotels or holiday villages in order to have a significant share in the tourism market.

Additionally, a clear preference of reasonable price against quality is found on the customers' side. However, as income level rises, tendency towards requiring high quality increases. Thus, managers should offer primarily a reasonable price and then high quality to reach more customer groups.

KISA ÖZET

Türkiye’de Yerli Turistlerin Yıldızlı Otel ve Tatil Köyü Seçim Kriterleri Hakkında bir Analiz

Ayla UĞRAŞ

Turizm pek çok ülkenin ekonomik ve sosyal hayatında önemli bir yer tutar ve büyüyen turizm sektörü ile Türkiye de bu ülkeler arasında yer almaktadır.

Ancak yabancı turist potansiyeli politik ve ekonomik olaylara kuvvetle bağlı olduğundan, sektör sıkça ciddi krizlerle yüz yüze kalmaktadır. Bu noktadan hareket ederek, yerli turist potansiyelini de yıldızlı otel ve tatil köylerine çekebilmek için, bu araştırma Türk müşterilerin seçimlerinde önemli rol oynayan otel özelliklerini belirlemeyi amaçlamaktadır. Böylelikle, meydana gelen olaylardan sektör içindeki işletmeler daha az etkileneceklerdir.

Araştırma, turizm sektörüne farklı açılardan yaklaşmış önceki çalışmalardan oluşan bir literatür incelemesi içermektedir. Bu çalışmaların ışığı altında hazırlanan anket, İstanbul ve Antalya’da olmak üzere toplam sekiz otel ve tatil köyünde, önceden belirlenen bir kotaya göre seçilen 200 kişilik örnek kitleye uygulanarak gerekli veriler toplanmıştır.

Araştırmanın sonuçlarına göre, insanların genellikle yaz aylarında deniz kenarında tatil yapmak istedikleri gözlenmiştir. Otel seçimi için gerek duydukları

bilgiyi ise, en çok arkadaşlarından almaktadırlar, bu da sözlü iletişimin otel sektörü üzerindeki etkisini göstermektedir.

Otel seçim kriterlerine baktığımızda, araştırmada ele alınan özellikler içinde müşterilerin en çok servis kalitesine, sonra konaklama tesisinde bir sağlık merkezinin bulunmasına, daha sonra da personelin iş tecrübesine önem verdikleri görülmüştür. Turizm pazarında ciddi bir pay elde etmek isteyen yöneticiler, müşterilerin bu taleplerini tesislerinde sağlamak zorundadırlar.

Ayrıca uygun fiyat müşteriler için yüksek kaliteden önce gelen bir faktör olarak ortaya çıkmıştır. Ancak gelir düzeyi yükseldikçe, kaliteye doğru yönelim de artmaktadır. Buna göre, otel yöneticileri geniş kitlelere ulaşmak için, müşterilerine tesislerinde öncelikle uygun fiyatlı ve sonra da yüksek kaliteli hizmet sağlamaları gerekmektedir.

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CHAPTER 1. INTRODUCTION

Tourism is one of the largest sectors in terms of the total transaction value all over the world. Both domestic and foreign tourism will continue to affect the economic and social well-being of most countries. By being an important economic activity, tourism constitutes nearly 10% of total world revenue (*Yarcan, 1996*). Day by day, the effect of these transactions are increasing and the countries making more investment and giving much importance to this industry are going to be the winners of the 21st century.

This positive movement towards tourism is also observed in our country. Especially in recent years, the size and the economic impact of the travel and tourism sector has gained much importance as it is now placed among a few growing income sources of Turkey. Though this sector is continually increasing its share in the economy, it has suffered from the Gulf Crisis and terrorism seriously. When such events occur, all companies in travel and tourism sector are usually faced with so many cancellations of foreign reservations. From this point of view, terrorism and regional political and economic crises are always uncontrollable inputs for this sector since nothing can be done by the tourism sector to remain isolated from these political events.

In order to understand the effects of these events on foreign tourism in Turkey, it would be better to give some figures from recent years. The foreign demand had been continually increasing in the first half of the 1980s with changing percentages in

between 9% to 30%. However, a sudden fall is seen in 1986, that is the year an accident had happened in Chernobyl nuclear powerhouse. A year later, again an increasing trend is caught in foreign demand by 19.4% and this positive movement continued again at different percentages until the end of 1990 when the Gulf Crisis had begun. In 1990 and 1991, tourism sector in Turkey had suffered significantly from the sudden fall seen in foreign demand because of this crisis. From these deviations, it can be clearly stated that foreign demand strictly depends on political and social events occurring in Turkey and its environment (*Güner, 1992*).

However, if one closely examines the customer demand distribution of different hotels and holiday villages in these crises periods, something remarkable would be achieved. Each hotel or holiday village is affected from these events in different amounts such that where one of them is faced with serious repercussions during these cancellations of foreign reservations, the other remains almost at full capacity by channeling through domestic customers. So, from this point of view, it can be seen that domestic demand is an important source for the travel and tourism sector especially in such an environment as Turkey which suffers extensively from terrorism.

So a question that should be asked at this point is ‘how do some of the attributes and facilities of hotels and holiday villages attract domestic demand in our country ?’, in other words, ‘which attributes in this service market specifically play a role in the purchase decision making process of domestic demand ?’

The answer that will be given to the above question constitutes the main research frame of this thesis topic. By bringing to light the attributes affecting the customer choice criteria in the hotel industry, many hotels and holiday villages could benefit from this information while managers are deliberately taking new steps to build on powerful support or to grow. Therefore, the result of this research will provide useful guidelines for this service industry that should be taken into account.

Consequently, at this point, it is apparent that this research aims to enlighten the customer demand characteristics in the hotel industry with a focus on star-hotels and holiday villages according to the activities and services provided in order to draw out some musts for the related institutions to attract more people and thus to increase their market share. By fulfilling the requirements of the customers with high quality service, these establishments could stand on their own legs more easily if a crisis or a shock significantly shakes the industry they are in.

In the following pages we will look for an answer to how service quality is perceived or what the expectations of customers are from the hotel industry in Turkey. There are thousands of institutions and hundreds of thousands of people working in this sector as learned during the personal interview done with *Koçoğlu*. In such a wide environment, prior studies related to tourism generally analyze the sector from the institutional side or the managerial side. One of the recent studies done by *Mengüç* in 1994, presents the major attributes of residents living in İstanbul when purchasing a domestic tour. His study mainly focuses on the role of travel agencies effective in this process.

The closest study to the topic covered in this study is presented by *Akan* in 1995 which analyzed the expectations of Turkish consumers, from four services namely, hotel, airline, banking and insurance. This study highlights several dimensions of service quality which Turkish customers pay attention to.

In the next chapter (*Chapter 2*), many prior studies including the above examples related to the topic of this research are presented as a review of literature in order to determine several aspects of the tourism sector before shaping the structure of the study.

Beginning by the definition of the purpose, *Chapter 3* presents the conceptual model developed after determining all variables under the scope of the literature review, interviews with hotel managers and personal observations. Next, these variables are operationalized as a first step to constitute the questionnaire and eight research questions are listed serving for the purpose of the study. In the last two sections of this chapter, ‘why’ and ‘how’ personal interview is preferred as a data collection method and sampling method applied to select the respondents is explained broadly.

Chapter 4 covers the research findings handled by analyzing the answers of the sampled respondents to the questionnaire and the final chapter draws the conclusions and discusses the implications of the findings for the various parties.

CHAPTER 2. A REVIEW OF LITERATURE

In this chapter, prior studies related to several aspects of the hotel industry are reviewed and several factors of this sector that are found to be important are presented.

Although there are various prior studies related to hotel characteristics and their effects on customer preferences, there was not a special study focusing on customers' hotel choice criteria according to the features and activities offered especially by the Turkish tourism sector. However, it would be useful to examine some of the previous studies done under this subject, in order to outline the concepts with their associated variables before moving to the further steps of my study.

This literature review focuses on several aspects of the hotel industry. The first section covers the studies related to main topic of this research that is the customer side and their expectations from the hotels. The next section points to personnel side of the industry. Initially, it presents two studies about the position of hotel industry in Cyprus, a successful tourism country, and in Turkey, then continues with general examples from managerial side and employee side. Finally, effect of social changes to tourism sector is examined by some previous studies added to the literature.

2.1. Customer Side of the Hotel Industry:

Here several studies sharing a purpose of analyzing customer side of the hotel industry are presented. They outline the expectations of customers and the importance of achieving customer satisfaction from different aspects.

One of these prior studies was conducted by *Jeffrey* (1985), where an analysis concerned with the identification and interpretation of spatial-temporal patterns of demand for hotel accommodation is applied. The aim was to provide a picture to improve the effectiveness of marketing policies and advisory service of the hotel industry within the Yorkshire and Humberside region in the United Kingdom. This study uses the time-series factor-analytic method in the analysis of individual bed-occupancy series recorded in hotels in this region between April 1982 and March 1983.

The data on room and bed occupancy are obtained by way of a survey form sent each month to participating hotels on which daily occupancy levels are recorded. The sample covered 101 establishments over twelve months of the survey.

According to the results obtained at the end of this survey, the coastal hotels with the lowest occupancy rates are small-to-medium sized, reasonable priced establishments those offering only a limited range of facilities. In a few coastal hotels with very high occupancy rates, *Jeffrey* (1985) reports that they are in the higher price categories, offering a fuller range of facilities such as countryside and sporting recreation and traditional seaside attractions.

More or less the same tendency observed everywhere when overall occupancy rates are considered. Another result of this survey was that inland leisure hotels are more successful than seaside hotels in extending their summer season peaks into the spring and autumn months. If inland leisure and seaside holiday tourism is combined well in a coastal hotel, an extension is also recognized in their seasons. So a general finding of this research is that, primarily, facilities are the most important criteria for the customers in the target region.

Later *Jeffrey* extended this analysis of hotel occupancy in Yorkshire and Humberside with *Hubbard* in a further study in December 1985. This time the focus shifted to the identification and interpretation of longer term trends in occupancy performance. Again a time-series analysis is applied to monthly occupancy rates in 79 hotels from April 1983 to March 1984, a year later.

Overall occupancy levels, intensity of seasonal fluctuations and length of season were almost identical with those handled from the previous survey. In the most general context, a growth in the number of overseas visitors, a growth in domestic short holiday tourism, static overall demand in the long holiday and business tourism market are the findings of this further study done by *Jeffrey and Hubbard* (1985). More specifically, growth in bed-occupancy levels over the two-year study period is positively and significantly related to the improvement of rooms and facilities, positively related to the reputation and popularity of the hotel's restaurant. However, authors suggest that before the formulation of management and planning policies for

the whole industry, a longer time period and a broader sample region should be chosen. In the study, done by *Jeffrey and Hubbard* (1985) the relationships were time and place specific and reflected the response of hotels region to changing demand conditions over a two-year period in one particular.

Another research again conducted in the United Kingdom by *Tarrant* (1989), outlines the changing hotel scene in the need to respond to customer demands and shows how survey research can assist hotel chains to adapt to these altered circumstances. It aims to provide customer-derived information to support hotel management in the implementation of purposive marketing plans.

This article concentrates on a selection of surveys applied by NOP Market Research and Applied Research and Communications under the name NOP/ARC Hotel Survey. From this wide perspective, one of the outcomes that is related to general attitude towards the hotel industry is that most guests are satisfied (70%) with their hotel selection behavior. For them, a hotel experience has to be actually unacceptable before they are likely to change their pattern of choice.

The second outcome is about the branding of hotel chains. It is found that about 75% of the stayers acknowledge the influence of branding , that is to say, branding significantly affects their choice criteria. So hotels conceptualize their names to be a brand by delivering consistent brand standards.

The final result of this survey research is related to hotel services and facilities. About 80% of hotel guests mentioned that they would like to see continuous improvements in services and facilities. Also half of them expect to have leisure facilities and 65% would at least like them to have such facilities. So it can be said that there is a real demand for leisure facilities.

In a study done by *McCleary, Weaver and Hutchinson* (1993), a sample of the business travel market is analyzed to determine whether the importance placed on particular hotel product attributes varies by travel situation. This study is helpful to see the customer choice criteria from a different perspective.

The data used in this study came from 1990 domestic business travelers survey conducted at Virginia Polytechnic and State University. A self-administered questionnaire was mailed to 3187 randomly selected subscribers to 'Corporate Meetings and Incentives' magazine. In the questionnaire, respondents were asked to rate 56 attributes used in the choice of hotels including the statement of the type of their business travel situation. Here five different business travel situations were defined by travel to make a sales call, travel to attend trade association meeting/convention, travel to meet people within the company and travel to meet with people outside the company.

With a total return of 433 usable surveys, the data analysis yielded the following conclusions. 61% of the respondents always make their own reservations. 85% of 433 respondents indicated that they fell in one of the five business travel situations. From

the answers given to 56 attributes relating to hotel selection, these decreased to 13 factors by factor analysis and after an analysis of correlation matrix, these reduced to the following seven groups owing to high intercorrelations: basic product, business service, banquet/meeting facilities, frequent traveler programs, advertising/public relations, convenient location, no smoking rooms.

The overall findings of this study show that two factors emerged in multiple discriminant analysis, banquet/meeting facilities and convenient location as discriminating among business travel situations. Correspondingly, when selecting a hotel, business travelers with different trip purposes did not differ in the importance they placed on basic products, business services, frequent traveler programs, advertising and no smoking rooms.

At the beginning, it has been suggested that business travelers may be segmented according to trip purpose. However, the results of this study confirmed that at least for the sample of business travelers studied, only two hotel attributes were able to discriminate between travel situations. Although there were some limitations such as five travel situation dimensions, random sample of subscribers not actual purchasers, the study brought out some sort of behavior of travelers. It appeared that most marketing strategies and hotel products/services might be more appropriately directed at the entire business travel market, irrespective of business trip purpose.

A different study again related to customer choice criteria is done by *Woodside and Moore* (1987). The aim was to find out if WOM (word-of-mouth) communication is the most substantial influence on consumers' choices of a hotel and secondly to learn if WOM communication is associated with choice switching behavior for this service.

For this research, hotels in the Grand Strand area of South Carolina were selected. Samples of 1984 customers staying at six hotels in this region were drawn in November 1984. Every n^{th} customer party was selected from hotel records. A five-page questionnaire was mailed to 1879 respondents and with a total response rate of 52%, the following results were obtained: 41% of the total respondents reported first learning about the hotel selected for their most recent trip from the recommendations of friends and relatives and the second most often reported source of information for first learning about the accommodation selected were hotel brochures with a 12%. Though there were some other details handled, a general conclusion that could be drawn from this study is that hotel managements should try their best to offer superior product quality.

One of the most related studies to the aim of this research was done by *Akan* (1995). She has analyzed the expectations of Turkish consumers, presently residing in Turkey, from four services, namely hotel, airline, banking and insurance.

The objective of the study was to measure the level of importance of each specific dimension for the users of the services in Turkey. The study was conducted at

Atatürk International Airport in İstanbul. A total of 829 questionnaires were administered to the users of these services. The analysis of data, collected from July 1993 to the end of 1994, revealed the following conclusions for the related four service industries:

- The percentages of the respondents which stated that they gave more importance to quality as opposed to price are 75.6%, 86.1%, 85.9% and 65.3% for hotel, airline, banking and insurance services respectively. This shows a clear preference of quality against price on the customers' side.
- The most frequently mentioned dissatisfying attributes of hotel service quality are characteristics and behavior of employees, lack of cleanliness and timeliness. This shows that employee characteristic and behavior can be both a source of satisfaction and dissatisfaction at different times, like the existence or the lack of cleanliness.
- For the airline industry, the largest category of expectations for satisfaction is 'timing'. Next in line is the 'appearance/knowledge, attitude/behavior of the personnel'.
- The expectations from banking services reveals that timing, attitude of the personnel, financial aspects of the service and knowledge, experience/competence of the personnel are the most frequently mentioned dimensions.

- For the insurance services, the technical dimensions of the service as expressed by ‘accuracy of the transactions’ and ‘knowledge and training of the personnel’ were judged to be the most important aspects.

From the overall picture of this explanatory research of all service settings studied, knowledge/attitude/behavior of the personnel is an important expectation for the customers. Other common areas of service expectations are corporate quality and communications as revealed by the responses to the open-ended questions. Timing is another dimension that has a high frequency of mentions for the four services. ‘Showing respect to customers’ is also an attribute that has high importance ranking across all these service types.

The lowest level of importance also shared by all service sectors are the exterior appearance of the company/agency as well as the attributes related to special attention like ‘recognizing the individual customer’ or ‘calling the customer by name’.

Consequently, this research done by *Akan* (1995), developed a comprehensive framework relating to the expectations of Turkish consumers from service. Within this whole picture, the service quality work has an important part. However, it must be emphasized that service quality is only a part but not the sole determinant of the intention to buy and purchase.

In the final example given for the customer side of hotel industry, *Barsky and Labargh* (1992), used guest information of a hotel to draw out a strategy for the

achievement of customer satisfaction. Today, improving customer satisfaction is one of the most important challenges facing all businesses. By knowing this, the article aimed to introduce an easy way to assess a hotel's current strategic situation with respect to customer satisfaction and to show how to use this approach to improve strategic planning and decision making.

For this aim, a survey of guest-comment cards from a 1000-room hotel in San Francisco was applied to one hundred guests who were selected randomly. Data regarding the two dimensions on the customer-satisfaction matrix were obtained directly from the guest-comment card. These two dimensions refer to the answers given by guests if their expectations were met in nine areas and how important those features are to them.

At the end of the analysis of data obtained from this survey, the highest customer-satisfaction scores obtained were for 'Employee Attitude'. When the reason underlying this result is searched, it is seen that 30-40 % of the employees who were present in the hotel opening, are still employed at the hotel. This points that employees' efforts on their jobs are satisfactory and they give more attention to hotel guests.

The listing of the customer-satisfaction scores for the other attributes from high-to-low was appeared as follows: location, rooms, price, facilities, reception, services, parking, food and beverage.

As in this study done by *Barsky and Labargh* (1992), the critical dimensions of customer satisfaction can easily be measured through responses obtained from guest-comment cards. Such a study allows current information to be immediately interpreted for operational and strategic actions. By focusing on customer-satisfaction and guest survey, the customer-satisfaction matrix supports timely and informed decision making for managers.

2.2. Personnel Side of the Hotel Industry:

In this section, the focus is turned from customer side to the inside of the sector. At first, the general position of hotel industry is examined and next, effects of managers and employees to achieve customer satisfaction are outlined depending on previous studies.

2.2.1. Position of Hotel Industries in Two Different Countries:

Here the position of hotel industry in two different countries, one in Cyprus which is a successful tourism company and the other in Turkey, is presented to see the communalities and differences between them.

A research done by *Andronikou* (1993) outlines the situation of the hotel industry in Cyprus. He examined the country's hotel industry on a time basis and the problems occurring and concluded with several suggestions. It would be helpful to analyze the characteristics of such a country's hotel industry because it is an old and

favorite industry and tourism plays a significant role in the economic growth of the country.

It should be emphasized that the legislative provisions for the structural standards and requirements of the hotels are very high in Cyprus. In general, hotels are excellent properties and they exceed by far the hotels of the same categories especially in other Mediterranean destinations. There is a huge concentration on the enrichment of the tourist product by creation of special hotel villas, tourist villages, golf courses, theme parks and so on. At present, half of the total hotel accommodation belongs to the higher categorized groups, those are five, four and three star hotels and Class-A hotel apartments. Low rise buildings of a maximum height of two storeys are dominant in these establishments.

Andronikou (1993) states that besides these favorable features, the Cyprus hotel industry is faced with certain problems. Like in every other country, the shortage of skilled staff is the biggest problem and certain steps should be taken to improve the quality of the labor force in this industry. This improvement must also be seen in bringing the new technology into the hotel management structure such as, fully computerized reservation systems, keycard systems, etc. So personnel training should also cover the application and use of such new technological equipment to provide an almost 100% customer satisfaction.

When we turn to our country's, one of the most recent articles, that is the one added to the literature by *Brotherton, Woolfenden and Himmetoğlu* (1994) would be

a good choice to examine. It covers the strategy and measures being undertaken by the Turkish Government to develop the human resources required by the Turkish tourism industry to support its long-term growth and success.

The results of this study are aimed to be used in the preparation of the national hospitality curriculum for Turkey. At the first stage, a wide ranging discussion was initiated with hotel employees from Turkey's principal tourism regions and the key findings about the present situation of the labor force in the tourism industry were: an acute shortage of adequately trained management staff, in-house training was virtually non-existent except for large international hotel companies, training was frequently regarded as a low priority and most strikingly, it is seen that low pay and morale of the trained staff tended to mean that those with good skills and experience left training to work in the industry, leaving behind a relatively poor residue.

Brotherton et al. (1994) clarifies that there is a large gap to be bridged if Turkey is to be successful in achieving its long-term tourism development aims and development of a strong and trained labor force is the first step to take. For this aim, the following points are suggested to be established related to the curriculum of national hospitality: the graduate must be immediately employable and useful within the industry, the curriculum must be skills-based and must reflect the needs of the industry with strong links between the Turkish tourism industry and the operation of the training programme.

Brotherton et al. (1994) concludes that, if a solid foundation is not created on the way to achieve these targets, Turkey will not reach its ambition to create a modern, efficient hospitality and tourism industry and this will affect the economic condition of the country significantly.

From both of the studies presented in this section, it is seen that personnel training is the primary and urgent need of the hotel industry. To remove this shortcoming, hotel managers must change their minds on gathering a new and unskilled labour force at the beginning of each season to make the minimum operating cost and they have to take serious steps to obtain and handle an experienced labour force for their institutions.

2.2.2. Effects of Managers and Employees on Customer Satisfaction:

Now with the following examples from literature, the hotel industry is examined from a closer perspective by focusing on the roles of managers and employees in this environment. Regarding the employee side, a study done by *Ross (1994)* is a good example to analyze the service quality ideals among hospitality industry employees. Service quality in general terms is defined as the degree of fit between customers' expectations and perceptions of service. This study has explored the personality needs, motivations and work interests of a sample of employees as they may relate to service quality ideals within the hospitality industry.

For this research, a total of 274 employees within the industry in the Far North Queensland tourist city of Cairns were sampled. All respondents were from major hotels and resorts, and ranged in occupation from domestic staff to middle-level management. They were asked to rate each of 27 service quality attributes according to how important they were as an ideal for the hospitality industry and several work attributes according to their importance as hospitality industry work motivators were also rated by them.

Results obtained by *Ross* (1994) indicate that higher ideals with regard to service quality were found to be associated with the need for achievement together with management and accomplishment motivation. Higher levels of service quality ideals were found to be associated with lower levels of the need for autonomy. Female employees gave more importance to these service quality ideals. From the second group of data, the following results were obtained: highest levels of need for achievement were associated with higher levels of service ideals whereas lower levels of service ideals were associated with lower levels of the need for achievement. On the other hand, high levels of the need for autonomy were associated with low service ideals whereas, higher service ideals were associated with lower levels of this personality need.

In conclusion, this study has outlined some interrelationships among hospitality industry service quality ideals, personality and motivation of employment interest variables that a manager in tourism industry should pay attention in the development

and application of the management strategies if s/he wishes to attract and retain a high-qualified workforce.

Another article added to the literature by *Shimko* in 1994, focused on the effects of hotel customer service policies on the potential of managers. It is known that managers often find themselves in special case situations that require them to make on the spot customer-service decisions. However, most often the establishments have restrictive policies on decision making that make it difficult for managers to provide high levels of customer service in the face of unpredictable situations.

Shimko(1994) exemplifies some real-life scenes to see how the rules can interfere with caring for guests' needs. Depending on these situations, she stressed on the importance of meeting customers' exceptional needs regardless of any company policies. Although management is aware of the need to satisfy the customer, many companies' policies do not encourage or even allow for the individualized or extra service that may be needed to actually meet customers' needs. In today's market, customers are willing to pay extra for the special service they need; therefore companies should provide such extras for them. Most probably, the companies that are not focusing on customer service will be the companies that will not move to the fierce competition of the 21st century. So company policies, especially in the tourism industry, should break the rules for better service and thus, managers would be able to show all of their potentials on the way to achieve customer satisfaction.

An article written by *Scoviak-Lerner* in May 1994 points to a different aspect which is the outline of some key trends influencing today's hotel design. These trends are found out by close examination of eight trendsetting hotels from all over the world that are suggested to be followed by the managers. The most common characteristic of these hotels is that their design is derived from the needs of operators and guests.

The general trends in the hotel design that *Scoviak-Lerner* (1994) pinpoints are: Restaurants become more earthy and diverse, guestrooms and bathrooms are getting bigger, meeting space expands, lobbies mean business by more comfortable and flexible structure, health clubs are the hot amenity, hotels get back to nature, windows are getting bigger so brighter spaces.

Consequently, it is underlined that managers, wanting to achieve full customer satisfaction, must pay attention to every detail of the hotels such as satisfying quality of service which means quality of labor force at first, updating the design according to general trends, setting an efficient organization to serve for customer needs in every time of the day and so on.

2.3. Effect of Social Changes to Tourism Sector:

With the help of two previous studies, the final section in this chapter covers the effects of social changes to the tourism sector in order to obtain the future trends of the market.

A study, that *Martin and Mason* (1987) examined, is related to the effect of social trends on tourism features. Social changes in people, attitudes and leisure time are analyzed since these parameters are clearly significant for the tourist market. The findings of the study are as follows:

- Lifestyles are becoming more diverse and more people will be living on their own. Educational standards of people are rising which produces standards with higher levels of knowledge and abilities.
- Awareness and concern about quality is increasing. This tendency will also be seen in the awareness of the range of tourism choices available and demands for a higher standard of service.
- Working patterns are becoming more flexible, resulting in a greater variety in the timing and nature of tourist patterns. The consequences will be demand for different types of tourist destinations and activities as well as more business tourists outside the conventional peak seasons.

Under the effect of these movements, there is a shift in the function of tourism, from rest through entertainment to development, which provides a guide to the nature of the tourism product that will be in demand in the near days. Activities, experiences, participation and learning will be key elements in the future tourism product. So

hotels should develop their strategies according to more demanding tourists by offering a mixture of facilities to fulfill different functions of tourism.

In another article presented by *Go* (1989), findings and forecasts of several reports related to international hotel industry in the United Kingdom are analyzed. Mainly, the trends that the hotel industry is going to be faced with, are outlined in such areas like demographic patterns, changing travel flows and globalization.

Go (1989) reports that in the target market; there is a highly fragmented structure with young, two-income couples, women and singles unlike the monolithic family market of the past. Also travelers have a better sense of what they want in terms of accommodation features and amenities. Significant changes have been taking place in the ratio of business to leisure travel. In order to cater to the needs of the frequent business traveler, international hotel management companies should concentrate on client's priority list, including convenience, transport schedules and comfort level of accommodation.

Another trend in hotel management companies is the tendency to locate their units in or near large metropolitan areas since these regions are less seasonal than resorts and rural locations.

So from this general perspective, *Go*(1989) concludes by saying that hotel management companies should adopt favorably to societal shifts, changing travel and spending patterns. In addition, the international hotel industry can prepare for an

uncertain future by becoming more aware and protective of the host society's resources, cultural assets and ecology.

This concludes the review of literature related to the hotel industry from different perspectives. The overall picture shows that there are various studies done to examine the hotel industry with several aspects. Some of them analyze this service sector from the customer side, some from the employee side and some from the manager side. One of the most common attributes found significant by all of these groups is the quality level of the personnel, which means the degree of customer expectations met by high educated personnel. It is apparent that this attribute is a must not only for the hotel industry but also for all institutions in business life.

Although there are many researches related to this sector in the literature, it is seen that there are not so many for our country. Especially, none of the Turkish studies covered all star-hotel customers as the target population. They were usually done in a specific hotel or in a specific place which might cause significant deviations, from what the truth is, in the findings of a study. So it would be more meaningful to search for a domestic customer demand criteria by choosing several hotels and/or holiday villages to reach a more realistic result.

Consequently, under this aim and with the help of this literature review, the purpose followed by the conceptual model and research design of a field study are presented in the next chapter.

CHAPTER 3. RESEARCH DESIGN AND METHODOLOGY

The general nature of the research is presented in this chapter in order to address the appropriate questions, beginning by formulating the research purpose and drawing out the conceptual model of the study. Following this, variables are operationalized, research questions are developed and finally a sampling plan is outlined.

3.1. Purpose:

There are several attributes in the hotel industry offered to the customers in order to affect their choice criteria. It would be helpful to draw out the level of importance of these attributes as perceived by Turkish customers. Though there are some previous studies done with this aim, no studies directly focused on star-hotels and holiday villages that is, those generally providing accommodation to high-class customers referring to education and income levels. Secondly, the prior researches generally cover attributes such as the appearance of the hotel, the experience of the personnel and the accuracy of services whereas this study additionally aims to find out the importance of several extra facilities (e.g. fitness center, health center, disco, etc.) on the decision of Turkish customers.

By knowing these factors, managers of the hotels and holiday villages could take more concrete steps for their establishments in order to attract Turkish customers

as well as foreign demand to come and stay. With a more general target demand including both domestic and foreign customers, the institutions would be affected less seriously during economic shocks such as the Gulf Crisis.

Briefly covering all the above concepts, the major purpose of this study is to find out *which attributes of the star-hotels and holiday villages are important on the choice decision of domestic customers in Turkey.*

3.2. The Conceptual Model:

Under the light of the defined purpose and prior studies reviewed, now comes conceptualization of the variables in order to develop hypotheses to move into further stages. In this section, a conceptual model is built upon which the entire research project is based. In other words, all variables related to the aim of the study is determined under the scope of the interviews, observations and literature survey and a logically developed, described and elaborated network of associations among these variables is established.

The main focus of the research is to find out the customer choice criteria for star-hotels and holiday villages. So from this point of view, the theoretical framework of the research is proposed as in the perspective of the following concepts including their dimensions further on.

- ***Dependent Variable:***

- ♦ Customer choice criteria for star-hotels and holiday villages

- ***Independent Variables:***

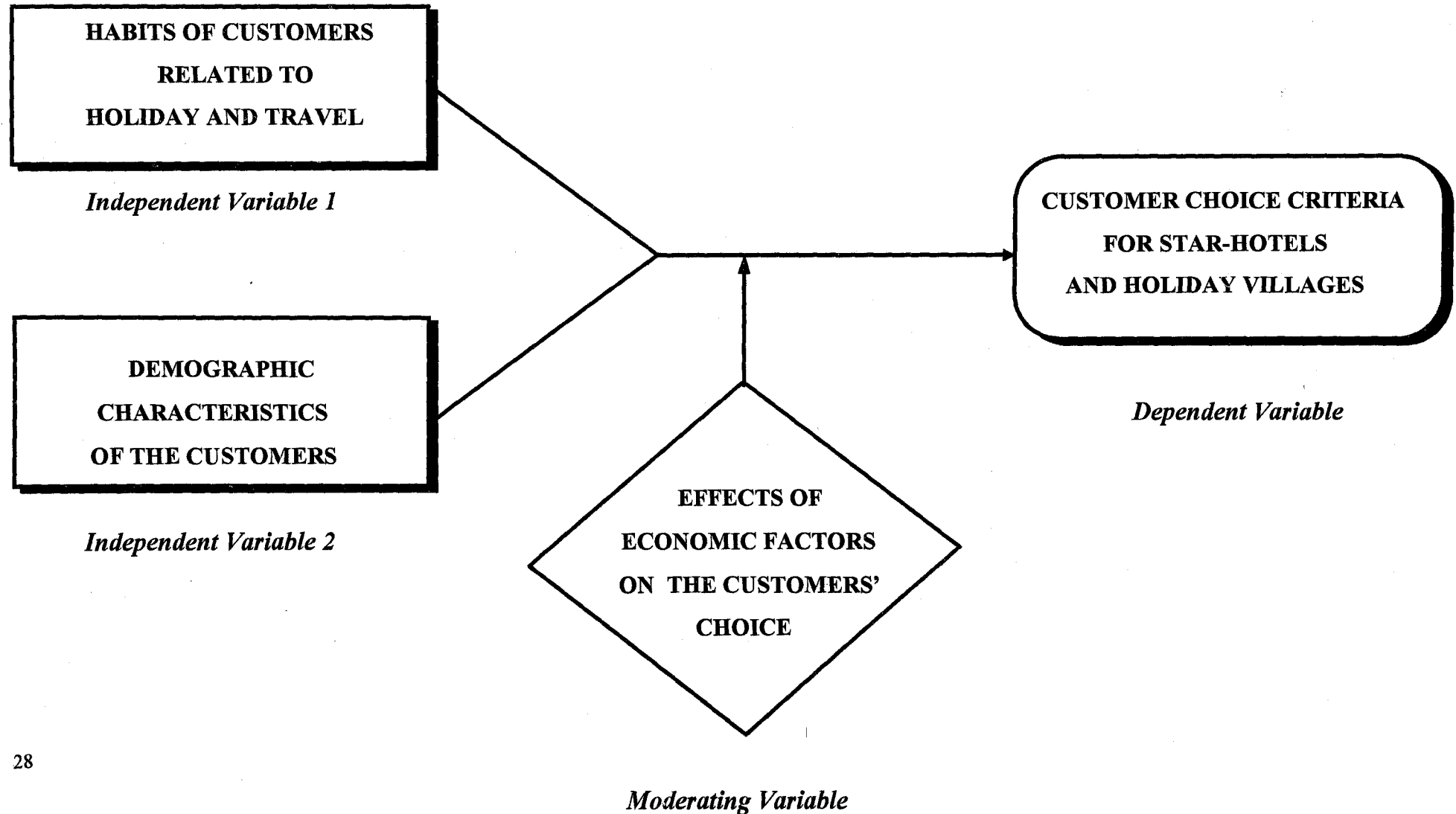
- ♦ Habits of customers related to holiday and travel
 - ♦ Demographic characteristics of the customers

- ***Moderating Variable:***

- ♦ Effects of economic factors on the customers' choice

All these variables and their positions are summarized in *Figure 3.1* presenting the conceptual model of the study on the next page.

Figure 3.1. CONCEPTUAL MODEL OF THE STUDY



3.3. Operational Definitions of Variables:

Here, the variables presented in the conceptual model of the study in *Figure 3.1* are operationally defined in *Table 3.1* which also indicates the reference source for each variable measured.

Additionally, *Appendix A* includes the questionnaire both in English and Turkish from which the questions measuring each of the variables can be seen.

DIMENSION / VARIABLE	OPERATIONAL DEFINITION	STUDY / AUTHOR
A. HABITS		
Q1. Average Travel Frequency of the Customer	<i>Ordinal Scale:</i> 1. Once a Month 2. Once a Quarter Year 3. Once a Half Year 4. Once a Year 5. Once in a Few Years	Created by the Author
Q2. Source of the Information Used in Choosing Hotel or Holiday Village	<i>Nominal Scale:</i> 1. Magazines 2. Newspapers 3. Travel Agencies 4. Friends 5. Other:	Created by the Author
Q3. Locational Preference for Holiday	<i>Nominal Scale:</i> 1. Near the Sea 2. Near a Lake or a River 3. On a High Plateau in Nature 4. On a Snowy Mountain 5. Other:	Created by the Author
Q4. Seasonal Preference for Holiday	<i>Nominal Scale:</i> 1. Summer 2. New Year's Break 3. Religious Holidays 4. Semester Break 5. Weekends	Created by the Author
Q5. The Mode of Travel	<i>Nominal Scale:</i> 1. By Own Car 2. Through a Travel Agency	Created by the Author

Table 3.1. Operational Definition of Variables

DIMENSION / VARIABLE	OPERATIONAL DEFINITION	STUDY / AUTHOR
B. CHOICE CRITERIA		
Q6. Importance Given to Location of the Hotel or Holiday Village in the Country	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q7. Importance Given to the Decoration of Rooms and Other Units	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q8. Importance Given to Presence of Electrical Machines in the Rooms such as TV, Radio, etc.	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q9. Importance Given to Job Experience of the Personnel	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q10. Importance Given to Accuracy and Promptness of Hotel Services such as Food Orders, Billing, etc.	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q11. Importance Given to Richness of Menu and Taste of Meals	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q12. Importance Given to Outdoor Swimming Pool	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q13. Importance Given to Indoor Swimming Pool	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)

Table 3.1. Operational Definition of Variables (Continued)

DIMENSION / VARIABLE	OPERATIONAL DEFINITION	STUDY / AUTHOR
B. CHOICE CRITERIA		
Q14. Importance Given to Fitness Center	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q15. Importance Given to Health Center	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q16. Importance Given to Shopping Center in the Hotel or Holiday Village	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q17. Importance Given to Disco	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q18. Importance Given to Casino	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q19. Importance Given to Animation Programs	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)
Q20. Importance Given to Organization of Tours to Touristic and Historical Places in the Region of the Hotel or Holiday Village	<i>Itemized Rating Scale: (Interval)</i> 1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important	Akan (1995)

Table 3.1. Operational Definition of Variables (Continued)

DIMENSION / VARIABLE	OPERATIONAL DEFINITION	STUDY / AUTHOR
C. ECONOMIC FACTORS		
Q21. Customer Choice Between High Quality or Reasonable Price	<i>Nominal Scale:</i> 1. High Quality 2. Reasonable Price	Created by the Author
Q22. Customer Choice Between Payment Preferences	<i>Nominal Scale:</i> 1. Payment by Cash 2. Payment by Installments 3. Payment by Credit Card	Created by the Author
Q23. Customer Choice Between Holiday Types Related to Payment of Extras	<i>Nominal Scale:</i> 1. Extras included in room price 2. Extras charged additionally	Created by the Author
Q29. Net Monthly Family Income	<i>Ordinal-Interval Scale:</i> <i>(Million TL)</i> 1. 50 or Under 2. 51-100 3. 101-150 4. 151 or over	Akan (1995)
D. DEMOGRAPHIC CHARACTERISTICS		
Q24. Age of the Customer	<i>Ordinal Scale:</i> 1. 15-25 2. 26-40 3. 41-55 4. 56 or older	Created by the Author
Q25. Gender of the Customer	<i>Nominal Scale:</i> 1. Female 2. Male	Created by the Author
Q26. Occupation of the Customer	<i>Nominal Scale:</i> 1. Doctor 2. Teacher 3. Lawyer 4. Official 5. Worker 6. Engineer 7. Self-Employed 8. Housewife 9. Student 10. Other :.....	Created by the Author

Table 3.1. Operational Definition of Variables (Continued)

DIMENSION / VARIABLE	OPERATIONAL DEFINITION	STUDY / AUTHOR
D. DEMOGRAPHIC CHARACTERISTICS		
Q27. Marital Status of the Customer	<i>Nominal Scale:</i> 1. Not Married 2. Married 3. Widowed	Created by the Author
Q28. No. of Years Married	<i>Ratio Scale</i>	Created by the Author
Q30. Education Level of the Customer	<i>Nominal Scale:</i> 1. Literate 2. Primary School 3. Middle School 4. High School 5. University 6. Master / Doctorate 7. Other :.....	Created by the Author

Table 3.1. Operational Definition of Variables (Continued)

3.4. Research Questions:

The primary objective of the study was to determine the major attributes of star-hotels and holiday villages that are important in the choice decision of domestic customers in Turkey. In addition to this main research topic, several other questions can also be addressed by using the predefined variables in *Section 3.3*. The questions are based upon the formulation depending on the relationship among the variables through logical reasoning. These questions constitute the first step of reasonable guesses about the research topic and help to analyze the data obtained from sampled hotel customers.

From this point of view, this study, including the main objective, is designed under the aim of addressing the following research questions:

1. What are the general habits of customers related to holidays ?
2. Which attributes of star-hotels and holiday villages are important on the choice decision of domestic customers ?
3. What are the general demographic characteristics of the sampled hotel customers ?
4. Do general habits of customers related to holidays show any differences with respect to demographic characteristics ?
5. Does any correlation exist among the variables of choice criteria of customers related to hotel attributes ?
6. How do the hotel choice criteria of customers differ with respect to demographic characteristics ?
7. How do the hotel choice criteria of customers differ with respect to their holiday habits ?
8. Does any correlation exist between customers' choice related to payment for the holiday and their demographic characteristics ?

On the path to find the answers to these research questions, I continue by discussing the data collection and sampling methods, analyzing the data in *Chapter 4* and at last conclude by summarizing the findings in *Chapter 5*.

3.5. Data Collection Method:

The research questions outlined in the previous section can only be answered by collecting the necessary data and it is now time to decide how to gather this data or, how to apply the questionnaire presented in the *Appendix A*. In selecting the data collection method, the structure of the questionnaire and the sample group has to be considered.

The structure of the questionnaire is easy to understand thus there is no constraint from this point for the method of administration on whether the data can be gathered by mail, telephone or personal interviews. To decide which one to use, the sample group should be taken into account.

Since the concept is related to domestic hotel customers, almost all members of the Turkish population are sample elements for the research. In other words, they can all be respondents whether they are young or old or they travel rarely or frequently. However, in order to increase the accuracy of the research results, the sampling frame should be more precisely determined.

From the interviews done with some star-hotel managers, it was found that people from the age of 15 or over come and stay at their institutions. Children younger than 15 come with their families so this group is out of the sampling frame because their parents' choice criteria take place in the selection of the hotel.

According to the 1990 population census, there are 11 million people under the age of 15 (*Aydin, 1990*).

Another important point that should be taken into account in determining the sampling frame is that the target customer group refers to people who can go and stay at star-hotels and holiday villages during their holidays. This depends on several things but primarily on income.

When these two important quota variables are considered, the target customer population of star-hotels and holiday villages could approximately be set at 15 million people in our country according to the figures given by Ministry of Tourism to the hotels (*Koçoğlu, 1996*).

However, since the sampling frame still includes a large amount of units and elements, this will lead to a significant number in sample size. For this reason, gathering data by mail or telephone would be very expensive for the research. Besides this shortcoming, another problem is you can not be sure about the data given by these two methods especially for the answers given to the questions related to the demographic characteristics of the customers.

In addition, since the target population is domestic hotel customers, this questionnaire can best be applied in these institutions by personal interviews. From this point of view, the administration method of personal interviews was decided for

gathering data to find out the domestic customer choice criteria in selecting star-hotels or holiday villages according to the services provided.

3.6. Sampling Plan:

In this section, the sampling plan that was used for conducting the personal interviews is presented. This plan covers the determination of the target population, sampling frame and the sampling method. By these inputs, sample size is also calculated at the end according to the purpose of the study. The steps used in the sampling plan are explained in the following sections:

3.6.1. Target Population:

The focus of this descriptive research is on star-hotel (three-star, four-star and five-star) and holiday village customers which reflect a very large target population. However, there is a significant limitation since the focus does not cover all hotel customers in general. In this way, the target population decreases significantly through budget and somewhat education constraints as explained in the next section.

Here the target population can be defined on element, unit, extent and time bases as:

Element:	Whole population
Unit:	Star-hotel and holiday village customers those are over 15 years old.
Extent:	In İstanbul & Antalya
Time:	In April 1997

3.6.2. Sampling Frame:

Although the unit of the target population covers the whole population of our country, the element of the research is reduced to star-hotel and holiday village customers. According to the figures stated by Ministry of Tourism, this group could be approximately set as 15 million people depending on budget and some education constraints of the hotel customers which constitutes the sampling frame of the research (from the interview made by *Koçoğlu, 1996*).

The elements of this group can best be sampled in the star-hotels and holiday villages. From this point of view, the administration of personal interviews was carried out at eight of these institutions, two of them are Princess Hotel and The Marmara Hotel in İstanbul and the rest are Robinson Club Pamfilya and Çamyuva Holiday Villages, Sun Rise Hotel, Cesars Hotel, Marco Polo Holiday Village and Hemera Holiday Village in Antalya.

3.6.3. Sampling Method:

The type of sampling method applied is one of the non-probabilistic ones which is quota sample. The quota sample used in this research aims to select the sample elements according to age groups.

The age groups defined in Q24 of the survey are 15-25, 26-40, 41-55 and 56 or older. In order to determine the distribution of these age groups that should be considered in the sample, the percentages of them in the whole country population must be taken as a reference.

According to the 1990 population census, Turkey's population is 56.5 million and with the exclusion of those under 15 years old, this figure drops to 45.5 million (*Aydin, 1990*). The number of people and percentage of each defined age group in this population are given in *Table 3.2*.

AGE GROUP	# OF PEOPLE	PERCENTAGE
15-25	15 million	$(15 / 45.5) \times 100 = 33 \%$
26-40	13.5 million	$(13.5 / 45.5) \times 100 = 30 \%$
41-55	11 million	$(11 / 45.5) \times 100 = 24 \%$
56 or older	6 million	$(6 / 45.5) \times 100 = 13 \%$

Table 3.2. Population Figures for the Defined Age Groups (*Aydin, 1990*)

So the quota of the sample is determined by the percentages of these age groups in the total population of people over 15 years old in Turkey.

3.6.4. Sample Size:

The final step in the sampling plan is the calculation of sample size. Sample size depends on the budget constraints of the research and population parameters.

For this research, 90% confidence and with an error less than ± 5 percentage points for hotel customers is aimed.

Star-hotel and holiday village customers were considered since their choice criteria is the main focus of the study and this group has a population of 15 million as stated by the Ministry of Tourism (from the interview made by *Koçoğlu, 1996*). Finally, the total population size is given as 56.5 million. With these figures calculation of the sample size is as follows (*Churchill, 1995*) :

For 90% confidence interval $\alpha = 1 - 0.90 = 0.10$

and $\alpha/2 = 0.05$ refers to $z = 1.64$ from the table and $\varepsilon = 0.05$ as given.

$\pi = 15 / 56.5 = 0.26$ from the 1990 population census in Turkey.

So with $n = z^2 \pi (1-\pi) / \varepsilon^2$

$$n = (1.64)^2 * 0.26 * (1-0.26) / (0.05)^2 = 206.9$$

Consequently, with a little rounding down the sample size could be taken as 200 and the age groups should have the following number of elements in this sample as given in *Table 3.3*. referring to the optimal population since the quota sample is used.

AGE GROUP	PERCENTAGE	# OF ELEMENTS
15-25	33 %	66
26-40	30 %	60
41-55	24 %	48
56 or older	13 %	26
		n = 200

Table 3.3. Distribution of Age Groups in the Sample

After determining the number of elements in each age group by quota sampling, how to select these specific elements should be determined. If the selection of these elements is determined by one of the probability samples, this allows the assessment of the amount of sampling error likely to occur. However, in order to use systematic, SRS or stratified sampling, a list of customers is needed. Since there was not any, these methods can not be used. On the other hand, some type of area sampling is applied by limiting the extent of the target population of the research in İstanbul and Antalya since most of the star-hotels and holiday villages are in these cities.

In addition to this, for the selection of sample units and elements, mainly the judgment sample is used which is one of the non-probabilistic sampling methods. However, it can not be said that the nonprobability samples are always less representative than probability ones, the only difference is the allowance of assessment of the amount of sampling error likely to occur. In the judgment sample, elements were hand-picked at the eight different star-hotels and holiday villages as stated in *Section 3.6.2*. The reason for choosing the judgment sample is that every customer in the star-hotels and holiday villages are in the sampling frame of the research so each has the chance to be selected. However, there is one constraint in doing judgment sampling which is the number of elements for each age group defined by quota sampling must be preserved while choosing respondents.

With the above methods determined for data collection and sampling procedures, the questionnaire was applied to 200 Turkish hotel customers in eight different star-hotels or holiday villages. The analyses of this data handled from the target sample is presented in *Chapter 4*.

CHAPTER 4. DATA ANALYSIS AND FINDINGS

In this chapter, all the research questions listed in *Section 3.4.* are answered by analyzing the data collected by a survey applied to 200 Turkish hotel customers. Each research question has a wide range by referring to several variables and bringing many hypotheses, so the analysis goes into detail with these questions one by one in the following sections. For the purpose of data analysis, *SPSS Release 5.0.1.* is used.

4.1. Holiday Habits of Customers: (*Research Question #1*)

In this section, general habits of respondents related to holiday behavior is investigated. This section covers an analysis of survey questions from 1 to 5 by the use of frequency statistics. In all of these five questions, different aspects of customer habits related to holiday behavior are examined.

4.1.1. Travel Frequency:

The first question in the questionnaire applied to the respondents asks their travel frequency for at least two-day-holiday. From the collected data, it is seen that most of the respondents stated that they take a holiday once a half year or once a year. The distribution of this data among the five choices of ‘Travel Frequency’ presented in ordinal scale is given in *Table 4.1.*

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Once a month	1	8	4,0	4,0	4,0
Once a quarter year	2	41	20,5	20,5	24,5
Once a half year	3	56	28,0	28,0	52,5
Once a year	4	63	31,5	31,5	84,0
Once in a few years	5	32	16,0	16,0	100,0
	Total	200	100,0	100,0	
Mean	3,350	MEDIAN	3,000	Mode	4,000

Table 4.1. Travel Frequency

Here, nearly 60% of the respondents are in the third and fourth choices of travel frequency. Additionally, the median appeared as 3.00 which is the choice referring to 'once a half year'. Thus, from the overall figures, it can be said that hotel customers generally take a holiday once or twice a year.

4.1.2. Sources of Information Used:

In the second question, respondents were free to check more than one choice of information source used in choosing a hotel or holiday village; so each choice is assigned as a different variable. The number and percentages for each information source used by the respondents are presented in *Table 4.2*.

Information Source	Used		Not Used	
	n	Percentage	n	Percentage
Friends	127	63.5%	73	36.5%
Travel Agencies	75	37.5%	125	62.5%
Newspapers	57	28.5%	143	71.5%
Magazines	22	11.0%	178	89.0%
Other	12	6.0%	188	94.0%

Table 4.2. Information Sources Used

From this table, it is seen that most of the respondents, by 63.5%, prefer to get information from friends about hotels or holiday villages and secondly, from travel agencies. Only a few of them selected 'Other' choice and except for two out of these twelve respondents use TV as a holiday information source, no one else defined their other sources. With these figures, it is apparent that friends play an important role in the hotel selection of people by being the most frequently used information source about hotels and holiday villages.

4.1.3. Preference for a Holiday Location:

Preference of customers for a holiday location is asked in the third question of the questionnaire. Unsurprisingly, it is seen that most people generally prefer to take holidays near the sea. The results of the handled data are presented in *Table 4.3*.

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Near the sea	1	137	68,5	68,8	68,8
Near a lake or a river	2	33	16,5	16,6	85,4
On a high plateau in nature	3	10	5,0	5,0	90,5
On a snowy mountain	4	19	9,5	9,5	100,0
	0	1	,5	Missing	
	Total	200	100,0	100,0	
Mean	1,553	Median	1,000	MODE	1,000

Table 4.3. Location for a Holiday

Here, it is clearly seen that nearly 70% of the hotel customers prefer to spend their holidays near the sea. The second most preferred holiday type is near a lake or a river but with only 16.6%. So it can clearly be announced that most people prefer to spend their holidays near the sea.

4.1.4. Seasonal Preference for a Holiday:

Next, customer habits related to their seasonal preferences for holidays are analyzed. Depending on the result of the previous section, people generally prefer to take holiday in summer where seaside appeared as the most favorite location of holiday. *Table 4.4.* presents the distribution of data about seasonal preferences.

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Summer	1	140	70,0	70,4	70,4
New year's break	2	8	4,0	4,0	74,4
Religious holidays	3	23	11,5	11,6	85,9
Semester break	4	13	6,5	6,5	92,5
Weekends	5	15	7,5	7,5	100,0
	0	1	,5	Missing	
	Total	200	100,0	100,0	
Mean	1,769	Median	3,000	MODE	4,000

Table 4.4. Seasonal Preferences for a Holiday

From this table, it is seen that 70.4% of respondents prefer to take a holiday in the summer. The next preferred season is religious holidays but with a small percentage compared to the dominant choice. Thus, it can be said that people generally prefer to spend their holidays in the summer.

4.1.5. Mode of Travel:

Respondents are asked whether they would like to travel by their own car or join a tour organized by a travel agency for a holiday travel. *Table 4.5.* gives the results of customer preferences about the mode of travel to reach their hotels.

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
By own car	1	133	66,5	68,6	68,6
By the channel of a TA	2	61	30,5	31,4	100,0
	0	6	3,0	Missing	
	Total	200	100,0	100,0	
Mean	1,314	Median	1,000	MODE	1,000

Table 4.5. Mode of Travel

The table shows that 68.6% of the respondents stated that they prefer to travel by their own car; whereas 31.4% indicated a preference for an organized tour. Dominantly, people prefer to go on a holiday by own car.

The analysis of the first five questions searching the general habits of the respondents related to holiday is summarized in *Table 4.6.*

<i>Description</i>	<i>Customer Preference</i>
Travel Frequency	Once or twice a year
Information Source	Friends
Location of Holiday	Near the sea
Season Preferred	Summer
Mode of Travel	By own car

Table 4.6. General Habits of Respondents About a Holiday

4.2. Choice Criteria for a Star-Hotel or Holiday Village: (Research Question #2)

Another major research question addressed in this study is related to the attributes of star-hotels and holiday villages that are important on the choice decision of domestic travelers in Turkey.

This question is analyzed by survey questions from 6 to 23. In questions 6 to 20, importance levels of several hotel attributes are measured as perceived by respondents and in the last three questions, from 21 to 23, effects of economic factors on customer choice are analyzed.

4.2.1. Importance Levels of Star-Hotel or Holiday Village Attributes:

Regarding the first group, since the itemized rating scale is used which is a type of interval scale, measured percentages of each importance level, mean values and standard deviations of these variables are presented in *Table 4.7*.

Attributes	Percentages of Importance Levels				Mean Value	Standard Deviation
	Not (1) Important	Somewhat Important	Fairly Important	Very (4) Important		
Location of hotel in the country	1.5 %	13 %	40 %	45.5 %	3.295	0.749
Decoration of hotel	1.5 %	25.5 %	49 %	24 %	2.955	0.745
Presence of electrical machines in rooms	4.5 %	19.5 %	38.5 %	37.5 %	3.090	0.863
Job experience of personnel	1.5 %	8.5 %	42.5 %	47.5 %	3.360	0.702
Accuracy and promptness of services	2 %	3.6 %	38.1 %	56.3 %	3.487	0.667
Richness of menu and taste	2 %	12 %	35 %	51 %	3.350	0.768
Outdoor swimming pool	9 %	34.5 %	23.5 %	33 %	2.805	1.001
Indoor swimming pool	17.1 %	46.7 %	19.1 %	17.1 %	2.362	0.959
Fitness center	7.5 %	26.5 %	41.5 %	24.5 %	2.830	0.886
Health center	2 %	5.5 %	34.5 %	58 %	3.485	0.694
Shopping center	19.5 %	45 %	24.5 %	11 %	2.270	0.901
Disco	22 %	44.5 %	24.5 %	9 %	2.205	0.887
Casino	63.6 %	25.3 %	6.1 %	5.1 %	1.525	0.823
Animation Programs	9.1 %	21.2 %	46 %	23.7 %	2.843	0.890
Tour Organization	3 %	16 %	40.5 %	40.5 %	3.185	0.809

Table 4.7. Importance Levels of Hotel Attributes

By close examination of this table, the importance levels of several attributes of hotel services can be identified. These attributes are listed in rank order by their importance levels as perceived by customers in *Table 4.8*.

Attributes	Mean Value	Std. Deviation
Accuracy and promptness of services	3.487	0.667
Health center	3.485	0.694
Job experience of personnel	3.360	0.702
Richness of menu and taste	3.350	0.768
Location of hotel in the country	3.295	0.749
Tour Organization	3.185	0.809
Presence of electrical machines in rooms	3.090	0.863
Decoration of hotel	2.955	0.745
Animation Programs	2.843	0.890
Fitness center	2.830	0.886
Outdoor swimming pool	2.805	1.001
Indoor swimming pool	2.362	0.959
Shopping center	2.270	0.901
Disco	2.205	0.887
Casino	1.525	0.823

Table 4.8. Importance Rank of Hotel Attributes

Here it is clear that for Turkish customers, *accuracy and promptness of services* and *presence of a health center* are found to be the most important attributes. These two variables also have smaller standard deviations compared to the others showing that the answers of respondents do not show a dispersed tendency, in other words, most of the respondents share nearly the same decision about the specified hotel attributes by gathering around the mean. On the other hand, *presence of a casino* diverges from the other hotel attributes with its low mean value thus it is found to be not important in a hotel or holiday village by Turkish customers.

4.2.2. Price Perceptions and Payment Preferences:

Customer choice on economic factors is also determined by analyzing the data collected from survey questions 21 to 23.

4.2.2.1. Price versus Quality Preference:

Respondents are asked to indicate whether high quality or reasonable price is more important for their holiday choice. *Table 4.9.* presents the distribution of collected data.

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
High Quality	1	58	29,0	29,3	29,3
Reasonable Price	2	140	70,0	70,7	100,0
	0	2	1,0	Missing	
	Total	200	100,0	100,0	
Mean	1,707	Median	2,000	MODE	2,000

Table 4.9. Preference for Reasonable Price or High Quality

From *Table 4.9.*, it is apparent that more than two thirds of respondents prefer reasonable price more than high quality. Thus it can be stated that reasonable price is much more important than high quality for hotel customers.

4.2.2.2. Method of Payment Preference:

Respondents are asked to indicate their preferred method of payment for a holiday expense. They are offered three options related to payment as shown in *Table 4.10*.

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Payment by cash	1	86	43,0	43,2	43,2
Payment by installments	2	66	33,0	33,2	76,4
Payment by credit card	3	47	23,5	23,6	100,0
	0	1	0,5	Missing	
	Total	200	100,0	100,0	
Mean	1,804	Median	2,000	MODE	1,000

Table 4.10. Payment Method Preferred

In *Table 4.10.*, it is seen that most of the respondents 43.2%, prefer to pay their holiday expenses by cash, 33.2 % by installments, and 23.6% chose to pay by credit card. There are not so much differences among the above percentages but 'cash' payment is appeared as the most preferred one.

4.2.2.3. Extra Services and Price:

Respondents are asked whether they would like to pay for extras such as meals, facilities additionally to the room price or enjoy unlimited free use of these extras by paying a higher room price. The results are shown in *Table 4.11*.

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Extras included in room price	1	103	51,5	52,6	52,6
Extras charged additionally	2	93	46,5	47,4	100,0
	0	2	1,0	Missing	
	Total	200	100,0	100,0	
Mean	1,474	Median	1,000	MODE	1,000

Table 4.11. Payment of Extras

There is not a clear picture because 52.6% of respondents prefer extras to be included in the room price, which means with a higher room price, unlimited free use of all meals and activities, and 47.4% of them prefer extras to be charged additionally, which means with a reasonable room price, additional purchase of meals and activities are added to the invoice. It can be said that extras included in room price is more preferred by hotel customers.

An overall conclusion reached for this research question is that hotel customers give most importance to service quality since two of the first three hotel attributes seen in Table 4.8. are related to this concept which are *accuracy and promptness of services* and *job experience of the personnel*. *Presence of a health center* in the hotel is also found to be an important property by these hotel customers. Additionally, price perceptions and payment preferences show that hotel customers want reasonable price more than high quality, to do the payment by cash and prefer extras to be included in the room price.

4.3. Demographic and Socio-Economic Characteristics of the Sample: (Research Question #3)

General characteristics of the respondents participating in the survey were probed in questions from 24 to 30. By analyzing this data, it will be possible to identify the general demographic and socio-economic characteristics of star-hotel and holiday village customers. *Table 4.12.* presents the results:

CHARACTERISTIC	n (# of Respondents)	PERCENTAGE
<u>AGE</u>		
• 15-25	66	33.0 %
• 26-40	60	30.0 %
• 41-55	48	24.0 %
• 56 or older	26	13.0 %
<u>GENDER</u>		
• Female	62	31.5 %
• Male	135	68.5 %
<u>OCCUPATION</u>		
• Doctor	5	2.5 %
• Teacher	14	7.0 %
• Lawyer	7	3.5 %
• Official	31	15.7 %
• Worker	13	6.5 %
• Engineer	33	16.7 %
• Self-employed	36	18.2 %
• Housewife	11	5.6 %
• Student	15	7.6 %
• Other	33	16.7 %
<u>MARITAL STATUS</u>		
• Not Married	78	39.0 %
• Married	114	57.0 %
• Widowed	8	4.0 %
<u>FAMILY INCOME</u> (in Million TL)		
• 50 or under	19	9.6 %
• 51-100	62	31.5 %
• 101-150	51	25.9 %
• 150 or over	65	33.0 %
<u>EDUCATION</u>		
• Literate	1	0.5 %
• Primary School	3	1.5 %
• Middle School	13	6.5 %
• High School	54	27.0 %
• University	105	52.5 %
• Master / Doctorate	24	12.0 %

Table 4.12. Demographic and Socio-Economic Characteristics of the Sample

Here, the distribution of age groups is same as the one given in *Table 3.3.* since quota sample is applied to select the respondents. The data related to the gender of these respondents show that 68.5 % of the respondents are male whereas only 31.5% of them are female. As for the occupation variable, self-employed people, engineers and 'other' occupation groups are dominant in the sample of hotel customers. In the 'other' group, most of the respondents do not indicate their occupation and the rest few are technicians, secretaries, assistants and retired person.

Another question related to demographic characteristics is about marital status. It is seen that dominantly, 57% of the respondents are married. Among this group, number of years married is also asked and a wide distribution ranging from 1 year to 47 years is found with a mean of around 14.5 years.

When net monthly family income is asked, it is seen that most of the respondents have a net monthly family income of more than 151 million TL. The mean value is appeared as 2.822 that is near to 101-150 Million TL range. This is not a surprising result since taking a holiday in star-hotels and holiday villages costs a significant amount.

The final question about demographic characteristics of the respondents is related to their education background. More than half of the respondents, totally 64.5% are graduates of a university and 12% of these university graduates have a

master or doctorate degree also. So it can be said that most of the hotel customers have a high educational level.

This concludes the analyses related to demographic and socio-economic characteristics of the respondents. Dominant characteristics of the sampled customers can be summarized as: males, self-employed, married with a net monthly family income around 100 Million TL. or over, and have a high educational background.

4.4. Relation of Holiday Habits and Demographic Characteristics: *(Research Question #4)*

Another research question within the scope of this study was: ‘Do general habits of customers related to holidays show any differences with respect to demographic characteristics?’

This question asks for any relationship existing between the holiday habits of customers and their demographic characteristics. Under this aim, several relational hypotheses are developed with the related variables. However, only the relationships revealing significant results after the appropriate testing will be discussed in detail in the following sections.

4.4.1. Relation of Travel Frequency by Demographic Characteristics:

In this section, several relationships of travel frequency with demographic characteristics of respondents are analyzed and the summary of all the statistical outputs is presented in *Table 4.13*.

TRAVEL FREQUENCY			
Demographic Characteristics	Chi-Square	df	p
Age	7.27	9	0.60855
Gender	7.52	4	0.11072
Occupation	39.88	36	0.30143
Marital Status	1.90	3	0.59380
Income	14.94	6	0.02076
Education	30.65	20	0.05999

Table 4.13. Summary of Relationships Between Travel Frequency and Demographic Characteristics

According to the scales of the above variables, cross-tab analysis is appropriate to test the existence of these relationships by the following hypotheses.

4.4.1.1. Relation of Travel Frequency by Age of the Respondents:

H₀: There is no relationship between age and travel frequency of customers.

After recoding travel frequency by combining the first two choices, that are 'once a month' and 'once a quarter year' under the name 'at least once a quarter year', a more reasonable data is achieved with the elimination of the cells having expected frequency less than 5. However, the analysis results given in the row of 'Age' in Table 4.13. (Chi-square=7.27, d.f.=9 and p=0.60855) revealed no significant relation to reject the null hypothesis. Thus, it can be said that travel frequency shows no relationship with the age of the customers.

4.4.1.2. Relation of Travel Frequency by Gender of the Respondents:

H_0 : There is no relationship between gender and travel frequency of customers.

The analysis results (Chi-square=7.52, d.f.=4 and $p=0.11072$) given in the row of 'Gender' in *Table 4.13*. indicated that the above null hypothesis can not be rejected. Thus no relationship is found between gender and travel frequency of customers. However, percentages in cells slightly indicate that females travel more frequently than males.

4.4.1.3. Relation of Travel Frequency by Occupation of the Respondents:

H_0 : There is no relationship between occupation and travel frequency of customers.

The results showed a dispersed behavior in the 50-cell-matrix obtained by cross-tab analysis of these variables. The chi-square value of 39.88 given in the row of 'Occupation' in *Table 4.13*. pinpoints not to reject the null hypothesis. So, certainly, no relationship exists between occupation and travel frequency of customers.

4.4.1.4. Relationship of Travel Frequency by Marital Status of the Respondents:

H_0 : There is no relationship between marital status and travel frequency of customers.

In order to achieve a more reasonable data, 'widowed/divorced' choice of marital status variable is missed and travel frequency variable is recoded by assigning value for the first two choices, that are 'once a month' and 'once a quarter year'. Findings obtained from this analysis yielded the statistical figures given in the row of 'Marital Status' in *Table 4.13*. This chi-square value does not reject the null

hypothesis meaning that there is no relationship between marital status and travel frequency of hotel customers. However, percentages in cells outlined a dominant behavior such that 84.2% of married and 83.3% of unmarried customers take a holiday at least once a year.

4.4.1.5. Relationship of Travel Frequency by Family Income:

H_0 : There is no relationship between customers' *family income* and *travel frequency*.

This null hypothesis is related to two variables one measured in interval scale and one measured in ordinal scale so again cross-tab analysis is applied to test the existence of the relationship. After recoding the necessary columns and rows, the significant results presented in *Table 4.14*. is obtained.

Travel Frequency by Family Income				
Count Row Percent Column Percent Total Percent	100 Million TL or under	101-150 Million TL	151 Million TL or over	Row Total
At least	14	10	24	48
Once a quarter year	29.2% 17.3% 7.1%	20.8% 19.6% 5.1%	50.0% 36.9% 12.2%	24.4%
Once a half year	20	18	17	55
	36.4% 24.7% 10.2%	32.7% 35.3% 9.1%	30.9% 26.2% 8.6%	27.9%
Once a year	29	19	14	62
	46.8% 35.8% 14.7%	30.6% 37.3% 9.6%	22.6% 21.5% 7.1%	31.5%
Once in a few years	18	4	10	32
	56.3% 22.2% 9.1%	12.5% 7.8% 2.0%	31.3% 15.4% 5.1%	16.2%
Column Total	81	51	65	197
	41.1%	25.9%	33.0%	100.0%

Chi-Square	d.f.	p	Cramer's V
14.94	6	0.02076	0.19385

Table 4.14. Travel Frequency by Family Income

Findings obtained from this table can be summarized as follows:

1. With a chi-square value of 14.94 with 6 d.f. at 0.02076 significance level, the null hypothesis is rejected and a significant relation is found between family income and travel frequency of hotel customers.
2. The result shows that Cramer's V value is .19385 which means that these variables are dependent on each other but the association is not very strong.
3. 50% of respondents having a monthly family income of 151 million TL or over stated that they take a holiday at least once in a quarter year. This figure drops around 25% in lower income groups.
4. Among the ones having a family income of '100 million TL or under', their percentages in each travel frequency group increase as travel frequency decreases. That could be seen from the figures showing that, this lower income group constitutes 29.2% of the respondents traveling at least once a quarter year, 36.4% for once a half year, 46.8% once a year and 56.3% once in a few years.

4.4.1.6. Relation of Travel Frequency by Educational Background:

H₀: There is no relationship between educational background and travel frequency of customers.

In the final analysis of travel frequency by demographic characteristics of customers, the results showed a dispersed behavior in the 30-cell-matrix obtained by cross-tab analysis of these variables as for the case by 'Occupation'. The null hypothesis is not rejected by the chi-square value given in the row of 'Education' in *Table 4.13*. Recoding education variable still ended with an insignificant relationship.

Thus, certainly, no relationship exists between educational background and travel frequency of customers.

4.4.2. Relation of Information Source Used by Demographic Characteristics:

Here the existence of any relation between information source used in choosing a hotel or holiday village and demographic characteristics of customers is searched.

In each of these analyses for information source used done by the variables related to demographic characteristics, 'Friends' appeared as the favorite source. This preference appeared as nearly with the same percentages in all groups of age, gender, occupation, marital status, income and educational background of customers. However, all cross-tab analyses gave certainly insignificant statistical results to state the existence of any relationship between information source used and demographic characteristics. Additionally, percentages in the cells showed no coherent tendency except for the relation with educational background of the customers.

For the investigation of the relationship between information source used and educational background of customers, more than two variables should be considered since in survey question #2, respondents were free to check more than one choice for the information source used in choosing star-hotel or holiday village. There were five choices meaning five different variables and one other variable, that is the educational background of the respondent. All five types of information sources are measured in nominal scales thus each information source variable is analyzed by the educational

background separately with the use of Cross-Tab Analysis. The overall numbers related to these analyses are summarized in *Table 4.15*.

INFORMATION SOURCE →	Magazines		Newspapers		Travel Agencies		Friends		Other Sources		Row Total	
EDUCATION ↓	n	%	n	%	n	%	n	%	n	%	n	%
Literate	0	0%	0	0%	1	100%	0	0%	0	0%	1	0%
Primary School	0	0%	1	33%	0	0%	2	67%	0	0%	3	1%
Middle School	0	0%	2	13%	3	20%	9	60%	1	7%	15	5%
High School	5	6%	19	24%	17	22%	34	44%	3	4%	78	27%
University	15	10%	24	15%	40	26%	69	45%	6	4%	154	53%
Master / Doctorate	2	5%	11	26%	14	33%	13	31%	2	5%	42	14%
COLUMN TOTAL	22	8%	57	19%	75	26%	127	43%	12	4%	293*	100%

* Multiple choices are allowed therefore n>200.

Table 4.15. Use of Information Sources Related to Educational Background

It is most likely to predict that as people are more educated, they prefer to take information from a primary source. However, from this table, it is seen that the most preferred information sources used in choosing a star-hotel or a holiday village are friends. Next comes travel agencies, then newspapers and a few of the respondents prefer to take information from magazines, other sources such as the TV, etc. Magazines and 'other' sources share only a small portion of the figures. Newspapers are seen as a source of holiday information by the respondents but most strikingly, there is an obvious shift from 'friends' to 'travel agencies' as the education level rises. As only one literate respondent is present in the sample, this row in *Table 4.15*. can be omitted since its expected frequency is minimum. Then it is apparent that there is a continuous increase in the percentage use of travel agencies and a continuous decrease in the percentage use of friends as an information source for hotels with an increase in educational background. For primary school graduates, the use of travel agencies is 0% and the use of friends is 67%, whereas for master/doctorate graduates, these figures are 33% and 31%, respectively. However, statistical results do not show

a significant relationship between an information source used and educational background of customers.

To reach a more reasonable data, recoding education levels would be suitable. By uniting the first four choices of education as 'low education degree' and the rest two as 'high education degree', the analyses are renewed. The shift from friends to travel agencies is more apparent such that the use of travel agencies is 29.6% in low educational group whereas this figure rises to 41.9% in the high educational group. However, still no significant relation is found between an information source used and educational background of customers.

Consequently, although there is not a clear relationship between information sources used in choosing a hotel or a holiday village and educational background of customers, a tendency towards seeing travel agencies as primary hotel information sources is apparent from the data.

4.4.3. Relation of Locational Preference by Demographic Characteristics:

Whether or not there is a difference in locational preference with respect to demographic characteristics of respondents was analyzed by cross-tab analysis.

In each of the analyses done by locational preference with the variables related to demographic characteristics, seaside is found to be the favorite choice in all groups of age, gender, occupation, marital status, income and educational background of customers. However, all cross-tab analyses, except for education variable, yielded

insignificant statistical results to state the existence of any relationship between locational preference and demographic characteristics which are given in *Table 4.16*.

LOCATIONAL PREFERENCE			
Demographic Characteristics	Chi-Square	df	p
Age	7.37	9	0.59890
Gender	4.67	3	0.19769
Occupation	31.97	27	0.23310
Marital Status	5.18	6	0.52044
Income	13.75	9	0.13166
Education	25.40	15	0.04480

Table 4.16. Summary of Relationships Between Locational Preference and Demographic Characteristics

The relation of locational preference by educational background is significant but the association is not very strong. However, by uniting the first four choices of education as 'low education degree' and the rest two as 'high education degree' like in *Section 4.4.2.*, a more reasonable data is achieved and the reapplied cross-tab analysis resulted the figures in *Table 4.17*.

Educational Background by Locational Preference					
Count Row Percent Column Percent Total Percent	Near the sea	Near a lake or a river	On a high plateau in nature	On a snowy mountain	Row Total
Lower Education degree	38 54.3% 27.7% 19.1%	14 20.0% 42.4% 7.0%	6 8.6% 60.0% 3.0%	12 17.1% 63.2% 6.0%	70 35.2%
Higher Education degree	99 76.7% 72.3% 49.7%	19 14.7% 57.6% 9.5%	4 3.1% 40.0% 2.0%	7 5.4% 36.8% 3.5%	129 64.8%
Column Total	137 68.8%	33 16.6%	10 5.0%	19 9.5%	199 100%
Chi-Square	d.f.	p	Cramer's V		
12.87	3	0.00492	0.25864		

Table 4.17. Educational Background by Locational Preference

Findings obtained from this table can be summarized as follows:

1. With the above chi-square value, the null hypothesis is rejected and a significant relation is found between educational background and locational preference of hotel customers.
2. The result shows that Cramer's V value is .25864 which means that these variables are dependent on each other but the association is not very strong.
3. 'Near the sea' is the favorite choice of both groups related to education variable by 54.3% and 76.7%, respectively.
4. Holidays 'near the sea' and 'near a lake or a river' are preferred more by people having higher education degree with percentages 72.3% and 57.6% respectively, whereas holidays 'on a snowy mountain' and 'on a high plateau in nature' are preferred more by people having lower education degree with percentages 63.2% and 60.0% respectively.

4.4.4. Relation of Seasonal Preference by Demographic Characteristics:

Another research question addressed is whether or not there is a relationship between seasonal preference and demographic characteristics of respondents.

With the use of cross-tab analyses done by seasonal preference with the variables related to demographic characteristics, summer is found to be the favorite choice in all groups of age, gender, occupation, marital status, income and educational background of customers. However, except for occupation and marital status, the analyses yielded insignificant statistical results to state the existence of any

relationship between seasonal preference and demographic characteristics which are given in *Table 4.18*.

SEASONAL PREFERENCE			
Demographic Characteristics	Chi-Square	df	p
Age	16.47	12	0.17076
Gender	4.48	4	0.34466
Occupation	62.40	36	0.00411
Marital Status	10.48	4	0.03301
Income	15.49	12	0.21575
Education	27.22	20	0.12925

Table 4.18. Summary of Relationships Between Seasonal Preference and Demographic Characteristics

When the relation of seasonal preference by occupation is investigated, the cross-tab presents dispersed data in a huge table with 50 cells. However, to make an analysis with this handled data would not be accurate since 42 of 50 cells have an expected frequency less than 5 which corresponds to 84% of the table and there is no possibility of recoding the variables since each choice refers to a separate case. Since these insignificant cells could not be eliminated, then no conclusion can be drawn from the output statistically.

On the other hand, the relation of seasonal preference by marital status is significant but there are insignificant cells mostly related to 'widowed/divorced' choice. Thus, by missing this choice of marital status, a more reasonable data is achieved and the reapplied cross-tab analysis presented the figures in *Table 4.19*.

Marital Status by Seasonal Preference						
Count Row Percent Column Percent Total Percent	Summer	New year's Break	Religious Holidays	Semester Break	Weekends	Row Total
Not married	53 67.9% 38.1% 27.7%	2 2.6% 25.0% 1.0%	7 90% 33.3% 3.7%	8 10.3% 80.0% 4.2%	8 10.3% 61.5% 4.2%	78 40.8%
Married	86 76.1% 61.9% 45.0%	6 5.3% 75.0% 3.1%	14 12.4% 66.7% 7.3%	2 1.8% 20.0% 1.0%	5 4.4% 38.5% 2.6%	113 59.2%
Column Total	139 72.8%	8 4.2%	21 11.0%	10 5.2%	13 6.8%	191 100%

Chi-Square	d.f.	p	Cramer's V
10.48	4	0.03301	0.23330

Table 4.19. Marital Status by Seasonal Preference

Findings obtained from this table can be summarized as follows:

1. With the above chi-square value, the null hypothesis is rejected and a significant relation is found between marital status and seasonal preference of hotel customers.
2. The result shows that Cramer's V value is .23330 which means that these variables are dependent on each other but the association is not very strong.
3. For holiday, 'summer' is the favorite season of both groups related to marital status by 67.9% and 76.1%. However, 'semester break' and 'weekends' are preferred more by unmarried people with percentages 80.0% and 61.5% respectively.

4.4.5. Relation of the Mode of Travel by Demographic Characteristics:

In the final analysis related to research question #4, the relation between the mode of travel and demographic characteristics of customers are investigated. From the applied cross-tabs, the statistical figures in *Table 4.20* is achieved.

THE MODE OF TRAVEL			
Demographic Characteristics	Chi-Square	df	p
Age	3.59	3	0.29333
Gender	0.08	1	0.77984
Occupation	8.46	9	0.48876
Marital Status	5.01	2	0.08179
Income	2.93	3	0.40280
Education	3.42	5	0.63566

Table 4.20. Summary of Relationships Between the Mode of Travel and Demographic Characteristics

The above statistical figures for each relationship are certainly insignificant so the mode of travel preferred by respondents show no dependency to demographic characteristics.

From the overall perspective to the relations between general habits of customers related to holidays and their demographic characteristics, it can be said that there are not so many significant correlations between these two groups of variables.

The dominant behavioral characteristics are seen almost in all groups of age, gender, occupation, marital status, income and education variables. People generally, travel once or twice a year, take information from friends to choose a hotel or holiday village, want to go on a holiday near the sea in summer and by their own car no matter which social or economic group they are in.

However, one of the significant relationships found is that people travel more frequently as their family income level rises. Another relation is found between used

information source and educational background of customers. Though friends are seen as the primary source, there is a shift towards travel agencies among people in high education groups. Locational preference for a holiday also showed a relation with educational background of customers. Holidays 'near the sea' and 'near a lake or a river' are preferred more by people having higher education degree, whereas holidays 'on a snowy mountain' and 'on a high plateau in nature' are preferred more by people having lower education degree. About the seasonal preference, though summer is the favorite season of holiday for all groups, it is found that unmarried people prefer semester break and weekends more than married people. Finally, for research question #2, an insignificant tendency between gender and travel frequency of customers is found such that females slightly travel more frequently than males.

From the other analyses between general habits of customers related to holiday and their demographic characteristics, no other relation is found. Thus it can be said that the demographic characteristics of customers do not affect their holiday habits significantly.

4.5. Findings on Correlations Among the Importance of Hotel Attributes : (Research Question #5)

In order to find out the correlations that exist among the choice criteria of customers related to hotel attributes, a factor analysis is conducted.

The aim is to summarize these variables in several factors so factor analysis is applied to search for any communality among the choice criteria of customers related

to hotel attributes. The output of the Factor Analysis of variables related to hotel attributes is presented in *Appendix C.1*. From this data, it is seen that the statistics are valid with a Kaiser-Meyer-Olkin Measure of 0.81179 which is greater than 0.5. Barlett's Test of Spherity also supports the applicability of this analysis to the data with 100% significance.

The program classified the variables into five factors. Eigenvalues, percent of variances and cumulative percentages for these factors are given in *Table 4.21*.

FACTOR	EIGENVALUE	PCT. OF VAR.	CUM. PER.
1	4.18187	27.9	27.9%
2	1.90200	12.7	40.6%
3	1.10165	7.3	47.9%
4	1.07527	7.2	55.1%
5	1.00178	6.7	61.8%

Table 4.21. Factors Extracted

The calculated cumulative percentage, that is 61.8% which is below 70% of minimum desired value in explaining the variables. It seems that variables cannot be summarized by a factor analysis Nevertheless, to investigate the results of the analysis would be helpful for the research.

From the final statistics part of Factor Analysis, communalities for each variable can be observed (*Appendix C.1*). Here it is seen that factor analysis is not very powerful since only 49% of '*Importance Given to Organization of Animation Programs*' (V24) and 53% of '*Importance Given to Disco*' (V22) can be expressed with these five factors. The variable that is preserved best is '*Importance Given to*

Outdoor Swimming Pool' (V17) with a 72% explanation. In order to pool the variables better, the Varimax Rotation is applied. Using the Rotated Factor Matrix, fifteen variables of hotel attributes can be grouped under five factors according to their loadings given in *Table 4.22*.

VARIABLES	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4	FACTOR 5
Location of hotel in the country	.011	.364	.356	-.418	<u>.478</u>
Decoration of hotel	<u>.630</u>	.123	.205	-.166	.309
Presence of electrical machines in rooms	<u>.676</u>	.234	.203	-.017	.159
Job experience of personnel	.269	<u>.773</u>	.103	.012	.073
Accuracy and promptness of services	-.011	<u>.663</u>	.292	-.138	.178
Richness of menu and taste	.151	<u>.743</u>	-.101	.183	.035
Outdoor swimming pool	.119	.171	<u>.802</u>	.187	.021
Indoor swimming pool	.275	-.055	<u>.737</u>	.214	.042
Fitness center	.479	.169	<u>.483</u>	.179	-.128
Health center	<u>.663</u>	.329	.123	.081	-.246
Shopping center	<u>.613</u>	-.177	.034	.430	.120
Disco	.144	.147	.376	<u>.571</u>	-.158
Casino	-.110	-.069	.144	<u>.728</u>	.129
Animation Programs	.259	.285	.242	<u>.521</u>	.132
Tour Organization	.143	.145	-.077	.208	<u>.817</u>

Table 4.22. Rotated Factor Matrix by Variables of Hotel Attributes

Checking the underlined values in the table, it can be seen that most of the loadings are low to be able to use these five factors as a summary of fifteen variables. If it were not the case, each of these variables would be named according to the variables combined as shown in *Table 4.23*.

FACTOR	VARIABLES	FACTOR NAME
Factor 1	Decoration of hotel	Importance Given to Convenience
	Presence of electrical machines in rooms	
	Health Center	
	Shopping Center	
Factor 2	Job experience of personnel	Importance Given to Service Quality
	Accuracy and promptness of services	
	Richness of menu and taste	
Factor 3	Outdoor swimming pool	Importance Given to Physical Activities
	Indoor swimming pool	
	Fitness center	
Factor 4	Disco	Importance Given to Amusement
	Casino	
	Animation programs	
Factor 5	Location of hotel in the country	Importance Given to Natural Environment
	Tour organization	

Table 4.23. Factor Descriptions

Unfortunately, looking at the factor transformation matrix, it can be understood that the factors of this analysis are not satisfactory. A perfect matrix would have 1 at the diagonal and 0 at all the other elements showing that there is no correlation between factors. In our matrix, factors have up to 71% correlation with each other showing that each is dependent significantly on the other. Looking at the diagonal shows a worse picture that they are not even perfectly correlated with themselves (*Aaker et al., 1995*).

From these findings, it is seen that though some logical links among the importance levels of hotel attributes as perceived by customers are handled by factor analysis, it would not be accurate to summarize these variables with defined factors since their cumulative explained variance percentage is only 61.8% which is lower

than the minimum desired value in explaining the variables. Therefore, in the following sections, results on univariate analyses of these attributes will be reported.

4.6. Relation of Hotel Choice Criteria to Demographics of Customers: (Research Question #6)

In order to investigate whether hotel choice criteria differ among customers with respect to demographic characteristics, many analyses are done. Here, several correlational hypotheses are developed by expecting that preferences of a person about hotel attributes could be related to his/her demographic characteristics. These statistically correlated hypotheses and the related findings are presented in the following paragraphs.

4.6.1. Correlation of Hotel Choice Criteria and Age of Customers:

The major concern of this analysis is to test:

H₀: There is no correlation between age and importance given to hotel attributes.

Pearson correlation analysis is applied to age with each of fifteen variables related to hotel attributes. The results obtained from the outputs such as $p = \alpha_{cal}$ and r (correlation coefficient) values are presented in *Table 4.24*. α_{cal} is compared by $\alpha_{critical} = 0.05$ according to 95% confidence interval and in the last column of the table, it is indicated whether a correlation exists or not between the variable in the corresponding row and age of the customers.

Correlations with Age of Customers			
Variable Label	p (α_{cal})	r (Cor. Coef.)	Correlation
Location of hotel in the country	.043	-.1432	Exists
Decoration of hotel	.616	-.0357	Does Not Exist
Presence of electrical machines in rooms	.689	-.0285	Does Not Exist
Job experience of personnel	.543	-.0433	Does Not Exist
Accuracy and promptness of services	.060	-.1344	Does Not Exist
Richness of menu and taste	.331	-.0690	Does Not Exist
Outdoor swimming pool	.143	-.1039	Does Not Exist
Indoor swimming pool	.294	-.0780	Does Not Exist
Fitness center	.001	-.2374	Exists
Health center	.730	.0246	Does Not Exist
Shopping center	.989	-.0100	Does Not Exist
Disco	.008	-.1863	Exists
Casino	.732	.0245	Does Not Exist
Animation Programs	.217	-.0881	Does Not Exist
Tour Organization	.717	-.0258	Does Not Exist

Table 4.24. Correlations Between Age and Hotel Attributes

Initially, an interesting finding from the table is that except for two of the variables, every other variable related to hotel attributes shows a negative relation ($r < 0$) with respect to age which means younger people give more importance to these hotel attributes.

From this table, most significantly, it is seen that 'age of customers' is correlated only with three out of fifteen variables where H_0 is not rejected. Strengths of these relations are not high since r-values (correlation coefficient) are much further than ± 1 . These negative correlations indicate that older people pay less attention to the location of hotel in the country, the presence of fitness center and a disco in the hotel when going on a holiday.

4.6.2. Relation of Hotel Choice Criteria with Gender of Customers:

Whether or not customers' choice criteria for hotel attributes differ with respect to their gender is examined by a discriminant analysis which is applied by taking gender as the grouping variable and all fifteen variables related to hotel attributes as independent variables. The summarized output is presented in *Appendix C.2*. From here, it is seen that most of the group means are very close to each other for all independent variables. This undiscriminating behavior could be easily caught from Wilks' Lambda and significance values presented in *Table 4.25*.

Variable Label	$\bar{X}_F$	$\bar{X}_M$	F*	p	Discr. Loadings
Location of hotel in the country	3.30	3.31	0.0078	.9295	-.01869
Decoration of hotel	2.98	2.93	0.1932	.6608	.09274
Presence of electrical machines in rooms	3.33	2.95	8.2199	.0046	.60491
Job experience of personnel	3.42	3.33	0.5900	.4434	.16206
Accuracy and promptness of services	3.54	3.46	0.4890	.4852	.14754
Richness of menu and taste	3.30	3.37	0.3465	.5568	-.12419
Outdoor swimming pool	2.84	2.75	0.3542	.5525	.12557
Indoor swimming pool	2.42	2.29	0.7742	.3801	.18564
Fitness center	2.76	2.86	0.4870	.4861	-.14724
Health center	3.54	3.47	0.3650	.5465	.12746
Shopping center	2.40	2.19	2.2604	.1344	.31721
Disco	2.32	2.16	1.3344	.2495	.24373
Casino	1.69	1.43	3.9450	.0485	.41906
Animation Programs	2.86	2.83	0.0568	.8119	.05028
Tour Organization	3.33	3.12	2.8702	.0919	.35745

* F values are calculated from Wilks' Lambda which indicates the percent of unexplained discrimination.

Table 4.25. Relation of Hotel Choice Criteria with Gender

When the significance values are examined, only importance given to presence of electrical machines in rooms and importance given to casino show strong significance. Females give more importance than males to both of these variables. The

importance given to other variables of hotel attributes do not differ significantly with respect to gender of customers.

When the most powerful independent variables are asked, discriminant loadings must be taken into account. On the presented output in *Appendix C.2.*, it is seen that V13 comes first with .60491, V23 the second with .41906 and V25 follows these figures in the structure matrix. So V13 (Importance given to the presence of electrical machines in rooms) discriminates the gender of customers at most and V23 (Importance given to casino) is the second discriminating variable. For both of these variables, females give significantly more importance than males when they choose a hotel or holiday village.

Overall, discriminant analysis yields insignificant results with a $\chi^2 = 20.363$ with d.f.=15 at $p=.1584$. Furthermore, correct classification percentage indicates a value of 65.05% which is only slightly over the chance value that is 57.06%. Thus univariate results show that except for two of the variables, customers' choice criteria for hotel attributes do not differ significantly with respect to their gender.

4.6.3. Relation of Hotel Choice Criteria with Marital Status of Customers:

Whether or not customers' choice criteria for hotel attributes differ with respect to their marital status is investigated by a discriminant analysis also.

Marital status of customer is taken as the grouping variable and all fifteen variables related to hotel attributes are taken as independent variables. The summarized output presented in *Appendix C.3* is handled after missing the 'widowed/divorced' choice of marital status cause of significance requirements. Most of the group means are very close to each other for all independent variables as can be seen in *Table 4.26*.

Variable Label	$\bar{X}_U$	$\bar{X}_M$	F*	p	Discr. Loadings
Location of hotel in the country	3.34	3.33	0.0120	.9127	.02201
Decoration of hotel	2.89	3.00	0.8802	.3494	-.18816
Presence of electrical machines in rooms	3.14	3.03	0.6868	.4083	.16622
Job experience of personnel	3.34	3.39	0.2581	.6120	-.10189
Accuracy and promptness of services	3.50	3.49	0.0022	.9626	.00941
Richness of menu and taste	3.43	3.34	0.6037	.4382	.15584
Outdoor swimming pool	2.80	2.77	0.0233	.8787	.03064
Indoor swimming pool	2.43	2.29	0.9926	.3204	.19982
Fitness center	2.97	2.77	2.1588	.1435	.29469
Health center	3.47	3.48	0.0143	.9049	-.02400
Shopping center	2.39	2.15	3.1041	.0798	.35336
Disco	2.40	2.01	9.1218	.0029	.60575
Casino	1.55	1.45	0.6239	.4306	.15841
Animation Programs	2.78	2.87	0.3661	.5459	-.12135
Tour Organization	3.27	3.15	1.0272	.3121	.20328

* F values are calculated from Wilks' Lambda which indicates the percent of unexplained discrimination.

Table 4.26. Relation of Hotel Choice Criteria with Marital Status

When the significance values are examined, only importance given to disco shows strong significance. Unmarried people give more importance to presence of a disco than married couples. The importance given to other variables of hotel attributes do not differ significantly with respect to marital status of customers.

When the most powerful independent variables are asked, discriminant loadings must be taken into account. In the structure matrix of the output, it is seen that V22 comes first with .60575 and V21 follows with .35336 by being a little below the desired confidence level with $p=.0798$. Only V22 (Importance given to disco) discriminates the marital status of customers significantly but V21 (Importance given to shopping center) can also be taken as a discriminating variable. From the group means, it can be stated that unmarried people give significantly more importance than married couples to the presence of a disco and a shopping center in hotels or holiday villages.

Finally, discriminant analysis yields insignificant results with a $\chi^2 = 22.355$ with d.f.=15 at $p=.0988$. Furthermore, correct classification percentage indicates a value of 61.62% which is not so higher than the chance value which is 51.59%. Thus, univariate analysis indicates that except for the presence of a disco and then a shopping center, customers' choice criteria for hotel attributes do not differ significantly with respect to their marital status.

4.6.4. Correlation of Hotel Choice Criteria and Income of Customers:

The basic research question addressed here is to find out whether or not a correlation exists between income and customers' choice criteria for hotel attributes.

Pearson correlation analysis is applied to income with each of fifteen variables related to hotel attributes. The results obtained from the outputs, $p=\alpha_{cal}$ and r (correlation coefficient) values are presented in *Table 4.27*. α_{cal} is compared by $\alpha_{critical} = 0.05$ according to 95% confidence interval and in the last column of the table, it is indicated whether a correlation exists or not between the variables.

Correlations with Family Income of Customers			
Variable Label	p (α_{cal})	r (Cor. Coef.)	Correlation
Location of hotel in the country	.147	.1036	Does Not Exist
Decoration of hotel	.025	.1601	Exists
Presence of electrical machines in rooms	.185	.0948	Does Not Exist
Job experience of personnel	.265	.0798	Does Not Exist
Accuracy and promptness of services	.004	.2053	Exists
Richness of menu and taste	.788	-.0193	Does Not Exist
Outdoor swimming pool	.084	.1233	Does Not Exist
Indoor swimming pool	.505	.0479	Does Not Exist
Fitness center	.371	.0641	Does Not Exist
Health center	.706	.0270	Does Not Exist
Shopping center	.320	-.0712	Does Not Exist
Disco	.710	.0267	Does Not Exist
Casino	.011	.1826	Exists
Animation Programs	.395	.0612	Does Not Exist
Tour Organization	.441	-.0552	Does Not Exist

Table 4.27. Correlations Between Family Income and Hotel Attributes

The primary finding from the output is that except for three of the fifteen variables, positive correlation coefficients are found family income of customer which means generally, people having a higher family income give more importance to hotel attributes covered in this study, when choosing a hotel or holiday village.

However, when significance of these correlations are examined, only importance of decoration of hotel, importance of accuracy and promptness of services and importance of casino passed the test, showing statistically significant correlations

by family income of customer with reasonable strengths. This means people in the high family income levels pay more attention to accuracy and promptness of services, decoration and presence of a casino in hotels when going on a holiday.

4.6.5. Relation of Hotel Choice Criteria with Education of Customers:

Another research question covered is related to whether or not customers' choice criteria for hotel attributes differ with respect to their educational background.

Under the focus of relationships between variables defining choice criteria and demographic characteristics of customers, the above question examines the final pair that is analyzed by the use of discriminant analysis, where educational background of customer is taken as the grouping variable and all fifteen variables related to hotel attributes are taken as independent variables. After combining the first four choices under the name low education degree and the rest under the name high education degree, the summarized output presented in *Appendix C.4.* is achieved. From here, it is seen that most of the group means are close to each other for all independent variables. This undiscriminating behavior could be easily caught from significance values presented in *Table 4.28.*

Variable Label	$\bar{X}_L$	$\bar{X}_H$	F*	p	Discr. Loadings
Location of hotel in the country	3.16	3.39	4.3023	.0394	.37199
Decoration of hotel	2.83	3.01	2.5595	.1113	.28692
Presence of electrical machines in rooms	2.93	3.16	2.9672	.0866	.30893
Job experience of personnel	3.24	3.43	3.3291	.0696	.32723
Accuracy and promptness of services	3.28	3.58	8.9898	.0031	.53772
Richness of menu and taste	3.27	3.39	1.1191	.2915	.18972
Outdoor swimming pool	2.57	2.90	4.7641	.0303	.39145
Indoor swimming pool	2.27	2.38	0.6344	.4267	.14285
Fitness center	2.71	2.90	2.0041	.1585	.25389
Health center	3.57	3.44	1.5554	.2139	-.22367
Shopping center	2.34	2.22	0.8264	.3645	-.16303
Disco	2.01	2.29	4.3385	.0386	.37356
Casino	1.37	1.58	2.7938	.0963	.29976
Animation Programs	2.80	2.87	0.2645	.6077	.09223
Tour Organization	3.21	3.18	0.0572	.8112	-.04290

* F values are calculated from Wilks' Lambda which indicates the percent of unexplained discrimination.

Table 4.28. Relation of Hotel Choice Criteria with Education

When the significance values are examined, importance given to location of hotel in the country, importance given to accuracy and promptness of services, importance given to outdoor swimming pool and importance given to disco show strong significance. People with high educational background give more importance to these hotel attributes. Although they are not significant, this tendency is seen in the other variables related to hotel attributes except for shopping center and travel organization.

When the most powerful independent variables are asked, discriminant loadings must be taken into account. On the presented output in *Appendix C.4.*, it is seen that V15 comes first with .53772, V17 is the second with .39145, V22 is the third with .37356 and V25 is the last with .37199 in the structure matrix. So V15 (Importance

given to accuracy and promptness of services) discriminates the education of customers at most and V11 (Importance given to casino) is the final significant discriminating variable.

Consequently, discriminant analysis yields insignificant results with a $\chi^2=27.658$ with d.f.=15 at $p=.0208$. Furthermore, correct classification percentage indicates a value of 68.23% which is not so higher than the chance value that is 54.88%. Although univariate analysis results indicate that people with high educational background give more importance to nearly all of the hotel attributes covered in this study, customers' choice criteria differ significantly with respect to their educational background only for location of hotel in the country, accuracy and promptness of services, outdoor swimming pool and disco.

In summary, the analyses on hotel attributes by demographic characteristics of customers yielded the following results:

- Generally, younger people give more importance to hotel attributes when going on holiday. They especially pay attention to the presence of a disco and a fitness center and the location of hotel in the country.
- Females give more importance to the presence of electrical machines in the rooms such as TV, hair dryer, etc. and the other discriminating variable is the presence of a casino which is also found to be more important by females.

- Unmarried people give significantly more importance than married couples to the presence of a disco and a shopping center in hotels or holiday villages.
- Generally, people from high-income families give more importance to hotel attributes when going on holiday. Specifically, this group pays attention more to decoration of rooms, accuracy and promptness of hotel services and they prefer a casino to be in the hotel.
- People with high educational background give more importance to location of hotel in the country, accuracy and promptness of services, presence of an outdoor swimming pool and a disco. Although they are not significant, this tendency is seen in the other variables related to hotel attributes except for shopping center and travel organization.

4.7. Relation of Holiday Habits and Hotel Choice Criteria of Customers: *(Research Question #7)*

Within the scope of this study another major focus was on how do the hotel choice criteria of customers differ with respect to their holiday habits. This research question aims to find out if holiday habits of customers show any relations with their choice criteria. Several relational hypotheses are developed by focusing on the data gathered for fifteen attributes related to hotel choice criteria according to each one of the variables showing holiday habits of customers. Related findings for this purpose are presented in the following sections.

4.7.1. Correlation of Choice Criteria and Travel Frequency of Customers:

In order to investigate whether a correlation exists between hotel attributes and travel frequency of customers for holiday, pearson correlation analysis is applied. The results obtained from the outputs, such as α_{cal} and r (correlation coefficient) values are given in *Table 4.29*.

Correlations with Travel Frequency of Customers			
Variable Label	p (α_{cal})	r (Cor. Coef.)	Correlation
Location of hotel in the country	.627	-.0346	Does Not Exist
Decoration of hotel	.786	.0194	Does Not Exist
Presence of electrical machines in rooms	.149	-.1024	Does Not Exist
Job experience of personnel	.114	-.1122	Does Not Exist
Accuracy and promptness of services	.836	-.0149	Does Not Exist
Richness of menu and taste	.586	-.0387	Does Not Exist
Outdoor swimming pool	.050	-.1389	Exists
Indoor swimming pool	.002	-.2204	Exists
Fitness center	.312	.0719	Does Not Exist
Health center	.581	-.0392	Does Not Exist
Shopping center	.836	-.0147	Does Not Exist
Disco	.199	.0911	Does Not Exist
Casino	.828	-.0155	Does Not Exist
Animation Programs	.543	-.0435	Does Not Exist
Tour Organization	.933	.0059	Does Not Exist

Table 4.29. Correlations Between Travel Frequency and Hotel Attributes

α_{cal} is compared by $\alpha_{critical} = 0.05$ according to 95% confidence interval and in the last column of the table, it is indicated whether a correlation exists or not between the variables.

From Table 4.29., it is seen that most of the variables have a negative correlation meaning that people those are traveling more frequently for a holiday give more importance to these hotel attributes. However, the significance of these relations

with travel frequency could only be achieved with importance given to outdoor swimming pool and importance given to indoor swimming pool. From the analysis, it can be stated that the more frequent travelers consider the presence of outdoor and indoor swimming pools in the hotel as an important factor in choosing a hotel or holiday village.

4.7.2. Differences in Hotel Choice Criteria by Locational Preference for Holiday:

To see whether customers' choice criteria for hotel attributes differ with respect to their locational preference for holiday, an investigation is done by a discriminant analysis, by which no significant relation is found as can be seen from the results presented in *Table 4.30*. For the group means, '1' refers to 'near the sea', '2' refers to 'near a lake or a river', '3' refers to 'on a high plateau in nature' and '4' refers to 'on a snowy mountain'.

Variable Label	$\bar{X}_1$	$\bar{X}_2$	$\bar{X}_3$	$\bar{X}_4$	F*	p	Discr. Loadings
Location of hotel in the country	3.35	3.26	3.33	3.17	0.37	.7713	.20445
Decoration of hotel	3.00	2.83	3.00	2.78	1.63	.5181	.26495
Presence of electrical machines in rooms	3.15	2.77	3.11	3.16	2.97	.1825	-.47593
Job experience of personnel	3.40	3.30	3.44	3.22	0.47	.7007	.21043
Accuracy and promptness of services	3.54	3.47	3.33	3.17	1.85	.1402	.45340
Richness of menu and taste	3.41	3.20	3.56	3.06	1.80	.1488	.41573
Outdoor swimming pool	2.81	2.77	2.33	2.89	0.71	.5462	-.49560
Indoor swimming pool	2.32	2.43	2.33	2.44	0.18	.9094	-.12373
Fitness center	2.77	2.97	2.78	3.16	1.28	.2813	-.37178
Health center	3.53	3.27	3.44	3.56	1.28	.2814	-.43061
Shopping center	2.20	2.47	2.56	2.28	1.02	.3851	.31146
Disco	2.24	2.30	1.89	1.89	1.32	.2701	-.37260
Casino	1.53	1.67	1.33	1.28	0.99	.3998	.27285
Animation Programs	2.87	2.77	2.67	2.94	0.29	.8309	-.19742
Tour Organization	3.21	3.07	3.33	3.22	0.35	.7891	.24121

* F values are calculated from Wilks' Lambda which indicates the percent of unexplained discrimination.

Table 4.30. Relation of Hotel Choice Criteria with Locational Preference

When the most powerful independent variables are asked, discriminant loadings given in the last column of *Table 4.30*. must be taken into account. Although ‘importance given to outdoor swimming pool’ has the highest loading by .49560, it is seen that customers’ locational preferences for holiday do not discriminate their choice criteria for hotel attributes, powerfully. Discriminant analysis also yields insignificant results with three functions, where the first function have the values of $\chi^2 = 48.367$ with d.f.=45 at $p=.3386$ at best. Furthermore, correct classification percentage indicates a low value of 45.83% which is even worse than by chance value that is 52.98%.

Thus, it can be stated that customers’ choice criteria do not differ with respect to their locational preference for holiday. No matter what the locational setting is, customers assign nearly the same importance levels for hotel attributes.

4.7.3. Differences in Hotel Choice Criteria by Seasonal Preference for Holiday:

To see whether customers’ choice criteria for hotel attributes differ with respect to their seasonal preference for holiday, another discriminant analysis is conducted. The output is carried by taking seasonal preference for holiday as the grouping variable and all fifteen variables related to hotel attributes as independent variables and the results are presented in *Table 4.31*. For the group means, ‘1’ refers to ‘Summer’, ‘2’ refers to ‘New Year’s Break’, ‘3’ refers to ‘Religious Holidays’, ‘4’ refers to ‘semester break’ and ‘5’ refers to ‘Weekends’.

Variable Label	$\bar{X}_1$	$\bar{X}_2$	$\bar{X}_3$	$\bar{X}_4$	$\bar{X}_5$	F*	p	Discr. Loadings
Location of hotel in the country	3.40	3.00	3.36	2.91	2.86	3.14	.02	-.49022
Decoration of hotel	2.96	2.71	2.95	3.00	2.93	0.19	.95	.17970
Presence of electrical machines in rooms	3.07	2.86	3.09	3.27	3.29	0.44	.78	.16734
Job experience of personnel	3.35	3.29	3.45	3.18	3.64	0.85	.50	-.42039
Accuracy and promptness of services	3.48	3.00	3.59	3.27	3.71	1.76	.14	.42508
Richness of menu and taste	3.33	3.29	3.36	3.36	3.64	0.53	.71	-.21959
Outdoor swimming pool	2.77	2.71	2.95	3.09	2.64	0.49	.74	.53491
Indoor swimming pool	2.25	2.00	2.68	2.82	2.64	2.31	.06	.61623
Fitness center	2.86	2.71	2.82	2.82	2.71	0.12	.97	-.09115
Health center	3.53	2.71	3.36	3.64	3.64	2.85	.03	.72951
Shopping center	2.22	2.00	2.14	2.82	2.64	1.98	.10	.38614
Disco	2.21	2.00	2.05	2.45	2.21	0.48	.75	.29057
Casino	1.47	1.71	1.41	1.82	1.86	1.28	.28	.31448
Animation Programs	2.84	3.00	2.55	3.18	3.07	1.28	.28	.54162
Tour Organization	3.25	3.14	3.05	3.09	2.93	0.75	.56	-.25539

* F values are calculated from Wilks' Lambda which indicates the percent of unexplained discrimination.

Table 4.31. Relation of Hotel Choice Criteria with Seasonal Preference

When the most powerful independent variables are asked, discriminant loadings given in the last column of *Table 4.31.* must be taken into account. Although 'importance given to presence of health center' has the highest loading by .72951, this figure drops to .09115 for 'importance given to presence of fitness center'. From these large deviations, it is seen that customers' seasonal preferences for holiday do not discriminate their choice criteria for hotel attributes, powerfully.

From the significance values, this undiscriminating behavior can be better understood, such that, only importance given to location of hotel in the country and importance given to health center show little significance but from the Chi-Square test, none of the canonical discriminant functions are found to be significant. At best, the first function with the values of $\chi^2 = 73.332$ for d.f.=60 at p=.1157 lead up to

insignificant results. Thus it may be stated that hotel choice criteria of customers does not differ with respect to their seasonal preference for holiday. Furthermore, correct classification percentage indicates a low value of 45.55% which is even worse than by chance value that is 53.22% as for the case of locational preference.

From the overall perspective to the analyses done in order to answer research question #7, it is seen that generally the hotel choice criteria of customers does not show any significant correlation with their holiday habits. So these two groups of variables are almost independent from each other. One exceptional relation is found between travel frequency of customers and their hotel choice criteria. It is found that people who travel more frequently for a holiday, give more importance to hotel attributes. At most, they pay attention to the presence of outdoor and indoor swimming pools in the hotel when selecting a hotel for a holiday.

4.8. Relations Between Payment Method Choice and Demographics: *(Research Question #8)*

A final research objective is to find out if any relations exist between customers' choice related to payment method and their demographic characteristics.

Finally, with this research question, it is aimed to find the relation of demographic characteristics with customers' choices related to payment of holiday expenses. All the analyses done for this question are focusing on the relation of the two variables with each other. The relational hypotheses and tests applied procedures are presented in the following sections.

4.8.1. Relation of Quality-Price Choice by Demographic Characteristics:

In this section, several relationships of quality-price choice with demographic characteristics of respondents are investigated by cross-tab analyses and the summary of all the statistical outputs is presented in *Table 4.32*.

QUALITY-PRICE CHOICE			
Demographic Characteristics	Chi-Square	df	p
Age	3.59	3	0.30930
Gender	1.39	1	0.23884
Occupation	17.20	9	0.04574
Marital Status	1.23	1	0.26759
Income	18.00	3	0.00044
Education	3.34	1	0.06780

Table 4.32. Summary of Relationships Between Quality-Price Choice and Demographic Characteristics

Next, the analyses will be further explained in detail if significant relations are found.

4.8.1.1. Relation of Quality-Price Choice by Age of the Respondents:

H₀: There is no relationship between age and quality-price choice of customers.

The analysis results given in the row of 'Age' in *Table 4.32*. (Chi-square=3.59, d.f.=3 and p=0.30930) revealed no significant relation to reject the null hypothesis. Reasonable price is the favorite choice of all age groups, however, from the second cross-tab handled by recoding age groups as '15-40' and '41 or older', again no

significant relation is achieved but it is found that older people prefer reasonable price more than younger ones with the percentages 77.8% and 66.7% respectively.

4.8.1.2. Relation of Quality-Price Choice by Gender of the Respondents:

H_0 : There is no relationship between gender and quality-price choice of customers.

The analysis results (Chi-square=1.39, d.f.=1 and $p=0.23884$) given in the row of 'Gender' in *Table 4.32*. indicated that the above null hypothesis can not be rejected. Thus no relationship is found between gender and quality-price choice of customers. Reasonable price is preferred dominantly by both females and males with percentages 65.6% and 73.9% respectively.

4.8.1.3. Relation of Quality-Price Choice by Occupation of the Respondents:

H_0 : There is no relationship between occupation and quality-price choice of customers.

The results showed a dispersed behavior in the 50-cell-matrix obtained by cross-tab analysis of these variables. The chi-square value of 17.20 given in the row of 'Occupation' in *Table 4.32*. pinpoints the rejection of the null hypothesis. Unfortunately, 40% of the cells have low expected frequencies to be able to test the existence of the relationship and no recoding can be done since each choice of occupation refers to separate cases. However, it is seen that reasonable price is the favorite choice of all occupation groups. Additionally, it is interesting to note that 100% of housewives prefer reasonable price to high quality.

4.8.1.4. Relationship of Quality-Price Choice by Marital Status:

H_0 : There is no relationship between marital status and quality-price choice of customers.

In order to achieve a more reasonable data, 'widowed/divorced' choice of marital status variable is missed and the related cross-tab analysis yielded the statistical figures given in the row of 'Marital Status' in *Table 4.32*. This chi-square value does not reject the null hypothesis meaning that there is no relationship between marital status and quality-price choice of hotel customers. Again, it is seen that reasonable price is the favorite choice of both married and unmarried people with 74.1% and 66.7% respectively.

4.8.1.5. Relationship of Quality-Price Choice by Family Income:

H_0 : There is no relationship between quality-price choice and family income of hotel customers.

This null hypothesis is related to two variables one measured in interval scale and one measured in ordinal scale so again cross-tab analysis is applied to test the existence of the relationship. From the row of 'Income' in *Table 4.32*., the statistical figures yielded a significant relationship. Thus, the result of this analysis is presented in *Table 4.33*.

Quality-Price Choice by Family Income					
Count Row Percent Column Percent Total Percent	50 Million TL or under	51-100 Million TL	101-150 Million TL	151 Million TL or over	Row Total
High quality	2 3.6% 10.5% 1.0%	11 19.6% 17.7% 5.6%	13 23.2% 25.5% 6.7%	30 53.6% 47.6% 15.4%	56 28.7%
Reasonable price	17 12.2% 89.5% 8.7%	51 36.7% 82.3% 26.2%	38 27.3% 74.5% 19.5%	33 23.7% 52.4% 16.9%	139 71.3%
Column Total	19 9.7%	62 31.8%	51 26.2%	63 32.3%	195 100%

Chi-Square	d.f.	p	Cramer's V
18.00	3	0.00044	0.30361

Table 4.33. Quality-Price Choice by Family Income

Findings obtained from this table can be summarized as follows:

1. With a chi-square value of 18.00 with 3 d.f. at 0.00044 significance level, the null hypothesis is rejected and a significant relation is found between family income and quality-price choice of hotel customers.
2. The result shows that Cramer's V value is .30361 which means that there is a strong association between the variables.
3. People having higher family income prefer high quality to reasonable price more than others. In the lowest income group, only 10.5% of respondents prefer high quality to a reasonable price whereas this figure continually rises up to 47.6% in the highest income group.
4. However, though the tendency from reasonable price to high quality increases as the family income rises, most people still prefer a reasonable price more than high quality no matter what their family income is.

4.8.1.6. Relation of Quality-Price Choice by Educational Background:

H₀: There is no relationship between educational background and quality-price choice of customers.

In the final analysis of quality-price choice by demographic characteristics of customers, the education groups are recoded by combining the first four choices under the name low education degree and the last two as high education degree. The cross-tab analysis does not reject the null hypothesis by the chi-square value of 3.34 at 1 d.f. with $p=.06780$ given in the row of 'Education' in *Table 4.32*. Thus, certainly, no relationship exists between educational background and quality-price choice. On the other hand, as for the cases of other variables of demographic characteristics, reasonable price appears to be the favorite choice of all educational groups.

4.8.2. Relation of Payment Choice by Demographic Characteristics:

In this section, several relationships of payment choice (by cash, by installments and by credit card) with demographic characteristics of respondents are investigated by cross-tab analyses and the summary of all the statistical findings is presented in *Table 4.34*.

PAYMENT CHOICE			
Demographic Characteristics	Chi-Square	df	p
Age	4.40	6	0.62238
Gender	1.12	2	0.57166
Occupation	22.82	18	0.19760
Marital Status	7.42	2	0.02446
Income	20.21	6	0.00254
Education	4.34	2	0.11421

Table 4.34. Summary of Relationships Between Payment Choice and Demographic Characteristics

Next, the analyses will be presented in detail if significant relations are found.

4.8.2.1. Relation of Payment Choice by Age of the Respondents:

H_0 : There is no relationship between age and payment choice of customers.

The analysis results given in the row of 'Age' in *Table 4.34*. (Chi-square=4.40, d.f.=6 and $p=0.62238$) revealed no significant relation to reject the null hypothesis. Payment by cash is more preferred by all age groups, however, no significant relationship exists between age and payment choice.

4.8.2.2. Relation of Payment Choice by Gender of the Respondents:

H_0 : There is no relationship between gender and payment choice of customers.

The analysis results (Chi-square=1.12, d.f.=2 and $p=0.57166$) given in the row of 'Gender' in *Table 4.34*. indicated that the above null hypothesis can not be rejected. Thus no relationship is found between gender and payment choice of customers for hotel expenses. However, payment by cash price is preferred dominantly, payment by installments is the second choice and by cash comes as the last in both groups of gender.

4.8.2.3. Relation of Payment Choice by Occupation of the Respondents:

H_0 : There is no relationship between occupation and payment choice of customers.

The results showed a dispersed behavior in the 50-cell-matrix obtained by cross-tab analysis of these variables. The chi-square value of 22.82 given in the row

of 'Occupation' in *Table 4.34.* does not reject the null hypothesis. Additionally, 50% of the cells have low expected frequencies to be able to test the existence of the relationship and no recoding can be done since each choice of occupation refers to separate cases. The dominant payment choice for most of the occupation groups is by cash, next by installments and finally by credit card, in same rank as for the case of gender.

4.8.2.4. Relation of Payment Choice by Marital Status of the Respondents:

H_0 : There is no relationship between marital status and payment choice of customers.

In order to achieve a more reasonable data, 'widowed/divorced' choice of marital status variable is missed and the statistical figures given in the row of 'Marital Status' in *Table 4.34.* rejects the null hypothesis. Thus, the results of this analysis is presented in *Table 4.35.*

Marital Status by Payment Choice				
Count Row Percent Column Percent Total Percent	Payment by cash	Payment by installments	Payment by credit card	Row Total
Not married	35 44.9% 41.7% 18.3%	32 41.0% 50.8% 16.8%	11 14.1% 25.0% 5.8%	78 40.8%
Married	49 43.4% 58.3% 25.7%	31 27.4% 49.2% 16.2%	33 29.2% 75.0% 17.3%	113 59.2%
Column Total	84 44.0%	63 33.0%	44 23.0%	191 100%

Chi-Square	d.f.	p	Cramer's V
7.42	2	0.02446	0.19384

Table 4.35. Payment Choice by Marital Status

Findings obtained from this table can be summarized as follows:

1. With a chi-square value of 7.42 with 2 d.f. at 0.02446 significance level, the null hypothesis is rejected and a significant relation is found between marital status and payment choice of hotel customers.
2. The result shows that Cramer's V value is .19384 which means the variables are dependent on each other but the association is not very strong.
3. Married couples prefer payment by credit card more than unmarried people with the percentages 29.2% and 14.1% respectively.

4.8.2.5. Relationship of Payment Choice by Family Income:

H_0 : There is no relationship between payment choice and family income.

The statistical figures in the row of 'Income' in Table 4.34. yielded a significant relationship. Thus, the output of this analysis is presented in Table 4.36.

Payment Choice by Family Income					
Count Row Percent Column Percent Total Percent	50 Million TL or under	51-100 Million TL	101-150 Million TL	151 Million TL or over	Row Total
Payment by cash	6 7.1% 31.6% 3.1%	34 40.0% 55.7% 17.3%	18 21.2% 35.3% 9.2%	27 31.8% 41.5% 13.8%	85 43.4%
Payment by installments	12 18.8% 63.2% 6.15	18 28.1% 29.5% 9.2%	19 29.7% 37.3% 9.7%	15 23.4% 23.1% 7.7%	64 32.7%
Payment by credit card	1 2.1% 5.3% 0.5%	9 19.1% 14.8% 4.6%	14 29.8% 27.5% 7.1%	23 48.9% 35.4% 11.7%	47 24.0%
Column Total	19 9.7%	61 31.1%	51 26.0%	65 33.2%	196 100.0%
Chi-Square	d.f.	p		Cramer's V	
20.21	6	.00254		0.22619	

Table 4.36. Payment Choice by Family Income

Findings obtained from this table can be summarized as follows:

1. With a chi-square value of 20.21 with 6 d.f. at 0.00254 significance level, the null hypothesis is rejected and a significant relation is found between family income and payment choice of hotel customers.
2. The result shows that Cramer's V value is .22619 which means that there is a reasonable association between the variables.
3. The percentages of those preferring payment by credit card increase, as their family income rise. In the lowest income group, 5.3% preferred payment by credit card and this continually rise with the percentages 14.8%, 27.5% and 35.4% respectively, up to the highest income group. Thus there is a tendency towards payment by credit card as family income level rises.

4.8.2.6. Relation of Payment Choice by Educational Background:

H₀: There is no relationship between educational background and payment choice of customers.

In the final analysis of payment method choice by demographic characteristics of customers, the education groups are again recoded by combining the first four choices under the name low education degree and the last two as high education degree to obtain significant results. The cross-tab analysis still does not reject the null hypothesis by the chi-square value of 4.34 at 2 d.f. with $p=.11421$ given in the row of 'Education' in *Table 4.34*. Thus, certainly, no relationship exists between educational background and payment method choice. On the other hand, as in most of the

analyses on payment choice done with other variables of demographic characteristics, most people prefer to pay their hotel expenses by cash and then by installments and the least preferred choice is by credit card in both education groups. However, there is a tendency towards payment by credit card as the education level rises which can be seen from the change in the figures from 15.5% to 28.1%.

4.8.3. Relation of Choice on Payment of Extras by Demographic Characteristics:

In this final section related to research question #8, several relationships of choice on payment of extras with demographic characteristics of respondents are investigated by cross-tab analyses and the summary of all the statistical findings is presented in *Table 4.37*.

CHOICE ON PAYMENT OF EXTRAS			
Demographic Characteristics	Chi-Square	df	p
Age	3.97	3	0.26522
Gender	0.16	1	0.68756
Occupation	10.73	9	0.29522
Marital Status	5.29	1	0.02145
Income	0.80	3	0.84972
Education	0.95	1	0.32893

Table 4.37. Summary of Relationships Between Choice on Payment of Extras and Demographic Characteristics

Next, the analyses will be presented in detail if significant relations are found.

4.8.3.1. Relation of Choice on Payment of Extras by Age of the Respondents:

H_0 : There is no relationship between age and choice of customers on payment of extras.

The analysis results given in the row of 'Age' in *Table 4.37*. (Chi-square=3.97, d.f.=3 and $p=0.26522$) revealed no significant relation to reject the null hypothesis and no tendency could be found from the cell percentages. Thus, there is no relationship between age and choice of customers on payment of extras.

4.8.3.2. Relation of Choice on Payment of Extras by Gender of the Respondents:

H_0 : There is no relationship between gender and choice of customers on payment of extras.

The analysis results (Chi-square=0.16, d.f.=1 and $p=0.68756$) given in the row of 'Gender' in *Table 4.37*. indicated that the above null hypothesis can not be rejected. Thus no relationship is found between gender and choice of customers on payment of extras. However, a slight tendency towards extras included in room price is found for both females and males with percentages 55.0% and 51.9% respectively, which reflects that both gender groups want to enjoy unlimited free use of hotel facilities.

4.8.3.3. Relation of Choice on Payment of Extras by Occupation:

H_0 : There is no relationship between occupation and choice of customers on payment of extras.

The results showed a dispersed behavior in the 50-cell-matrix obtained by cross-tab analysis of these variables. The chi-square value of 10.73 given in the row of 'Occupation' in *Table 4.37*. does not reject the null hypothesis. Additionally, 25%

of the cells have low expected frequencies to be able to test the existence of the relationship and no recoding can be done since each choice of occupation refers to separate cases. Also no apparent tendency could be found from the cell percentages. Thus, there is no relationship between occupation and choice of customers on payment of extras.

4.8.3.4. Relation of Choice on Payment of Extras by Marital Status:

H_0 : There is no relationship between marital status and choice of customers on payment of extras.

In order to achieve a more reasonable data, 'widowed/divorced' choice of marital status variable is missed again and the statistical figures given in the row of 'Marital Status' in *Table 4.37*. rejects the null hypothesis. Thus, the results of this analysis is presented in *Table 4.38*.

Choice on Payment of Extras by Marital Status			
Count Row Percent Column Percent Total Percent	Not married	Married	Row Total
Extras included in room price	48 49.0% 61.5% 25.3%	50 51.0% 44.6% 26.3%	98 51.6%
Extras charged additionally	30 32.6% 38.5% 15.8%	6 67.4% 55.4% 32.6%	92 48.4%
Column Total	78 41.1%	112 58.9%	190 100.0%

Chi-Square	d.f.	p	Phi
5.29	1	0.02145	0.16631

Table 4.38. Choice on Payment of Extras by Marital Status

Findings obtained from this table can be summarized as follows:

1. With a chi-square value of 5.29 with 1 d.f. at 0.02145 significance level, the null hypothesis is rejected and a significant relation is found between marital status and choice of customers on payment of extras.
2. The result shows that Phi value is .16631 which means the variables are dependent on each other but the association is not very strong.
3. Unmarried people prefer extras to be included in room price by 61.5%, whereas married people want to pay additionally for extras by 67.4%.

4.8.3.5. Relation of Choice on Payment of Extras by Family Income:

H_0 : There is no relationship between family income and choice of customers on payment of extras.

From the row of 'Income' in *Table 4.37.*, the statistical figures yielded an insignificant relationship. The cross-tab analysis does not reject the null hypothesis by the chi-square value of 0.80 at 3 d.f. with $p=.84927$ given in the row of 'Education' in *Table 4.37*. Also no tendency could be achieved from the cell percentages. Thus, certainly, no relationship exists between family income and choice of customers on payment of extras.

4.8.3.6. Relation of Choice on Payment of Extras by Educational Background:

H_0 : There is no relationship between educational background and choice of customers on payment of extras.

In the final analysis related to choice of customers on payment of extras by demographic characteristics of customers, the education groups are recoded by combining the first four choices under the name low education degree and the last two as high education degree. However, the cross-tab analysis still does not reject the null hypothesis by the chi-square value of 0.95 at 1 d.f. with $p=.32893$ given in the row of 'Education' in *Table 4.37*. Thus, no relationship exists between educational background and choice of customers on payment of extras. On the other hand, from the cell percentages, it is seen that most of the people with low education degree preferred extras to be charged additionally whereas, the dominant choice among ones with high education degree appeared as extras to be included in room price in order to enjoy the unlimited use of hotel facilities.

This concludes the analyses done in order to answer research question #8, which aimed at finding the relationship of demographic and socio-economic characteristics with customers' choices related to payment of holiday expenses. In summary, most of the analyses concluded that there is no correlation between variables related to payment preferences and demographic characteristics. However, the rest few indicated significant relationships among the variables which are helpful to identify the changes in payment method choice of hotel customers with respect to their demographic characteristics.

For example, customers' choice criteria related to payment of hotel expenditures among the preferences by cash, by installments and by credit card showed significant relations with marital status and family income of customers. Married couples prefer payment by credit card more than single people. The percentages of those preferring payment by credit card increase, as their family income rise. Additionally, a tendency towards payment by credit card is found as the education level rises.

For the quality-price choice, reasonable price is observed as the favorite choice for all groups of every variable related to demographic characteristics. However, a significant relation is found with family income such that high quality comes before reasonable price for people having a higher family income.

About the payment of extras, it is seen that single people want extras to be included in the room price. On the other hand, most of the married customers prefer extras to be charged additionally over a reasonable room price according to their purchase of meals and activities during their holiday. A tendency is also caught with the increase of customers' educational background such that more people prefer extras to be included in room price, that is to say, by paying a higher room price, they prefer to enjoy the unlimited free use of all hotel facilities provided.

In summary, all research questions covered in *Section 3.4.* are answered by the statement of relevant hypotheses and related testing procedures. As presented above,

customers holiday habits and their choice criteria related to hotel attributes are analyzed with respect to their demographic and socio-economic characteristics. The relations of all research variables are tested with either univariate and multivariate tests.

These outcomes are scrutinized, the reached conclusions are discussed and the implications of the research for managers and for future researchers are presented in the final chapter, *Chapter 5*.

CHAPTER 5. CONCLUSIONS AND IMPLICATIONS

By being one of the growing income sources of Turkey, tourism has a significant impact on its economy. In order to continually increase its share, the dynamics of this sector should be investigated and must be kept under control both by the government and by institutions such as travel agencies and hotels.

This sector is very sensitive to all events in the country since its foreign demand is strictly dependent on social and political events. For example, the Gulf Crisis in 1990 shook all the institutions in the tourism sector and several of them closed because of economic problems. From this perspective, it can easily be defined that foreign tourist demand has a serious dependence on terrorism, wars and other crises in a country.

In order to be less sensitive to these shocks, tourism institutions should focus on the domestic demand as well as foreign demand such as some star-hotels and holiday villages do. If target demand covers a wide range of customers, then they would be less affected by political events by channeling through the right customer group at the right time.

Under this point of view, this research aimed to find out effective ways to attract domestic customers to star-hotels and holiday villages. The reached conclusions are presented in *Section 5.1.* and the final sections proceed with some implications for managers and for future researchers.

5.1. Summary and Conclusions:

The primary objective was to answer what domestic customers pay attention to when they choose a holiday or in other words, which attributes of star-hotels or holiday villages specifically play a role on the purchase decision making process of domestic demand. Besides this, the dependence of hotel choice criteria on holiday habits and demographic and socio-economic characteristics of Turkish customers is also analyzed.

According to the general habits of hotel customers, it is found that they generally travel once a half year for a holiday. The most preferred holiday location and season are 'near the sea' and 'in summer' respectively. Customers see friends and then travel agencies as the primary sources of information about hotels and holiday villages. Their favorite mode of travel is by their own car rather than by the channel of travel agencies.

From these findings, it is more clearly underlined that although people sometimes go on holiday near a lake or in the mountains, they dominantly prefer the seaside in summer. Another striking finding is that word-of-mouth communication has a significant impact on the distribution of hotel customers since people primarily get information from friends as observed in the results of the study done by *Woodside and Moore* (1987) presented in *Chapter 2*. So it can be clearly stated that for most people, friends act as the opinion leaders about holiday.

From the sampled group, demographic and socio-economic characteristics of the target demand showed that hotel customers are males by 70%, married pairs by 60% and most of them have education levels equal or higher than a university degree. The dominant occupation groups are engineers and self-employed people. Net monthly family income of hotel customers is around 101-150 million TL which is above the average for our country. However, this result is not surprising since having a vacation in a star-hotel or holiday village costs a significant amount which could not be afforded easily by everyone.

The analyses related to payment preferences for hotel expending yielded that most of the customers, by 70%, prefer reasonable price before high quality no matter what their family income is, that is contrary what *Akan* (1995) has found in the study presented in *Chapter 2*. She stated a clear preference of quality against price on the customers' side. This difference might come from the applied sampling methods such that she conducted surveys at the airport whereas the data of this study is collected in hotels and holiday villages. People who are used to travel by plane are more likely to be from higher income groups than hotel customers which might cause the difference. Supporting this statement, as the family income level rises, an increasing tendency towards high quality is also caught from the data of this research.

About payment preferences, whether by cash, by installments or by credit card, a slight dominance towards payment by cash is observed but people having a higher family income prefer to pay by credit card more than other people. Additionally, it is seen that married couples prefer payment by credit card more than single people. The

final outcome related to economic factors is about the payment of extras such that single people would like extras to be included in the room price and want to enjoy unlimited use of activities and other services. On the other hand, married people would like extras to be charged additionally according to their use of hotel resources.

When the analyses related to the main purpose of this study are examined which are related to the hotel choice criteria of Turkish customers, the importance levels of fifteen hotel attributes are measured according to the data collected from 200 surveys. Hotel customers pay attention to 'accuracy and promptness of services' at most. The next important attributes are 'presence of health center', 'job experience of the personnel', 'richness of menu and taste of meals' and 'location of hotel in nature' respectively (*Table 4.8.*).

By factor analysis, some correlations are also observed among the variables related to hotel attributes as perceived by the customers such that importance of the presence of an outdoor swimming pool, indoor swimming pool and fitness center can be combined under the name 'importance given to physical activities' or importance of disco, casino and animation programs can be combined under the name 'importance given to amusement'. Although they are not strong, these tendencies show that the hotel customers want to enjoy all attributes that they deal with, whether they are interested in physical activities or amusement. It is also important to note that younger people give more importance to hotel attributes and they especially pay attention to the presence of a disco and a fitness center and the location of hotel in the

country. Additionally, people having higher family incomes give more importance to details such as decoration of rooms and presence of casino.

For the relations between hotel choice criteria and holiday habits, one exceptional relation is found between travel frequency of customers and their hotel choice criteria. People who travel more frequently for a holiday, give more importance to hotel attributes. At most, they pay attention to the presence of outdoor and indoor swimming pools in the hotel when selecting a hotel for a holiday.

Consequently, this study mainly focused on the hotel choice criteria of domestic customer demand and from this point of view, the above conclusions have been identified by collecting data from 200 active hotel customers with personal interviews. Besides the determination of the choice criteria, general holiday habits and their relations with demographic characteristics of customers is also analyzed.

Now, examining these conclusions would help managers to realize which attributes of star-hotels or holiday villages specifically play a role on the purchase decision making process of domestic demand and how hotel choice criteria differ with respect to their holiday habits and demographic and socio-economic characteristics.

5.2. Managerial Implications:

The general evaluation of this study provides some important highlights for the managers in hotel industry. Based on the conclusions of the research, the managers would be able to use the existing resources properly to apply right marketing and service policies for their institutions in order to reach a significant share in the market.

With these findings, it is aimed to help managers of hotels, those focusing on domestic demand as well as foreign demand, in the determination of marketing activities. By knowing the characteristics of the target market and the requirements of the institutions, more correct and more efficient strategic policies could be implemented.

From the analyses of holiday habits, it is seen that word-of-mouth communication has a significant impact on the choice decision of hotel customers since people primarily take information from friends so managers must satisfy the necessary conditions to make every customer pleased while staying in their hotels since each becomes an information source for them. Besides this, the effect of travel agencies is also important for advertisement since people shift from friends to travel agencies to use as an information source when their education level rise. Thus, customer satisfaction and wide marketing channels by travel agencies must be the basic tools of hotel managers to reach more customers.

It is also clearly underlined that although people sometimes go on holiday near a lake or in the mountains, they dominantly prefer the seaside in summer. So it would be more meaningful to built new hotels or holiday villages in a bay or near a shore in order to give service to a wider range of customers.

The dominant characteristics of the demographic distribution refer to males, married pairs and people having high educational background with equal or higher than a university degree. On the implementation side of the findings related to demographic distribution, hotel managers should coordinate promotional activities to the direct target such as offering special discounts to married couples or giving member cards to those who have been guests in their hotels for the second time.

About the findings related to price, a clear preference of reasonable price against quality is found on customers' side. However, a tendency towards high quality increases as the family income level rises. Thus managers should offer primarily reasonable price and then high quality to reach more customer groups.

For the payment preferences, though payment by cash is the most preferred one, none of the three choices (by cash, by installments and by credit card) showed a clear dominance. So hotels should provide several payment alternatives to their customers in order to leave them free among the available choices. For the payment of extra services, it is found that single people would like extras to be included in the room price and want to enjoy unlimited use of activities and other services whereas married people would like extras to be charged additionally according to their use of hotel

resources. So offering these two payment preferences related to extras would be attracting all people. However, if this could not be manageable by the hotel organization, then by knowing that most of the hotel customers are married, it would be more efficient to charge extras additionally according to this majority choice.

The main focus of the study which was to determine the most important hotel attributes for domestic customers showed that they pay attention to 'accuracy and promptness of services' at most. The next important attributes are 'presence of health center', 'job experience of the personnel' and 'richness of menu and taste of meals' as presented in the previous section. These are the requirements of customers that managers should certainly provide in their hotels or holiday villages. Especially, it is apparent that two of the above attributes, 'accuracy and promptness of services' and 'job experience of the personnel' are dependent on the quality and training levels of the employees. Thus the hotel management should carry their organization into the 21st century with qualified personnel from the top level to downwards in order to have a significant share in the tourism market. Additionally, the findings state that they must establish a health center in their hotels to provide first aid during accidents such as insect bite and treatment of sudden illnesses like the one seen as a result of sunstroke.

About the hotel attributes, it is seen that people having higher family incomes give more importance to details such as decoration of rooms and presence of casino. By knowing that these people travel more frequently than other income groups for

holiday, hotel managers should seriously focus on these details in order to provide service to this important customer group.

Hopefully, hotel managers will consider the findings of this research and use these tools as a light on their way to plan strategic policies to attract Turkish customers as well as foreign demand to star-hotels and holiday villages in order to be less affected from international economic or politic crises and also to reach a higher share in the tourism market.

5.3. Implications for Future Research:

The focus of this research covered a wide topic related to dynamics of tourism industry which should be analyzed from different aspects on a long time basis. However, there were also some limitations in this research which might be overcome in further studies.

Because of the deadline of the study, there was a time limitation and for this reason, data was collected in only one month, that is the beginning of the holiday season, April 1997. However, this sampling might bring an exclusion of customers who prefer to go on a holiday in other seasons such as winter and autumn.

Another limitation came from the extent of the sampling plan since personal interviews were applied to 200 customers in eight different hotels or holiday villages, six of them are in Antalya, all near the seaside and the rest two are in İstanbul. It

would be better to choose different types of hotels randomly, giving service for winter tourism, for summer tourism and from different regions of Turkey.

Both of these time and place limitations might have brought significant deviations to some of the findings of the study. The removal of these limitations in further studies would increase the confidence level and decrease the error probability that allows more accurate findings about the sector. Especially, it is found that most people prefer seaside holiday in summer. If a wider extent is analyzed on a longer time basis, some differences could be seen in these conclusions, but if this is not the case, then the reasons underlying the tendency towards seaside and summer holiday among Turkish customers should be examined by sociologists.

Another finding of this study is that, though summer is the favorite choice of all demographic groups, unmarried customers prefer to go on a holiday in semester break and at weekends more than married couples and the reason of this significant relationship could also be analyzed by future researchers.

It is also interesting to note that reasonable price has priority over high quality no matter what the family income is. People from higher income groups still assign the priority to reasonable price for their hotel selection. So the analysis of this tendency, whether it comes from money loss or ego loss, might again be done by sociologists.

Unfortunately, because of the dispersed behavior of the data related to occupation and family life cycle of the respondents, no significant relation is found

related to these variables in this research. So, future researchers must better define these variables operationally in order to reach a conclusion. Additionally, they must include 'the number of children that the respondent has' as a variable to their researches which was missing in this study.

One final limitation of the study is related to the quota sampling applied for the selection of respondents with respect to the age distribution in 1990 population census, since no sectoral information is found about the ages of hotel customers. However, the age distribution of star-hotel and holiday village customers would most likely be different from the whole population. Thus, if such an information could be obtained from hotel industry, it is recommended to select the respondents according to this quota in future research.

Consequently, though there are some limitations in this research, significant relations are found about the hotel choice criteria of domestic customers which could be taken into account seriously. For example, choosing respondents directly from the customers staying in star-hotels or holiday villages is one of the most important characteristic of this research that should be considered further. There are also specific properties of this research such that no studies directly focused on star-hotels and holiday villages that is, those generally providing accommodation to high-class customers. Secondly, the previous researches generally cover attributes such as the appearance of the hotel, the experience of the personnel and the accuracy of services whereas this study additionally focused on the importance of several extra facilities (e.g. fitness center, health center, disco, etc.) on the hotel selection of Turkish customers.

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PERSONAL INTERVIEWS:

- Akan, Perran, 'Instructor of Tourism Administration Department', Boğaziçi University.
- Koçoğlu, Hakan, 'Assistant General Manager', Hemera Holiday Village.
- Uslu, Ahmet, 'Accounting Manager', Cesars Five-Star Hotel.

APPENDIX A.

A.1. Hotel Services Survey:

Tourism sector takes an important place in the economic structure of our country. In this sector, star-hotels and holiday villages have been experiencing growing capacities and increasing service qualities with the aim of gaining more customers and reaching larger market shares.

This questionnaire focuses on domestic customers and attempts to define their choice criteria in selecting a star-hotel or holiday village according to services provided.

Since the results will be analyzed generally, there is no need to write your name. However, answering this questionnaire correctly and totally will increase the accuracy of the research. On the way to reach this aim, I would appreciate it if you help this research by your customer identity.

QUESTIONS

1. Check the most appropriate choice that defines your average traveling frequency for at least two-day-holiday.

☐ Once a Month ☐ Once a Quarter Year ☐ Once a Half Year
☐ Once a Year ☐ Once in a Few Years

2. From which sources do you generally get information used in choosing the hotel or holiday village? (You can check more than one choice.)

☐ Magazines
 ☐ Newspapers
 ☐ Travel Agencies
☐ Friends
 ☐ Other:

3. In general, where do you prefer to spend your holiday ?

☐ Near the Sea ☐ Near a Lake or a River ☐ On a Snowy Mountain

☐ On a High Plateau in Nature ☐ Other:

4. When do you generally take a holiday ?

☐ Summer

☐ New Year's Break

☐ Religious Holidays

☐ Semester Break

☐ Weekends

5. Which mode of travel do you prefer to reach the hotel or holiday village ?

☐ By Own Car

☐ By the Channel of a Travel Agency

Please indicate the importance level of the following features and attributes related to hotel services given between numbers 6 to 20.

	<u>Importance Level</u>			
	Not Important	Somewhat Important	Fairly Important	Very Important
6. Location of the hotel or holiday village in the country	()	()	()	()
7. Luxury in the decoration of rooms and other units	()	()	()	()
8. Presence of electrical machines in the rooms such as hair dryer, TV, radio, etc.	()	()	()	()
9. Job experience of the personnel	()	()	()	()
10. Accuracy and promptness of hotel services such as food orders, billing, etc.	()	()	()	()
11. Richness of menu and taste of meals	()	()	()	()
12. Presence of outdoor swimming pool	()	()	()	()
13. Presence of indoor swimming pool	()	()	()	()
14. Presence of fitness center	()	()	()	()
15. Presence of health center	()	()	()	()

Importance Level

	Not Important	Somewhat Important	Fairly Important	Very Important
16. Presence of shopping center in the hotel or holiday village	()	()	()	()
17. Presence of disco	()	()	()	()
18. Presence of casino	()	()	()	()
19. Organization of several animation programs	()	()	()	()
20. Organization of tours to touristic and historical places in the region of the hotel or holiday village	()	()	()	()

21. Which of the following attributes play role at most in your choice of a hotel or holiday village ?

☐ High Quality

☐ Reasonable Price

22. In general, what is your preference related to payment of holiday?

☐ Payment by Cash

☐ Payment by Installments

☐ Payment by Credit Card

23. Which of the following holiday types related to payment do you prefer ?

☐ Extras are included in room price (With a higher room price, unlimited free use of all meals and activities.)

☐ Extras are charged additionally (With a reasonable room price, additional purchase of meals and activities are charged additionally.)

The rest of the questions aim to identify the distribution of the respondents according to some demographic characteristics. Please check the appropriate one.

24. Age:

- ☐ 15 - 25 ☐ 26 - 40 ☐ 41 - 55 ☐ 56 or older

25. Gender:

- ☐ Female ☐ Male

26. Occupation:

- ☐ Doctor ☐ Teacher ☐ Lawyer ☐ Official ☐ Worker
☐ Engineer ☐ Self-Employed ☐ Housewife ☐ Student ☐ Other:

27. Marital Status:

- ☐ Not Married ☐ Married ☐ Widowed / Divorced

28. If you are married, for how many years ?

29. Your family's total monthly net income ? (in Million TL)

- ☐ 50 or less ☐ 51 - 100 ☐ 101 - 150 ☐ 151 or higher

30. What is your education level ?

- ☐ Literate ☐ Primary Sch. ☐ Middle Sch. ☐ High Sch.
☐ University ☐ Master / Doctorate ☐ Other:

Thank you very much for the time and the information you have given.

A.2. Otel Hizmetleri Anketi:

Turizm sektörü ülkemizin ekonomik yapısı içinde önemli bir yer tutmaktadır. Bu sektörün en temel taşı olan yıldızlı oteller ve tatil köyleri her geçen gün kapasitelerini ve hizmet kalitelerini arttırarak daha çok müşteri kazanmaya çalışmaktadırlar.

Bu anket, yerli müşteri potansiyelinin otel ve tatil köyü seçimini hangi hizmet kriterlerine göre yaptığını belirlemeyi amaçlamaktadır.

Anketin sonuçları genel olarak değerlendirileceğinden, isim yazmanız gerekmemektedir. Ancak anketi tam olarak cevaplamanız araştırmanın güvenilirliğini arttıracaktır. Bu amaç doğrultusunda, müşteri kimliğinizle, araştırmaya katkıda bulunacağınız için teşekkür ederim.

SORULAR

1. En az iki günlük olmak kaydıyla tatil amacıyla ortalama ne sıklıkla seyahat ettiğinizi aşağıda size uygun seçeneğin yanını işaretleyerek belirtiniz.

☐ Ayda bir

☐ 3 Ayda bir

☐ 6 Ayda bir

☐ Yılda bir

☐ Birkaç Yılda bir

2. Seyahatlerinizde konakladığınız oteli ya da tatil köyünü seçmek için gerekli bilgiyi genellikle hangi kaynaktan elde edersiniz ? (Birden fazla seçeneği işaretleyebilirsiniz.)

☐ Dergiler

☐ Gazeteler

☐ Seyahat Acentaları

☐ Arkadaşlar

☐ Diğer:.....

3. Aşağıda belirtilen tatil seçeneklerinden en çok hangisini tercih edersiniz ?

☐ Deniz Kenarı

☐ Göl ya da Nehir kıyısı

☐ Karlı bir Dağ Tepesi

☐ Yeşillik İçinde bir Yayla

☐ Diğer:.....

4. Tatillerinizi daha çok hangi dönemde yaparsınız ?

☐ Yaz Ayları

☐ Yılbaşı

☐ Bayramlar

☐ Sömestr Tatilleri

☐ Hafta Sonları

5. Konaklayacağınız tesise genellikle aşağıdaki seçeneklerden hangisi ile gidersiniz ?

☐ Kendi Arabanız ile

☐ Seyahat Acentası Kanalı ile

6-20 numaralar arasında belirtilen çeşitli otel hizmetleri ile ilgili konuların sizin için önem derecesini uygun seçeneği işaretleyerek belirtiniz.

Önem Derecesi

	Hiç Önemli Değil	Pek Önemli Değil	Oldukça Önemli	Çok Önemli
6. Otelin ya da tatil köyünün doğa ile yakınlığı	()	()	()	()
7. Oda ve diğer birimlerin dekorasyonu	()	()	()	()
8. Çeşitli elektrikli cihazların odada bulunması (TV, Saç Kurutma Makinesi gibi...)	()	()	()	()
9. Personelin iş tecrübesi	()	()	()	()
10. Otel hizmetlerinin hatasız ve hızla yerine getirilmesi	()	()	()	()
11. Yemeklerin çeşitliliği ve lezzeti	()	()	()	()
12. Açık yüzme havuzunun bulunması	()	()	()	()
13. Kapalı yüzme havuzunun bulunması	()	()	()	()
14. Spor merkezinin bulunması	()	()	()	()
15. Sağlık merkezinin bulunması	()	()	()	()
16. Otel içinde alışveriş merkezinin bulunması	()	()	()	()
17. Disko bulunması	()	()	()	()
18. Kumarhane bulunması	()	()	()	()

Önem Derecesi

	Hiç Önemli Değil	Pek Önemli Değil	Oldukça Önemli	Çok Önemli
19. Çeşitli animasyon (eğlence) programlarının düzenlenmesi	()	()	()	()
20. Bölge içindeki turistik ve tarihi yerlere tur düzenlenmesi	()	()	()	()

21. Tatiliniz için otel ya da tatil köyünü seçerken, aşağıdaki faktörlerden hangisi sizin için önce gelir ?

☐ Yüksek kalite

☐ Uygun fiyat

22. Genellikle, tatil ödemenizi aşağıdaki seçeneklerden hangisi ile yapmak istersiniz ?

☐ Peşin

☐ Taksitle

☐ Kredi kartı ile

23. Ödeme ile ilgili aşağıdaki tatil seçeneklerinden hangisini tercih edersiniz ?

☐ Otel içinde tüm hizmetlerden ücretsiz yararlanma (Konaklama ücreti yüksek tutularak, yemek ve aktivitelerin sınırsız ölçüde kullanımı)

☐ Uygun bir konaklama ücretine ek olarak tüm yemek ile aktivitelerden faydalanma ölçüsünde ekstra ödeme

Aşağıdaki sorularla tüketicilerin çeşitli özelliklerinin ölçülebilmesi amaçlanmaktadır. Lütfen size uygun seçeneği işaretleyiniz.

24. Yaşınız:

- ☐ 15 - 25 ☐ 26 - 40 ☐ 41 - 55 ☐ 56 ve üstü

25. Cinsiyetiniz:

- ☐ Kadın ☐ Erkek

26. Mesleğiniz:

- ☐ Doktor ☐ Öğretmen ☐ Avukat ☐ Memur ☐ İşçi
☐ Mühendis ☐ Serbest Meslek ☐ Ev Hanımı ☐ Öğrenci ☐ Diğer:.....

27. Medeni haliniz:

- ☐ Bekar ☐ Evli ☐ Dul / Boşanmış

28. Eğer evli iseniz, kaç yıllık ?

29. Ailenizin aylık net gelir düzeyi: (Milyon TL olarak)

- ☐ 50 ve altı ☐ 51 - 100 ☐ 101 - 150 ☐ 151 ve üstü

30. Eğitim Durumunuz:

- ☐ Okuryazar ☐ İlkokul ☐ Ortaokul ☐ Lise
☐ Üniversite ☐ Yüksek Lisans / Doktora ☐ Diğer:.....

Ayırdığınız zaman ve verdiğiniz bilgiler için teşekkür ederim.

APPENDIX B.**CODING SCHEME OF THE QUESTIONNAIRE**

VARIABLE	DESCRIPTION	CODE
V1	Average Travel Frequency of the Customer	1. Once a Month 2. Once a Quarter Year 3. Once a Half Year 4. Once a Year 5. Once in a Few Years
V2	Getting Information from Magazines	1. Yes 2. No
V3	Getting Information from Newspapers	1. Yes 2. No
V4	Getting Information from Travel Agencies	1. Yes 2. No
V5	Getting Information from Friends	1. Yes 2. No
V6	Other Information Source Used	
V7	Locational Preference for Holiday	1. Near the Sea 2. Near a Lake or a River 3. On a High Plateau in Nature 4. On a Snowy Mountain 5. Other
V8	Other Locational Preference for Holiday (not in the list of V7)	
V9	Seasonal Preference for Holiday	1. Summer 2. New Year's Break 3. Religious Holidays 4. Semester Break 5. Weekends
V10	The Mode of Travel	1. By Own Car 2. Through a Travel Agency

VARIABLE	DESCRIPTION	CODE
V11	Importance Given to Location of the Hotel or Holiday Village in the Country	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V12	Importance Given to the Decoration of Rooms and Other Units	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V13	Importance Given to Presence of Electrical Machines in the Rooms such as TV, Radio, etc.	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V14	Importance Given to Job Experience of the Personnel	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V15	Importance Given to Accuracy and Promptness of Hotel Services such as Food Orders, Billing, etc.	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V16	Importance Given to Richness of Menu and Taste of Meals	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V17	Importance Given to Outdoor Swimming Pool	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V18	Importance Given to Indoor Swimming Pool	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important

VARIABLE	DESCRIPTION	CODE
V19	Importance Given to Presence of Fitness Center	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V20	Importance Given to Presence of Health Center	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V21	Importance Given to Presence of Shopping Center in the Hotel or Holiday Village	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V22	Importance Given to Presence of Disco	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V23	Importance Given to Presence of Casino	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V24	Importance Given to Animation Programs	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V25	Importance Given to Organization of Tours to Touristic and Historical Places in the Region of the Hotel or Holiday Village	1. Not Important 2. Somewhat Important 3. Fairly Important 4. Very Important
V26	Customer Choice Between High Quality or Reasonable Price	1. High Quality 2. Reasonable Price
V27	Customer Choice Between Payment Preferences	1. Payment by Cash 2. Payment by Installments 3. Payment by Credit Card

VARIABLE	DESCRIPTION	CODE
V28	Customer Choice Between Holiday Types Related to Payment of Extras	1. Extras included in room price 2. Extras charged additionally
V29	Age of the Customer	1. 15-25 2. 26-40 3. 41-55 4. 56 or older
V30	Gender of the Customer	1. Female 2. Male
V31	Occupation of the Customer	1. Doctor 2. Teacher 3. Lawyer 4. Official 5. Worker 6. Engineer 7. Self-Employed 8. Housewife 9. Student 10. Other
V32	Other Occupation (not in the list of V31)	
V33	Marital Status of the Customer	1. Not Married 2. Married 3. Widowed
V34	Number of Years Married	
V35	Net Monthly Family Income	1. 50 or Under 2. 51-100 3. 101-150 4. 151 or over
V36	Education Level of the Customer	1. Literate 2. Primary School 3. Middle School 4. High School 5. University 6. Master / Doctorate 7. Other
V37	Other Education Level (not in the list of V36)	

APPENDIX C.

C.1. FACTOR ANALYSIS AMONG THE VARIABLES OF HOTEL ATTRIBUTES:

Analysis number 1 Listwise deletion of cases with missing values

Correlation Matrix:

	VAR11	VAR12	VAR13	VAR14	VAR15	VAR16	VAR17	
VAR11	1,00000							
VAR12	,27208	1,00000						
VAR13	,16776	,52349	1,00000					
VAR14	,33752	,28916	,38935	1,00000				
VAR15	,35447	,26250	,25723	,47217	1,00000			
VAR16	,16932	,15454	,24063	,45100	,29370	1,00000		
VAR17	,18952	,19496	,29068	,26560	,24444	,17708	1,00000	
VAR18	,07201	,21827	,31947	,13353	,13468	,10796	,59388	
VAR19	,16505	,29037	,31229	,26048	,15659	,19615	,42224	
VAR20	,09358	,27424	,38620	,37749	,18522	,25115	,28306	
VAR21	-,07160	,20057	,24610	,09877	-,03163	,06631	,19234	
VAR22	-,00859	,12346	,19353	,16706	,08436	,11870	,29981	
VAR23	-,16764	,03907	,06716	,00352	-,00902	-,02517	,19405	
VAR24	,04941	,23026	,27895	,26382	,17503	,24474	,35057	
VAR25	,24732	,15170	,16792	,18605	,13535	,21626	,08826	

	VAR18	VAR19	VAR20	VAR21	VAR22	VAR23	VAR24	VAR25
VAR18	1,00000							
VAR19	,38806	1,00000						
VAR20	,27694	,40480	1,00000					
VAR21	,30598	,32696	,30578	1,00000				
VAR22	,33673	,38847	,24136	,25117	1,00000			
VAR23	,15525	,07058	-,01343	,21329	,33185	1,00000		
VAR24	,30614	,36736	,28020	,26092	,34141	,23399	1,00000	
VAR25	,11494	,07882	,08258	,17768	,03398	,04630	,21348	1,00000

Determinant of Correlation Matrix = ,0242477

Kaiser-Meyer-Olkin Measure of Sampling Adequacy = ,81179

Bartlett Test of Sphericity = 688,71523, Significance = ,00000

1-tailed Significance of Correlation Matrix: (', ' is printed for diagonal elements.)

	VAR11	VAR12	VAR13	VAR14	VAR15	VAR16	VAR17
VAR11	,						
VAR12	,00007	,					
VAR13	,01001	,00000	,				
VAR14	,00000	,00002	,00000	,			
VAR15	,00000	,00012	,00016	,00000	,		
VAR16	,00944	,01617	,00039	,00000	,00002	,	
VAR17	,00423	,00337	,00002	,00010	,00032	,00700	,
VAR18	,16047	,00118	,00000	,03242	,03127	,06803	,00000
VAR19	,01108	,00002	,00001	,00013	,01504	,00320	,00000
VAR20	,09835	,00006	,00000	,00000	,00506	,00022	,00003

	VAR11	VAR12	VAR13	VAR14	VAR15	VAR16	VAR17
VAR21	.16185	.00264	.0029	.08643	.33158	.18039	.00376
VAR22	.45292	.04400	.00358	.01028	.12235	.05052	.00001
VAR23	.01006	.29529	.17735	.48067	.45060	.36447	.00350
VAR24	.24807	.00066	.00004	.00011	.00759	.00031	.00000
VAR25	.00027	.01784	.00995	.00489	.03062	.00129	.11174

	VAR18	VAR19	VAR20	VAR21	VAR22	VAR23	VAR24	VAR25
VAR18								
VAR19	.00000							
VAR20	.00005	.00000						
VAR21	.00001	.00000	.00001					
VAR22	.00000	.00000	.00037	.00022				
VAR23	.01577	.16533	.42664	.00149	.00000			
VAR24	.00001	.00000	.00004	.00013	.00000	.00054		
VAR25	.05620	.13857	.12741	.00684	.31991	.26182	.00147	

Initial Statistics:

Variable	Communality *	Factor	Eigenvalue	Pct of Var	Cum Pct
VAR11	1,00000 *	1	4,18187	27,9	27,9
VAR12	1,00000 *	2	1,90200	12,7	40,6
VAR13	1,00000 *	3	1,10165	7,3	47,9
VAR14	1,00000 *	4	1,07527	7,2	55,1
VAR15	1,00000 *	5	1,00178	6,7	61,8
VAR16	1,00000 *	6	.92111	6,1	67,9
VAR17	1,00000 *	7	.74997	5,0	72,9
VAR18	1,00000 *	8	.67755	4,5	77,4
VAR19	1,00000 *	9	.61338	4,1	81,5
VAR20	1,00000 *	10	.57169	3,8	85,3
VAR21	1,00000 *	11	.54054	3,6	88,9
VAR22	1,00000 *	12	.47561	3,2	92,1
VAR23	1,00000 *	13	.45172	3,0	95,1
VAR24	1,00000 *	14	.39222	2,6	97,7
VAR25	1,00000 *	15	.34363	2,3	100,0

Factor Matrix: (PC extracted 5 factors.)

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
VAR11	.33925	.58280	.05705	-.19274	.41091
VAR12	.55459	.20030	-.37975	.18093	.23148
VAR13	.65267	.11611	-.33076	.17369	.03122
VAR14	.61437	.44572	.15132	.01757	-.29554
VAR15	.46735	.49371	.25353	-.22297	-.03468
VAR16	.46308	.34970	.29738	.15932	-.41373
VAR17	.64147	-.20053	.10993	-.46586	.20620
VAR18	.60011	-.34706	-.06804	-.32351	.28418
VAR19	.65781	-.19784	-.19247	-.16749	-.06427
VAR20	.60725	-.00320	-.34941	.06384	-.36999
VAR21	.44457	-.41770	-.22442	.42935	.04964
VAR22	.49718	-.44622	-.22882	-.10458	-.16291
VAR23	.20921	-.53061	.48013	.16154	.05929
VAR24	.59934	-.21587	.25893	.14520	-.06215
VAR25	.31945	.20611	.30502	.55095	.46687

Final Statistics:

Variable	Communality *	Factor	Eigenvalue	Pct of Var	Cum Pct
VAR11	,66399 *	1	4,18187	27,9	27,9
VAR12	,57822 *	2	1,90200	12,7	40,6
VAR13	,58001 *	3	1,10165	7,3	47,9
VAR14	,68667 *	4	1,07527	7,2	55,1
VAR15	,57737 *	5	1,00178	6,7	61,8
VAR16	,62173 *				
VAR17	,72332 *				
VAR18	,67063 *				
VAR19	,54108 *				
VAR20	,63182 *				
VAR21	,60929 *				
VAR22	,53614 *				
VAR23	,58545 *				
VAR24	,49780 *				
VAR25	,75907 *				

VARIMAX rotation 1 for extraction 1 in analysis 1 - Kaiser Normalization.

VARIMAX converged in 10 iterations.

Rotated Factor Matrix:

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
VAR11	,01169	,36441	,35625	-,48104	,47894
VAR12	,63021	,12324	,20593	-,16663	,30934
VAR13	,67672	,23474	,20316	-,01784	,15927
VAR14	,26960	,77307	,10365	,01234	,07383
VAR15	-,01106	,66365	,2929	-,13868	,17847
VAR16	,15183	,74391	,10121	,18373	,03582
VAR17	,11996	,17184	,80232	,18770	,02120
VAR18	,27599	-,05507	,73738	,21425	,04233
VAR19	,47989	,16907	,48317	,17951	-,12853
VAR20	,66389	,32933	,12388	,08163	-,24619
VAR21	,61355	-,17765	,03488	,43088	,12004
VAR22	,14486	,14753	,37645	,57153	-,15819
VAR23	,10130	-,06962	,14466	,72852	,12951
VAR24	,25952	,28556	,24275	,52197	,13236
VAR25	,14315	,14549	-,07715	,20839	,81734

Factor Transformation Matrix:

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Factor 1	,60028	,49274	,53213	,28842	,17469
Factor 2	-,06646	,61015	-,21693	-,69236	,31126
Factor 3	-,68616	,39608	,02141	,53759	,28781
Factor 4	,39482	-,06872	-,71547	,33446	,46435
Factor 5	-,09242	-,47257	,39675	-,19125	,75772

C.2. DISCRIMINANT ANALYSIS OF HOTEL CHOICE CRITERIA WITH GENDER:

On groups defined by VAR30 Gender

200 (Unweighted) cases were processed.
 11 of these were excluded from the analysis.
 3 had missing or out-of-range group codes.
 8 had at least one missing discriminating variable.
 189 (Unweighted) cases will be used in the analysis.

Number of cases by group

VAR30	Number of cases		Label
	Unweighted	Weighted	
1	59	59,0	Female
2	130	130,0	Male
Total	189	189,0	

Group means

VAR30	VAR11	VAR12	VAR13	VAR14	VAR15	VAR16
1	3,30508	2,98305	3,33898	3,42373	3,54237	3,30508
2	3,31538	2,93077	2,95385	3,33846	3,46923	3,37692
Total	3,31217	2,94709	3,07407	3,36508	3,49206	3,35450

VAR30	VAR17	VAR18	VAR19	VAR20	VAR21	VAR22
1	2,84746	2,42373	2,76271	3,54237	2,40678	2,32203
2	2,75385	2,29231	2,86154	3,47692	2,19231	2,16154
Total	2,78307	2,33333	2,83069	3,49735	2,25926	2,21164

VAR30	VAR23	VAR24	VAR25
1	1,69492	2,86441	3,33898
2	1,43846	2,83077	3,12308
Total	1,51852	2,84127	3,19048

Group standard deviations

VAR30	VAR11	VAR12	VAR13	VAR14	VAR15	VAR16
1	,70109	,70690	,75681	,67475	,67778	,81482
2	,75775	,77947	,89669	,72126	,66108	,76010
Total	,73868	,75608	,87203	,70639	,66540	,77614

VAR30	VAR17	VAR18	VAR19	VAR20	VAR21	VAR22
1	1,03079	,91356	,97094	,67778	,93068	,87967
2	,98879	,96806	,86941	,69567	,89872	,88750
Total	1,00028	,95092	,90089	,68900	,91179	,88587

VAR30	VAR23	VAR24	VAR25
1	,93319	,86018	,77926
2	,76760	,91616	,82608
Total	,82895	,89692	,81588

Wilks' Lambda (U-statistic) and univariate F-ratio
with 1 and 187 degrees of freedom

Variable	Wilks' Lambda	F	Significance
VAR11	,99996	,0078	,9295
VAR12	,99897	,1932	,6608
VAR13	,95789	8,2199	,0046
VAR14	,99685	,5900	,4434
VAR15	,99739	,4890	,4852
VAR16	,99815	,3465	,5568
VAR17	,99811	,3542	,5525
VAR18	,99588	,7742	,3801
VAR19	,99740	,4870	,4861
VAR20	,99805	,3650	,5465
VAR21	,98806	2,2604	,1344
VAR22	,99291	1,3344	,2495
VAR23	,97934	3,9450	,0485
VAR24	,99970	,0568	,8119
VAR25	,98488	2,8702	,0919

On groups defined by VAR30 Gender

Analysis number 1

Direct method: all variables passing the tolerance test are entered.

Minimum tolerance level..... ,00100

Canonical Discriminant Functions

Maximum number of functions..... 1
Minimum cumulative percent of variance.. 100,00
Maximum significance of Wilks' Lambda.. 1,0000

Prior probability for each group is ,50000

Canonical Discriminant Functions

Fcn	Eigenvalue	Pct of Variance	Cum Pct	Canonical Corr	After Fcn	Wilks' Lambda	Chi-square	df	Sig
1*	,1201	100,00	100,00	,3275	: 0 :	,892754	20,363	15	,1584

* Marks the 1 canonical discriminant functions remaining in the analysis.

Standardized canonical discriminant function coefficients

	Func 1
VAR11	-,03040
VAR12	-,30580
VAR13	,82772
VAR14	,07832
VAR15	,13224
VAR16	-,34351
VAR17	,01389
VAR18	-,00220
VAR19	-,45328
VAR20	,01687
VAR21	,21442
VAR22	,21027
VAR23	,34576
VAR24	-,19919
VAR25	,35770

Structure matrix:

Pooled within-groups correlations between discriminating variables
and canonical discriminant functions
(Variables ordered by size of correlation within function)

	Func 1
VAR13	,60491
VAR23	,41906
VAR25	,35745
VAR21	,31721
VAR22	,24373
VAR18	,18564
VAR14	,16206
VAR15	,14754
VAR19	-,14724
VAR20	,12746
VAR17	,12557
VAR16	-,12419
VAR12	,09274
VAR24	,05028
VAR11	-,01869

Unstandardized canonical discriminant function coefficients

	Func 1
VAR11	-,0410441
VAR12	-,4035842
VAR13	,9672445
VAR14	,1107519
VAR15	,1984617
VAR16	-,4418236
VAR17	,0138650
VAR18	-2,30924022E-03
VAR19	-,5024580
VAR20	,0244369
VAR21	,2359490
VAR22	,2375751
VAR23	,4203639
VAR24	-,2215230
VAR25	,4406023
(Constant)	-2,4011883

Canonical discriminant functions evaluated at group means (group centroids)

Group	Func 1
1	,51175
2	-,23226

Classification results -

Actual Group		No. of Cases	Predicted Group Membership	
			1	2
Group 1		59	36	23
Female			61,0%	39,0%
Group 2		130	43	87
Male			33,1%	66,9%
Ungrouped cases		3	1	2
			33,3%	66,7%

Percent of "grouped" cases correctly classified: 65,08%

Classification processing summary

200 (Unweighted) cases were processed.

0 cases were excluded for missing or out-of-range group codes.

8 cases had at least one missing discriminating variable.

192 (Unweighted) cases were used for printed output.

C.3. DISCRIMINANT ANALYSIS OF HOTEL CHOICE CRITERIA WITH MARITAL STATUS:

On groups defined by VAR33 Marital Status

200 (Unweighted) cases were processed.
 15 of these were excluded from the analysis.
 7 had missing or out-of-range group codes.
 7 had at least one missing discriminating variable.
 1 had both.
 185 (Unweighted) cases will be used in the analysis.

Number of cases by group

VAR33	Number of cases		Label
	Unweighted	Weighted	
1	76	76,0	Not Married
2	109	109,0	Married
Total	185	185,0	

Group means

VAR33	VAR11	VAR12	VAR13	VAR14	VAR15	VAR16
1	3.34211	2.89474	3.14474	3.34211	3.50000	3.43421
2	3.33028	3.00000	3.03670	3.39450	3.49541	3.34862
Total	3.33514	2.95676	3.08108	3.37297	3.49730	3.38378

VAR33	VAR17	VAR18	VAR19	VAR20	VAR21	VAR22
1	2,80263	2,43421	2,97368	3,47368	2,39474	2,40789
2	2,77982	2,29358	2,77982	3,48624	2,15596	2,01835
Total	2,78307	2,35135	2,85946	3,48108	2,25405	2,17838

VAR33	VAR23	VAR24	VAR25
1	1,55263	2,78947	3,27632
2	1,45872	2,87156	3,15596
Total	1,49730	2,83784	3,20541

Group standard deviations

VAR33	VAR11	VAR12	VAR13	VAR14	VAR15	VAR16
1	,74032	,77595	,94804	,62295	,66332	,73640
2	,70783	,73283	,81566	,73306	,64727	,73757
Total	,71938	,75056	,87160	,68867	,65212	,73629

VAR33	VAR17	VAR18	VAR19	VAR20	VAR21	VAR22
1	1,02006	,98435	,86369	,68262	,96718	,96854
2	,98468	,91594	,89606	,71511	,86254	,78152
Total	,99667	,94456	,88571	,70009	,91206	,88192

VAR33	VAR23	VAR24	VAR25
1	,87017	,89912	,88842
2	,73952	,91389	,72232
Total	,79485	,90630	,79466

Wilks' Lambda (U-statistic) and univariate F-ratio
with 1 and 183 degrees of freedom

Variable	Wilks' Lambda	F	Significance
VAR11	.99993	.0120	.9127
VAR12	.99521	.8802	.3494
VAR13	.99626	.6868	.4083
VAR14	.99859	.2581	.6120
VAR15	.99999	.0022	.9626
VAR16	.99671	.6037	.4382
VAR17	.99987	.0233	.8787
VAR18	.99461	.9926	.3204
VAR19	.98834	2.1588	.1435
VAR20	.99992	.0143	.9049
VAR21	.98332	3.1041	.0798
VAR22	.95252	9.1218	.0029
VAR23	.99660	.6239	.4306
VAR24	.99800	.3661	.5459
VAR25	.99442	1.0272	.3121

On groups defined by VAR33 Marital Status

Analysis number 1

Direct method: all variables passing the tolerance test are entered.

Minimum tolerance level..... ,00100

Canonical Discriminant Functions

Maximum number of functions..... 1
Minimum cumulative percent of variance.. 100,00
Maximum significance of Wilks' Lambda.. 1,0000

Prior probability for each group is ,50000

Canonical Discriminant Functions

Fcn	Eigenvalue	Pct of Variance	Cum Pct	Canonical Corr	After Fcn	Wilks' Lambda	Chi-square	df	Sig
1*	,1358	100,00	100,00	,3458	: 0 :	,880401	22,355	15	,0988

* Marks the 1 canonical discriminant functions remaining in the analysis.

Standardized canonical discriminant function coefficients

	Func 1
VAR11	,15080
VAR12	-,50698
VAR13	,35467
VAR14	-,31254
VAR15	,15050
VAR16	,26480
VAR17	,19641
VAR18	,09391
VAR19	,31592
VAR20	-,27430
VAR21	,33999
VAR22	,69483
VAR23	,00487
VAR24	-,52468
VAR25	,24549

Structure matrix:

Pooled within-groups correlations between discriminating variables
and canonical discriminant functions
(Variables ordered by size of correlation within function)

	Func 1
VAR22	,60575
VAR21	,35336
VAR19	,29469
VAR25	,20328
VAR18	,19982
VAR12	-,18816
VAR13	,16622
VAR23	,15841
VAR16	,15584
VAR24	-,12135
VAR14	-,10189
VAR17	,03064
VAR20	-,02400
VAR11	,02201
VAR15	,00941

Unstandardized canonical discriminant function coefficients

	Func 1
VAR11	,2090603
VAR12	-,6752532
VAR13	,4065714
VAR14	-,4529090
VAR15	,2301626
VAR16	,3592480
VAR17	-,1965409
VAR18	,0994250
VAR19	,3578066
VAR20	-,3907483
VAR21	,3748953
VAR22	,8050587
VAR23	6,12272464E-03
VAR24	-,5779243
VAR25	,3089449
(Constant)	-1,7529412

Canonical discriminant functions evaluated at group means (group centroids)

Group	Func 1
1	,43900
2	-,30609

Classification results -

Actual Group	No. of Cases	Predicted Group Membership	
		1	2
Group 1 Not Married	76	44 57,9%	32 42,1%
Group 2 Married	109	39 35,8%	70 64,2%
Ungrouped cases	3	1 28,6%	2 71,4%

Percent of "grouped" cases correctly classified: 61,62%

Classification processing summary

- 200 (Unweighted) cases were processed.
- 0 cases were excluded for missing or out-of-range group codes.
- 8 cases had at least one missing discriminating variable.
- 192 (Unweighted) cases were used for printed output.

C.4. DISCRIMINANT ANALYSIS OF HOTEL CHOICE CRITERIA WITH EDUCATION:

On groups defined by VAR36 Education Level

200 (Unweighted) cases were processed.
 8 of these were excluded from the analysis.
 0 had missing or out-of-range group codes.
 8 had at least one missing discriminating variable.
 192 (Unweighted) cases will be used in the analysis.

Number of cases by group

VAR30	Number of cases		Label
	Unweighted	Weighted	
1	66	66,0	Low Education Degree
2	126	126,0	High Education Degree
Total	192	192,0	

Group means

VAR36	VAR11	VAR12	VAR13	VAR14	VAR15	VAR16
1	3,16667	2,83333	2,93939	3,24242	3,28788	3,30508
2	3,39683	3,01587	3,16667	3,43651	3,58730	3,37692
Total	3,31771	2,95313	3,08854	3,36979	3,48438	3,35417

VAR36	VAR17	VAR18	VAR19	VAR20	VAR21	VAR22
1	2,57576	2,27273	2,71212	3,57576	2,34848	2,01515
2	2,90476	2,38889	2,90476	3,44444	2,22222	2,29365
Total	2,79167	2,34896	2,83854	3,48958	2,26563	2,19792

VAR36	VAR23	VAR24	VAR25
1	1,37879	2,80303	3,21212
2	1,58730	2,87302	3,18254
Total	1,51563	2,84896	3,19271

Group standard deviations

VAR36	VAR11	VAR12	VAR13	VAR14	VAR15	VAR16
1	,71432	,71432	,85717	,78565	,77985	,85116
2	,73842	,76925	,87407	,65110	,58337	,72751
Total	,73655	,75397	,87278	,70431	,67083	,77228

VAR36	VAR17	VAR18	VAR19	VAR20	VAR21	VAR22
1	,96174	,98521	,97294	,63393	,90286	,86811
2	1,00740	,94634	,85256	,72173	,91990	,88605
Total	1,00174	,95889	,89792	,69395	,91369	,88761

VAR36	VAR23	VAR24	VAR25
1	,73934	,93183	,86851
2	,86042	,87621	,78384
Total	,82485	,89390	,81179

Wilks' Lambda (U-statistic) and univariate F-ratio
with 1 and 190 degrees of freedom

Variable	Wilks' Lambda	F	Significance
VAR11	,97786	4.3023	.0394
VAR12	,98671	2.5595	.1113
VAR13	,98462	2.9672	.0866
VAR14	,98278	3.3291	.0696
VAR15	,95482	8.9898	.0031
VAR16	.99414	1.1191	.2915
VAR17	,97554	4.7641	.0303
VAR18	,99667	.6344	.4267
VAR19	,98956	2.0041	.1585
VAR20	,99188	1.5554	.2139
VAR21	,99567	.8264	.3645
VAR22	,97768	4.3385	.0386
VAR23	,98551	2.7938	.0963
VAR24	,99861	,2645	.6077
VAR25	,99970	,0572	.8112

On groups defined by VAR36 Education Level

Analysis number 1

Direct method: all variables passing the tolerance test are entered.

Minimum tolerance level..... ,00100

Canonical Discriminant Functions

Maximum number of functions..... 1
Minimum cumulative percent of variance.. 100,00
Maximum significance of Wilks' Lambda.. 1,0000

Prior probability for each group is ,50000

Canonical Discriminant Functions

Fcn	Eigenvalue	Pct of Variance	Cum Pct	Canonical Corr	After Fcn	Wilks' Lambda	Chi-square	df	Sig
1*	,1636	100,00	100,00	,3750	: 0 :	,859375	27,658	15	,0238

* Marks the 1 canonical discriminant functions remaining in the analysis.

Standardized canonical discriminant function coefficients

	Func 1
VAR11	,22116
VAR12	,12051
VAR13	,27771
VAR14	,09365
VAR15	,40333
VAR16	,07400
VAR17	,29535
VAR18	-,14799
VAR19	,20886
VAR20	-,62726
VAR21	-,22914
VAR22	,35956
VAR23	,28337
VAR24	-,17754
VAR25	-,18083

Structure matrix:

Pooled within-groups correlations between discriminating variables
and canonical discriminant functions
(Variables ordered by size of correlation within function)

	Func 1
VAR15	,53772
VAR17	,39145
VAR22	,37356
VAR11	,37199
VAR14	,32723
VAR13	,30893
VAR23	,29976
VAR12	,28692
VAR19	,25389
VAR20	-,22367
VAR16	,18972
VAR21	-,16303
VAR18	,14285
VAR24	,09223
VAR25	-,04290

Unstandardized canonical discriminant function coefficients

	Func 1
VAR11	,3028522
VAR12	,1604818
VAR13	,3198193
VAR14	,1337732
VAR15	,6136783
VAR16	,0958457
VAR17	,2977299
VAR18	-,1541813
VAR19	,2332102
VAR20	-,9052181
VAR21	-,2506679
VAR22	,4086152
VAR23	,3451529
VAR24	-,1982251
VAR25	-,2222068
(Constant)	-2,9282976

Canonical discriminant functions evaluated at group means (group centroids)

Group	Func 1
1	,55601
2	-,29124

Classification results -

Actual Group		No. of Cases	Predicted Group Membership	
			1	2
Group	1	66	46	20
Female			69,7%	30,3%
Group	2	126	41	85
Male			32,5%	67,5%

Percent of "grouped" cases correctly classified: 68,23%

Classification processing summary

200 (Unweighted) cases were processed.

0 cases were excluded for missing or out-of-range group codes.

8 cases had at least one missing discriminating variable.

192 (Unweighted) cases were used for printed output.