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**TRAVELLING THE WORLD**  
**A study on people's travelling habits**

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## ABSTRACT

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<p>The subject of this thesis was travelling habits among people. The author herself commissioned this thesis, since she has an interest of possibly founding her own travel agency in the future. The objective was to get a general overview of people's travelling habits, and to be able to use the results from the survey as a basis when founding the travel agency.</p> <p>The theoretical framework in this thesis consisted of a general introduction about tourism, followed by information on Cohen's and Plog's travel typologies. Motivation was also discussed as well as needs, focusing on Maslow's hierarchy of needs.</p> <p>For researching travel habits the quantitative research method was used and a questionnaire was designed. The survey was conducted in English and the questionnaire was available online for two weeks in October 2015.</p> <p>The survey revealed that people travel at least once a year. It was most common to choose beach holidays, city breaks or to visit friends and relatives. Most people preferred to travel during the summer and it was most common to stay overnight in hotels. The answers also showed that most people could manage to order trips by themselves and that the trips were mostly booked online.</p>		

<p><b>Key words</b> quantitative research, tourism, travel habits, travelling</p>
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## ABSTRAKT

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<p>Ämnet i detta examensarbete var resvanor bland folk. Författaren fungerar själv som uppdragsgivare för examensarbetet, eftersom hon är intresserad av att möjligtvis starta en egen resebyrå i framtiden. Målet var att få en generell översikt över människors resvanor, och att kunna använda resultatet från undersökning som grund vid grundandet av resebyrån.</p> <p>Den teoretiska delen av detta examensarbete bestod av en allmän introduktion av turism, följt av information om Cohens och Plogs resetypologier. Motivation diskuterades också liksom behov, med fokus på Maslows behovshierarki.</p> <p>För att undersöka detta fenomen användes den kvantitativa undersökningsmetoden och ett frågeformulär blev utformat. Undersökningen genomfördes på engelska och frågeformuläret var tillgängligt på nätet under två veckors tid i oktober 2015.</p> <p>Undersökningen indikerade att människor reser åtminstone en gång per år. Det var vanligast att välja solsemester, stadssemester eller för att hälsa på släkt och vänner. De flesta föredrog att resa på sommaren och det var vanligast att övernatta på hotell. Resultaten visade också att de flesta klarar av att boka resor på egen hand och att resorna mestadels bokades på nätet.</p>		

**Nyckelord**

Kvantitativ undersökning, resande, resvanor, turism

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## 1 INTRODUCTION

People have been travelling since ancient times, and tourism has grown to a massive industry as of today. There are over 200 countries in the world and endless destinations to choose from when travelling. All people have their own motivations for travelling and expectations for what lies ahead. Still, whether a tourist prefers a relaxing holiday at the beach, hiking in the mountains or visiting a metropolis for shopping – it is possible, there is something for everyone.

There is a well-known expression that goes “travel is the only thing you can buy that makes you richer”. When travelling you get to visit new places, meet new people and learn about different cultures. You gain new experiences and grow as a person. Travelling also broadens your perspective on different matters, and often makes you appreciate what you have in life more. It gives you happiness as well as memories for life.

The objective of this thesis is to explore travelling habits. It aims at creating an understanding of people’s travelling habits in general, i.e. to get acquainted with the current demand. The overall goal is that the thesis could be used as a basis when planning a potential future travel agency and its operations. Where do people want to go? Why are they travelling? What do they need help with? Tourism is a complex industry, and as a new entrepreneur in the tourism industry it is essential to know about the supply and demand situation on the market. The idea for a successful business is to offer the products and services that the customers want.

The theoretical framework of this thesis starts with general information on tourism. Different definitions of tourism are given as well as statistics on the current tourism situation and information on future trends. Tourism forms are also discussed as well as tourists and statistics on tourism on an international level. The best known travel typologies, Cohen’s and Plog’s typologies, are also presented. Furthermore, motivation is discussed as well as needs, mainly focusing on Maslow’s hierarchy of needs. The subsequent part concerns research methodology followed by the

outcome and analysis of the empirical study, a survey conducted online in the form of a questionnaire. The thesis ends with recommendations for a new entrepreneur in the tourism industry and a chapter on conclusions.

The survey that was conducted as a basis for the empirical part of this thesis examines where people travel and what the purpose of their trips is. Furthermore, the questionnaire was designed to learn about people's choice of accommodation during travels and during which season people travel the most. The survey also takes up whether people prefer to travel by themselves or with someone, and if people are in need of help at any stage of planning or booking a trip. It also touches upon people's environmental awareness when travelling.

## **2 TOURISM AND TOURISTS**

'Tourism' and 'tourist' are essential terms in the hospitality industry. These terms include elements such as people, places, destinations and activities. Some see tourism as travelling for leisure purposes, while others think of it as a growing industry. The reasons for travelling are endless, but common motives are to visit various destinations, take part in activities and learn about other cultures. In this chapter definitions and tourism forms are explained as well as tourism today and in the future.

### **2.1 Definition of tourism**

Statistics Finland (2015) defines tourism as "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

Simultaneously tourism is also the interaction between the departure point and the target destination, and the second parties are companies and organizations. Since tourism is a complex phenomenon, it can be defined in various ways depending on which perspective is emphasized. In economic definitions tourism is considered both as a business as well as an industry. In technical definitions tourism and tourists are statistically bound, which is necessary in aspects of regional comparisons, development monitoring, and planning as well as regional policy. (Vuoristo 2003, 15.)

Tourism can also be defined either from a demand-side or supply-side perspective. Demand-side definitions of tourism have arisen when tourism has been summarized into conceptual definitions as well as when technical definitions have been developed for measurement and legal purposes. The above-mentioned definition of tourism from Statistics Finland can be seen as a conceptual definition, but not as a strict technical one. However, it conveys the essential nature of tourism. Tourism consists of two elements: the trip to, and the stay at, the



destination. This movement of people outside of their usual environment or place of residence has created tourism. The traveller also has the intention of returning back home within a certain time, i.e. the movement is temporary. From a technical point of view activities have to pass certain requirements to count as tourism. The minimum length of the stay at the destination is at least one night, otherwise the traveller is counted as a same-day visitor or excursionist, and the maximum length is one year. There are also strict categories for the purpose of visits. (Cooper, Fletcher, Fyall, Gilbert, Wanhill 2008, 11-12.)

On the other hand, there are also supply-side definitions. From a conceptual supply-side point of view the tourism industry comprises all firms, organizations and facilities operating to serve the wants and needs of tourists. When it comes to technical supply-side definitions there are difficulties due to the wide range of tourism businesses and organizations, from those serving only tourists to those serving local residents as well. To define the tourism sector it has been agreed that one should use the Tourism Satellite Account (TSA), which measures the goods and services purchased by visitors in order to estimate the size of the tourism economic sector. TSA provides information on the economic impact of tourism, the tourism employment and its characteristics and also allows tourism to be compared with other economic sectors. (Cooper et al. 2008, 13-14.)

## **2.2 Tourism today and tomorrow**

According to Statistics Finland's publications, 15- to 84-year-old Finns made 7.9 million leisure trips abroad in 2014, a 1.5% increase from 2013. Most of these trips, 5.9 million, were with overnight stay in the country of destination. Out of these trips, almost 17% were made to Estonia and almost 10% to Sweden. The domestic trips among Finns counted for 25.2 million in 2014, a 5% decrease from 2013. Most of these trips were with free accommodation (19.3 million), for example when staying overnight at friends' and relatives' places. In 2014 the average Finn made 1.3 domestic leisure trips with paid accommodation, 1.3 trips abroad with overnight stay in the country of destination and 0.5 same-day trips abroad or cruises to neighbouring areas. (Tilastokeskus 2015.)

Concerning tourism in the future, the World Tourism Organization (WTO) believes that prosperity and affordability will be the key factors for the development and growth of tourism, alongside with accessibility, events, culture, globalization, competition and climate. Rising incomes have resulted in prosperity and falling prices have led to affordability. On the other hand, the progress of technology has already made the world “smaller” and as it seems now, it will continue to shrink in the future. Technologies, like the Internet, make it possible for consumers to choose destinations wherever in the world. Travelling is also easier today because of more direct flights to destinations; the accessibility has increased. People are increasingly exposed to and influenced by events, and mega events like the Olympic Games continue to attract international visitors to the host country. In the future the importance of culture will also increase and the culture will serve as a destination driver, people will visit a certain destination because of the culture. Furthermore, globalisation and competition will affect the future of tourism. These are conflicting developments, but as a result the openness of the world economy will give the tourists more choices and at the same time better value, due to the increased competition. Inevitably, the climate will also affect where the tourists travel in the future. (Yeoman 2008, 33-35.)

There are also negative impacts of tourism that will be more prominent in the future. The travel patterns show that most of the outbound travellers come from the well-developed countries in Europe, North America, Australasia and from the new middle class in the developing countries. At times these tourists visit less developed countries, where people live at a considerably lower standard than the visitor. This contrast shows the inequality in wealth between host and visitor, and the impact of globalization is making the situation even worse. Globalization results in the fact that the products and services are produced in developing countries with the help of a low-paid work force, while the multinational companies are monitoring the economic development and production from the host country. This leads to limited economic linkages with the local community, and this is often caused by lack of capital or lack of new entrepreneurs who are willing to start up their own tourism businesses. Due to the deficiencies in the developing countries, tourism can be a form of exploitation. To counteract this, local products should be

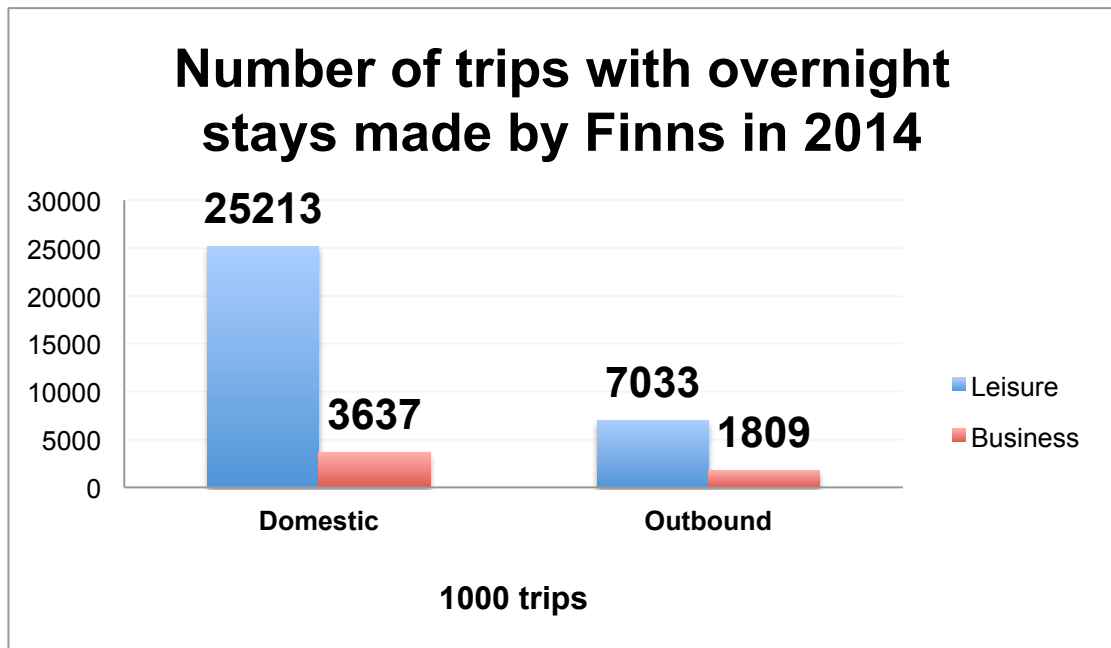
developed so that the linkages with the local economy are nurtured, which in turn leads to benefits for the local people. (Page 2009, 24-25.)

An increasingly common problem in worldwide destinations due to the growth of tourism is the lack of investments in the environment resource base that is used to attract tourists. For example, attractive beaches and wildlife might be spoilt at certain destinations. Inequalities in tourism also occur when the tourists might use the local resources required by the local residents. Then it is the locals' responsibility to take action to minimize the negative impacts as much as possible. Exploitation should not either be the hallmark for tourism. The focus should be that the tourism activity has to be socially and environmentally responsible, but also sustainable and long-term. Tourism has to be a win-win activity for all parties, and therefore co-operation between the tourism industry and the local communities is a prerequisite. (Page 2009, 25-26.)

There are many factors that will have an impact on tourists' travel behaviours and tourism in general in the future. The world is constantly changing as well as the climate, and technology is evolving. Tourism will still be an industry, but the tourists and the demand will be different in the future.

### **2.3 Different forms of tourism**

Tourism can be categorised in different ways. A common way is to divide the tourism into domestic, inbound and outbound tourism. Domestic tourism concerns trips made within one's own country, for example a Finnish family travelling within Finland. Inbound tourism is when people from other countries are visiting, for instance when a Swede visits Finland, it is counted as inbound tourism from Finland's perspective. Furthermore, outbound tourism refers to tourists leaving the country of residence to visit another country, for example a Finn visiting Spain. (Blom, Ernfridsson, Nilsson, Tengling 2001, 10.)



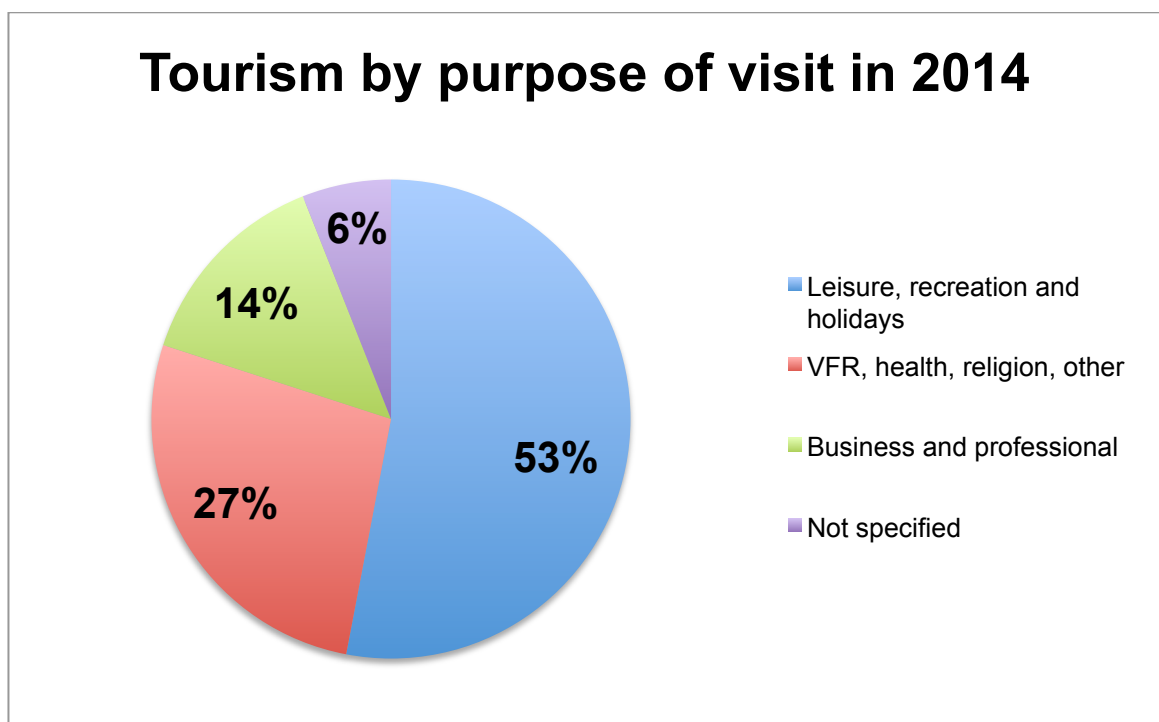
GRAPH 1. Number of trips with overnight stays made by Finns in 2014

Graph 1 above shows the number of trips with overnight stay made by Finns in 2014. The Finns made 25.2 million domestic leisure trips, while the domestic business trips counted for 3.6 million. The outbound leisure trips were approximately 7 million, while the outbound business trips counted for 1.8 million. (Tilastokeskus 2015.)

Tourism can also be divided into different categories depending on the purpose of the trip. These categories are leisure trips, business trips and other trips. Leisure trips include, among others, trips made for relaxation, sunbathing or sporting reasons. These trips can be divided further into holiday trips, sport trips, culture trips, shopping trips and trips for visiting friends and relatives (VFR). Holiday trips can indicate sunbathing in Mallorca, while sport trips can include a soccer team playing an away match. Furthermore, a culture trip might refer to a weekend trip made to Stockholm to go to the theatre and the National museum, and a shopping trip can be a long weekend in London in May to buy summer clothes. Trips for visiting friends and relatives are for instance visiting a good friend for celebrating his birthday. (Aronsson & Tengling 2003, 12-16.)

Business trips are for instance trips made for visiting a supplier or a customer. This category also includes meetings, conferences as well as trade fairs. Trips in this category can be a salesman travelling to hold a meeting with a customer, people within the advertising business travelling to Cannes in June to attend a commercials festival or participation in the Scandinavian Travel Market fair in Stockholm in September. (Aronsson & Tengling 2003, 14-15.)

Trips can also be made for other purposes except leisure and business. These trips are collected under 'other trips'. This category includes for example trips made for education, medical and religious reasons. Education trips might refer to a four-week-long language study trip in England during the summer break, while a medical trip can be when a Swedish patient gets a heart transplant at a hospital in London. Furthermore, Muslims visiting Mekka can take trips with religious motives. (Aronsson & Tengling 2003, 16.)



GRAPH 2. Tourism by purpose of visit in 2014

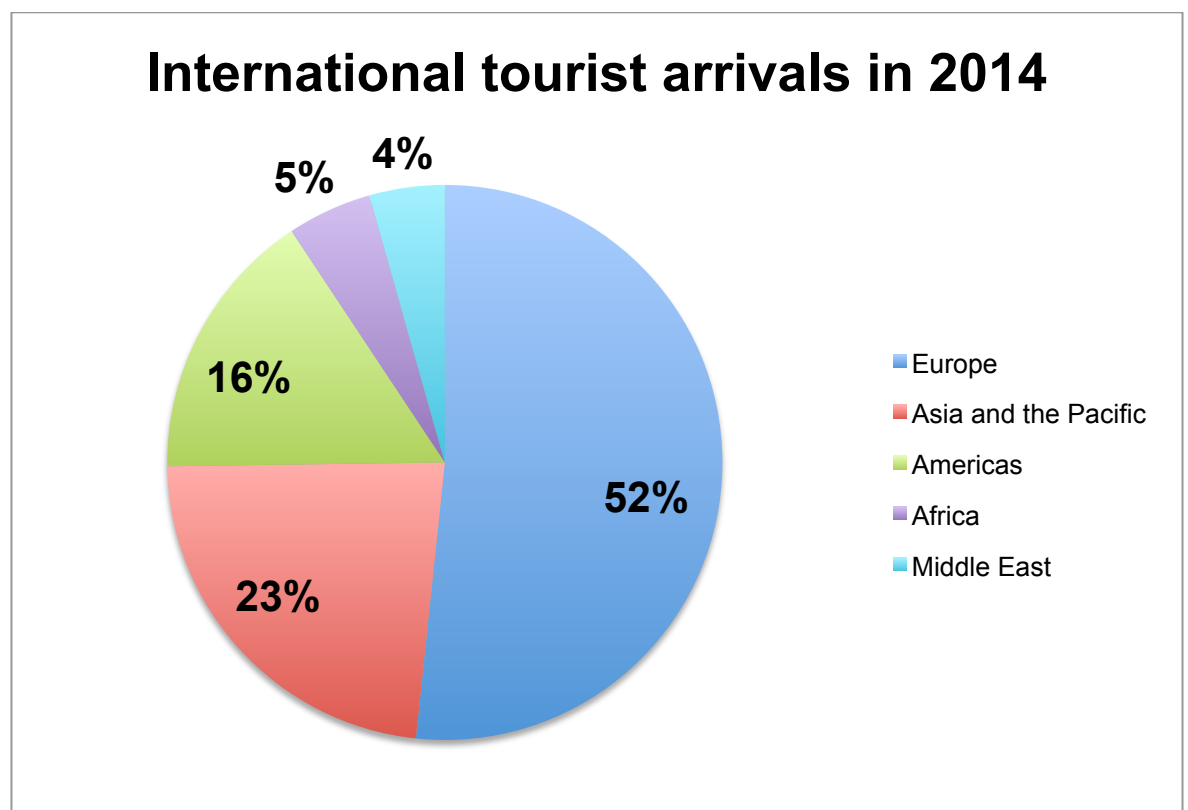
The UNWTO's annual publication of tourism (GRAPH 2) indicates that over half (53%) of the international tourist arrivals in 2014 were for leisure, recreation or

holiday purposes. Trips made for business and professional purposes accounted for 14%, while 27% were for other purposes such as visiting friends and relatives, health treatments or religious reasons. The purposes of a minority of the trips (6%) were not specified. (UNWTO 2015.)

## 2.4 Definition of a tourist

There are a large number of definitions of tourists available, and the most common is the following definition:

A tourist (overnight visitor) is a visitor who stays at least one night in a collective or private accommodation in the place visited. An international tourist is an international visitor who stays at least one night in the country visited. A domestic tourist refers to a domestic visitor who stays at least one night in the place visited. A visitor who does not spend one night during the trip is called same-day visitor. (Statistics Finland 2015.)



GRAPH 3. International tourist arrivals in 2014

According to the United Nations World Tourism Organization (UNWTO), the number of international tourist arrivals counted for 1,138 million in 2014. This was a 4.7% increase from 2013. In Graph 3 it is shown that the most visited region was Europe with more than half of the world's international tourists, a total of 588 million arrivals. In Asia and the Pacific the international visitor arrivals reached 263 million, while the corresponding amount was 181 million in the Americas. The arrivals in Africa counted for 56 million and the Middle East attracted a total of 50 million. (World Tourism Organization 2015.)

Classification of tourists can be done according to external characteristics. There is a range of indicators available for grouping tourists into different traveller types or segments. The indicators are divided into geographical indicators, demographic indicators, socio-economic indicators and hobbies. The geographical indicators divide tourists into different groups depending on where they live, for example according to nationality, or according to people in urban and rural areas. Demographic indicators are age, gender, race, language, civil status and religion. Socio-economic indicators categorize tourists according to society and economic positions as well as education level. These factors are among others education, position in working life, income and holdings. Tourists can also be divided based on their hobbies. These can be for example cultural hobbies such as museums and music events, or nature activities such as downhill skiing, reindeer safaris or snowmobiling. (Vuoristo 2002, 39-40.)

Tourists can also be divided into either domestic or international tourists based on their trips. As mentioned earlier, domestic tourism includes the trips residents make within the borders of the country of residence. International tourism refers to travels made outside the country of residence. Furthermore, tourists can also be categorized according to their purpose for travelling. Cooper, Fletcher, Fyall, Gilbert, Wanhill (2008) use the following categories: leisure and recreation, other tourism purposes, and business and professional. 'Leisure and recreation' includes various holidays, sports and cultural tourism as well as visiting friends and relatives (VFR). Health and study tourism are included in the category 'other tourism purposes'. The third category 'business and professional' includes meetings, incentive, conferences and business tourism.

### 3 TRAVEL TYPOLOGIES

Travel typologies are based on the travel patterns of tourists and according to the patterns it is possible to divide tourists into different segment groups. The segment groups on the other hand facilitate knowing what a specific tourist wants. An introduction to the two most known travel typologies are given in this chapter. These are Erik Cohen's and Stanley Plog's typologies.

#### 3.1 Cohen's typology

The best-known travel typology is the one that Cohen created in 1972. It is based on Goffman's studies on human behaviour in different situations. According to Cohen's classification the role of the tourist is on one hand affected by curiosity and the need for new experiences, and on the other hand by familiarity and the need for security. Depending on the weight of each factor a variety of roles is formed and the extremes are 'security, familiarity and intimacy' or 'curiosity, new experiences and novelty'. According to these factors Cohen has classified tourists (GRAPH 4) into four basic groups. (Vuoristo 2002, 48.)

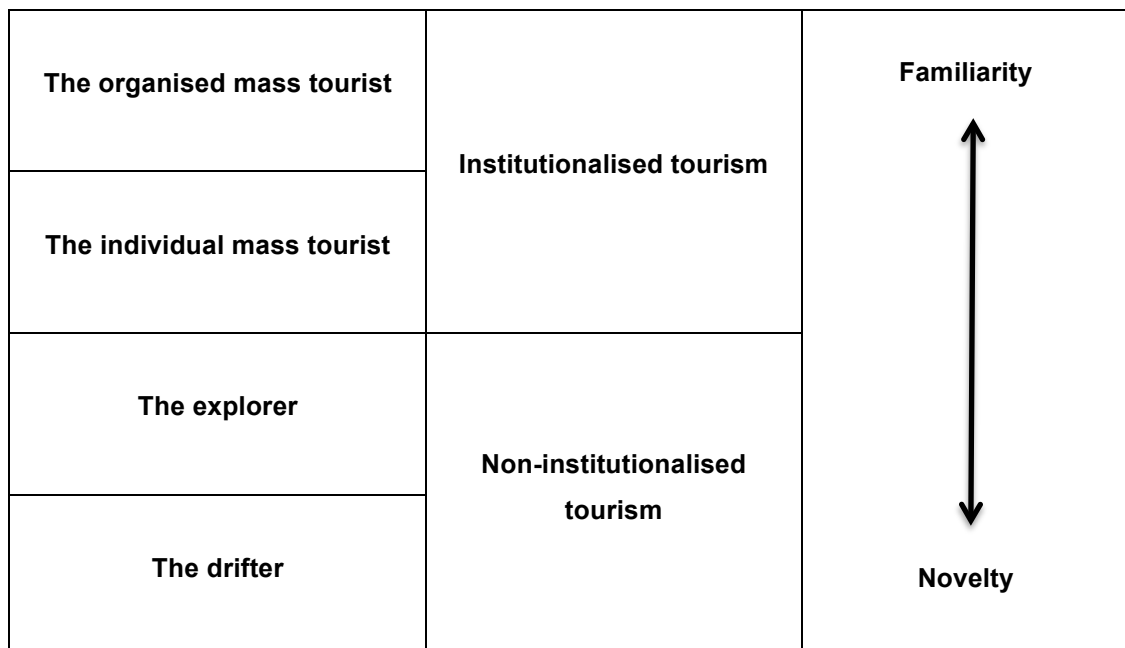
The first type is the organised mass tourist, who prefers to buy ready-made packages and tends to isolate himself in an "environmental bubble" (Vuoristo 2002, 48). The prototype for the organised mass tourist is that he goes for a guided tour through a steaming countryside with an air-conditioned bus. This type of tourist is the least adventurous, the itinerary is determined in advance and all included stops are guided and well prepared. For this tourist familiarity is at a maximum, and the novelty is kept at a minimum. (Williams 2003, 176.)

The second type is the individual mass tourist, who also favours ready-made packages but is slightly more flexible and proactive than the organised mass tourist (Vuoristo 2002, 48). All the major arrangements are made through a travel agency, but the tour is not entirely fixed beforehand and therefore, this tourist has a certain control over his itinerary and time (Williams 2003, 176).



The third type is the explorer, who arranges and plans his own trips. This tourist seeks for other destinations than the mass tourists seek for, but prefers reasonable comfort for both accommodation and transportation while travelling (Vuoristo 2002, 48). At the destination the explorer tries to interact with the local people and speak their language. Even though novelty dominates, it is important for the explorer to keep a certain level of comfort and security. (Williams 2003, 177.)

The fourth type is the drifter, who separates himself from the production of mass tourism. Instead the tourist seeks foreign conditions, new experiences and blends into the local way of life. (Vuoristo 2002, 48.) The drifter plans the trips entirely by himself, and does not have a preplanned itinerary or timetable. For this tourist it is common to take on odd-jobs and to live completely like the people in the host community. In contrary to the organised mass tourist, familiarity is at a minimum and novelty at a maximum for the drifter. (Williams 2003, 177.)



GRAPH 4. Cohen's typology (adapted from Cooper et al. 2008)

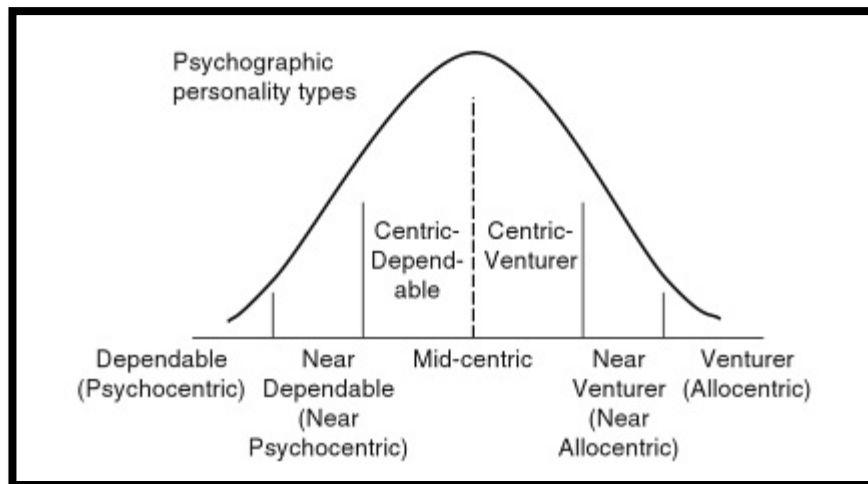
The first two categories, organised and individual mass tourists, prefer to buy ready-made packages to familiar locations arranged by a tour operator. According to Cohen these tourists are institutionalised tourists, since they use services

provided by a tour operator. The latter categories, explorers and drifters, want to visit more unusual destinations and plan the trips on their own. Cohen considers these types to be non-institutionalised tourists, since everything is taken care of by the traveller himself. (Cohen 2002, 48-49.)

The travel typology described above shows that the tourist's role is affected by both curiosity as well as the need for security. A person who has travelled less is more likely to choose a ready-made package, since he might feel more secure if a tour operator has organised the trip. On the other hand, a person with experiences from travelling might feel that he wants to customise the trips himself for more flexibility and according to his own interests.

### **3.2 Plog's typology**

Plog created another well-known travel typology in 1974. According to this typology (GRAPH 5) tourists are divided into psychographic types with the extremities psychocentrics and allocentrics. Psychocentric types focus on themselves; they are narrow-minded and reserved. These individuals prefer ready-made packages, passive activities, familiarity as well as destinations possible to reach by car. Allocentric types on the other hand, are social and open-minded individuals. These travellers make their own travel arrangements, visit new destinations and are satisfied with a modest and reasonable service level at the destination. They enjoy new experiences, meeting people and learning about different cultures. Most people are, however, an intermediate between these extremities, i.e. mid-centric types. It is also possible to identify near psychocentric types as well as near allocentric types. (Vuoristo 2002, 45.)



GRAPH 5. Plog's typology (adapted from Plog 2001)

Plog also believes that there are a number of characteristic features that are common for the different personalities, even though no person could be a perfect exemplar of any personality. The psychocentric types are passive, non-demanding, cautious and conservative in their daily lives. These persons also prefer structure and routine and to socialise with friends and family, which makes them feel convenience and security. Furthermore, they have little self-confidence, low activity levels and feel uncertain about what the future holds. Distinctive features for this personality are also that they are less adventurous and exploring than most people. When it comes to the allocentric types, the opposite characteristics appear. These persons are active, energetic and determined in their daily lives. Other features for allocentrics are a high level of self-confidence and a belief that the future is brighter than the past. They are also fast decision-makers and prefer to be on their own. Additionally they are curious, enjoy new experiences and have an urge to explore the world. (Plog 2001.)

The above-mentioned Cohen's and Plog's travel typologies have several interfaces. The organised mass tourist in Plog's typology complies with the psychocentric in Cohen's typology, while the individual mass tourist can be identified as the mainly mid-centric type. Furthermore, the explorer compares to the near allocentric type and the drifter refers to the allocentric type. (Vuoristo 2003, 42.)

## **4 MOTIVATION AND NEEDS**

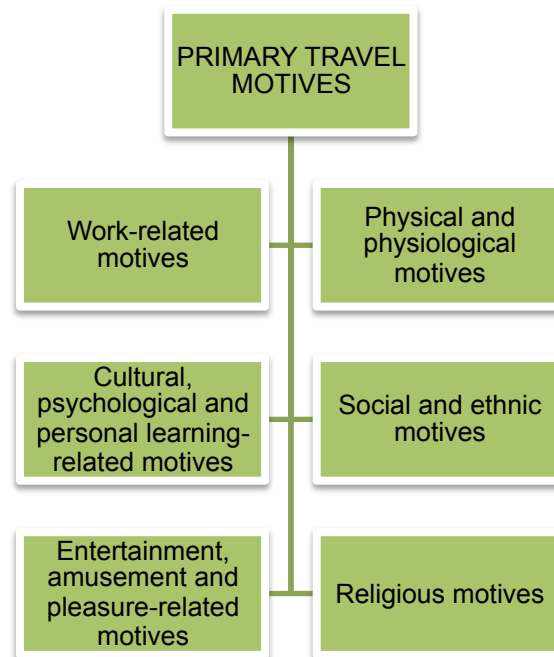
All individuals have their own desires and needs. In the tourism industry, motivation is what creates the demand. Basically, motivation can be seen as a link between a felt need and the action taken to satisfy the specific need. (Sharpley 2006, 31-32.) This section will go deeper into travel motives as well as the well-known theory of motivation created by Abraham Maslow.

### **4.1 Motivation**

The factors that affect the customer's travel decision are usually called travel motives. The travel motives are either primary or secondary motives. Primary motives are why a person is travelling, while the secondary motives are about how and/or to where the person is travelling. (Komppula & Boxberg 2002, 68.)

Primary travel motives are commonly divided into six different categories (GRAPH 6). The World Tourism Organization (WTO) also uses these divisions in their researches. The following motives clarify the purpose of the trip, the reason why an individual undertakes his trip. Work-related motives are business trips within the public or private sector, conferences, exhibitions, meetings or training sessions. Physical or physiological motives include participation in sports or outdoor activities as well as participation in wellness activities. This category also comprises rest, relaxation and a break from everyday life. Cultural, psychological and personal learning-related motives fall into another category. For example participating in festivals or music events, participating in activities based on one's own interests and visiting places because of their culture or traditions are activities that belong to this category. Social and ethnic motives can be visiting friends and relatives, travelling for social obligations such as weddings or funerals or travelling to find one's own roots and/or visiting one's birthplace. Entertainment, amusement and pleasure are also motives for travelling. This category also includes travelling to attend spectator events in sports, visiting theme or amusement parks as well as

going shopping. Religious motives can be actions such as taking part in a pilgrimage or participating in meditation (Komppula & Boxberg 2002, 68-69.)



GRAPH 6. Primary travel motives (adapted from Komppula & Boxberg 2002)

The secondary travel motives (GRAPH 7) explains what type of a trip an individual undertakes. When the primary travel decision is made, the traveller has to decide upon a few other matters such as where, when, how and for how long to travel, and with whom to travel. Decisions about accommodation, activities and budget also have to be taken. The secondary motives are usually categorised into personal and external factors. Personal factors such as life circumstances, attitudes and perceptions are matters that tourism companies are not able to influence. Travellers can have certain perceptions of destinations and travel organisations, political opinions, preferences of countries or cultures or fear of a certain mode of travel. On the contrary, tourism companies can influence the travellers with the help of marketing when it comes to information about destinations, price differences between competitors as well as the availability of different tourism products. Tourism companies can also take into account travellers' previous experiences and consider these when segmenting and repositioning their own products in comparison with the competitors. External

factors such as global, political, economical, social and technical matters also affect travellers' decisions. Furthermore, tourism companies' marketing activities, media as well as friends' and relatives' opinions can influence the decision-making process. (Komppula & Boxberg 2002, 71-73.)



GRAPH 7. Secondary travel motives (adapted from Komppula & Boxberg 2002)

The primary and secondary travel motives together determine the outline of a trip. When the primary travel motives have been clarified, namely what the purpose of the trip is, it is possible to continue planning the trip according to the secondary travel motives. This means that even if several people have the same primary travel motives, there can be a large variation in the outcome due to differences in the secondary travel motives.

## 4.2 Maslow's hierarchy of needs

The American psychologist Abraham Maslow developed one of the best-known theories of motivation, Maslow's hierarchy of needs. The hierarchy is based on ranking of individual needs and these are illustrated in GRAPH 8 below. Maslow believed that the human motivation is explained by the extent to which his needs have been satisfied. The lowest level (physiological needs) dominates human behaviour in case none of the needs in the hierarchy was satisfied. However, if these needs were satisfied they would no longer serve as motivation, and the following level in the hierarchy would instead motivate the individual. The main idea is that the human should be inspired to achieve the highest level, self-actualization. (Cooper et al. 2008; Laine, Vilkkö-Riihelä 2008)



GRAPH 8. Maslow's hierarchy of needs (adapted from Cooper et al. 2008; Page 2009)

The first level, the lowest level, in the hierarchy is physiological needs. This level covers basic human needs for survival such as hunger, thirst, rest and activity. The second level is safety needs, which refers to security and freedom from fear and anxiety. The third level comprises the needs of love and belonging, the individual's needs for affection and capacity to give and receive love. The fourth level, esteem, consists of the need for self-esteem as well as esteem for others.

The fifth and highest level is self-actualization. This is the level all individuals should strive for in order to experience personal growth, reach one's full potential and fulfil oneself. (Cooper et al. 2008, 45.)

Maslow's hierarchy of needs conveys that if the lower needs are not satisfied it is not possible to satisfy the higher needs either. It is in the human nature to cover basic needs before the focus can be on satisfying other needs. The hierarchy can be implemented in various fields of life, but regardless of which area it concerns, the focus should be on reaching the highest level.



## **5 CONDUCTING THE RESEARCH**

The practical part of this thesis was a research conducted online to get an insight into people's travelling habits as a starting point for a potential travel agency. This chapter clarifies the theory needed for conducting researches, presents the research objectives and discusses reliability, validity and ethical issues.

### **5.1 Research methodology**

The main research methods used are quantitative and qualitative research. Quantitative research is "explaining phenomena by collecting numerical data that are analysed using mathematically based methods (in particular statistics)" (Aliaga & Gunderson 2000). Qualitative research, on the other hand, aims to gather "a great deal of information about a small number of people rather than limited information about a large number of people" (Veal 2006). When doing a research, whether it is quantitative or qualitative, data is to be collected in order for the researcher to be able to draw conclusions and explain something. (Muijs 2010, 1.)

In a quantitative research the data has to be collected in numerical form, since the analysis should be based on mathematical methods. The phenomena researched might not be naturally in numerical form. In this case there are different kinds of research instruments to be used when doing the research and converting the data into numerical form at a later stage. For example, a questionnaire can be designed for people to fill in according to their opinions about a certain matter, just by ticking the option that best correspond to them. (Muijs 2010, 1.)

### **5.2 Questionnaire design and distribution**

A questionnaire-based survey can be carried out in two different formats: either in interview or in respondent-completion format (Veal 2006, 100). As Smith (2010) states, there are several ways to distribute a questionnaire. It can either be

distributed personally or conducted as a telephone interview. The survey can also be in the form of a self-completion questionnaire sent via mail or as a web-based survey. (Smith 2010, 77-83.)

When planning a questionnaire there are several matters to keep in mind. It is important for the outcome of the survey that the questions are easily understandable and unambiguous to avoid misinterpretation among the respondents. Leading questions should also be avoided not to influence the respondent in any direction (Veal 2006, 251). The questionnaire should also be designed so that the answers are easy to record, but at the same time be respondent-friendly. Concerning the format of the questions there are two basic alternatives: closed-ended or open-ended questions. Closed-ended questions mean that a range of alternatives is given and the respondent only has to mark the appropriate answer. Open-ended questions on the other hand give the respondents the possibility to compose their own answers. There are advantages and disadvantages with both formats, so the designer of the questionnaire has to consider which type is appropriate for his survey. (Smith 2010, 61-65.)

The survey for this thesis focuses on leisure trips and includes questions on both the planning stage as well as the trip itself. The initial questions cover basic information about the respondent. The remaining questions concern the choice of destination, type of travel, travelling constellation, accommodation, expenses, preferred season to travel and environmental issues. There are also questions about how the trips are ordered and what a travel agency could assist the traveller with.

For this research, a web-based survey was chosen. It is possible to achieve a relatively large sample size with an online questionnaire and since the respondents can choose when to fill it in, the respondent rate might also be higher. Nevertheless, it can be difficult to collect a random sample with a web-based survey. It only enables people using the Internet to answer, and therefore the ones not using the Internet are automatically excluded from the survey. This might affect the outcome of the survey, for example concerning the age distribution among the respondents. The questionnaire was designed by using Google Forms™, which is

a free tool for questionnaire design. The distribution of the questionnaire was done through social media, on Facebook. Social media is a practical forum to use, since it is possible to reach out to a large number of people quickly. Still, the drawback for such a survey is the fact that people not using Facebook will most likely not take part in the survey.

### **5.3 Reliability and validity issues**

Veal (2006) has come up with the following description of reliability:

Reliability is the extent to which research findings would be the same if the research were to be repeated at a later date or with a different sample of subjects. Again it can be seen that the model is taken from the natural sciences where, if experimental conditions are properly controlled, a repetition of an experiment should produce identical results wherever and whenever it is conducted. This is rarely the case in the social sciences, because they deal with human beings in differing and ever-changing social situations. (Veal 2006, 41.)

This means that the researcher has to be very cautious. When dealing with human beings, it is very difficult to get the exact same outcome if the research was to be repeated. However, the researcher's task is to keep to the topic of the research and leave out irrelevant information.

The following explanation of validity has been given by Veal (2006):

Validity is the extent to which the information collected by the researcher truly reflects the phenomenon being studied. Leisure and tourism research are fraught with difficulties in this area, mainly because empirical research is largely concerned with people's behaviour and with their attitudes, and for information on these the researcher is, in the main reliant on people's own reports in the form of responses to questionnaire-based interviews and other forms of interview. These instruments are subject to a number of imperfections, which means that the validity of leisure and tourism data can rarely be as certain as in the natural sciences. (Veal 2006, 41.)

If a phenomenon is researched in natural sciences under controlled conditions several times, it will bring out the same result. However, if a research is conducted in social sciences at different times, there may be variations in the results.

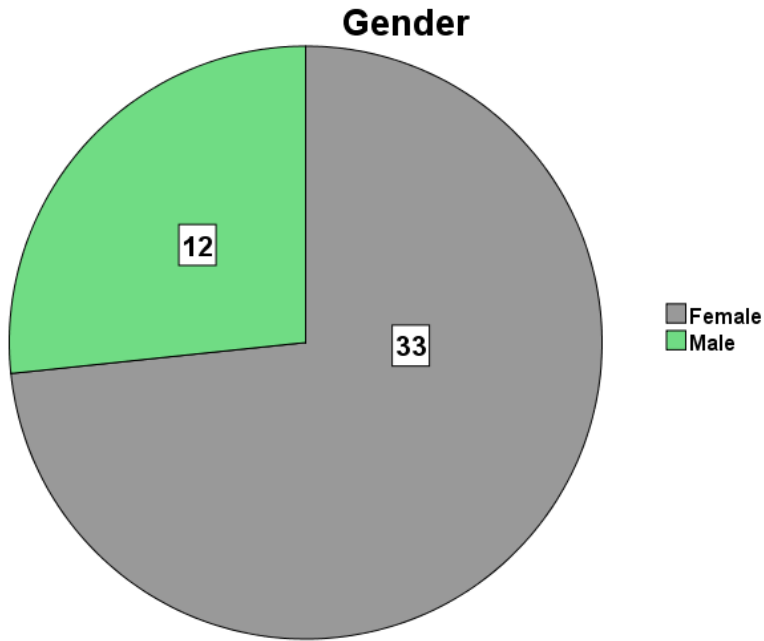
The reliability in this thesis is relatively good given the fact that it deals with human beings. The sample size was reasonable, and therefore it was possible to draw conclusions to some extent. Still, there are no guarantees that the outcome would be exactly the same if the research would be repeated later on. The validity of this thesis is also fairly good, since the aims set for the survey were reached.

## **6 RESEARCH RESULTS**

This chapter presents the results and the outcome of the questionnaire. The questionnaire was designed so that the first four questions focused on collecting personal information about the respondents such as gender, age, nationality and education. The next question was included to gather information on how frequently the respondents travel for leisure purposes. The rest of the questions are concentrated on the planning and ordering of the trip, the trip itself as well as environmental issues. The survey was conducted online and the questionnaire was available for two weeks, from 6 October until 20 October. When the survey was done, the results were converted from a Microsoft Office Excel file into IBM SPSS Statistics.

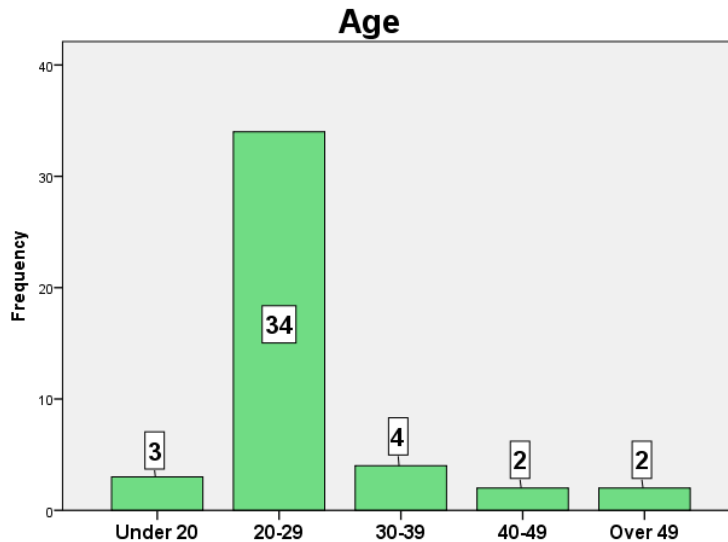
### **6.1 Information about the respondents**

The first five questions were set to find out information about the average respondent. In Graph 9 it can be seen that 45 respondents answered the survey. The majority was females as there were 33 of them. The male respondents were only 12. This amount of respondents, however, enables the drawing of conclusions on the travel habits in general.



GRAPH 9. Gender distribution of respondents

The age distribution turned out to be truly uneven. The respondents were given five age categories to choose from: under 20, 20 to 29, 30 to 39, 40 to 49 and over 49. Graph 10 shows that all the given age groups were presented in the survey. The dominating age group was between 20 and 29 years old as it was represented by 34 of the respondents. The respondents in the age group 30 to 39 were a total of 4. Three respondents were under 20, whereas two respondents represented the age group 40 to 49. Two respondents also represented the category over 49.



GRAPH 10. Age distribution of respondents

Personal information was also gathered concerning the nationality of the respondents. The available options were Finnish, EU citizen and non-EU citizen. Table 1 tells that only Finnish and non-EU citizens answered the survey. Finnish people represented the vast majority (84.4%) with a total of 38 respondents. The non-EU citizens were 7 persons, which was equal to 15.6%.

TABLE 1. Nationality distribution of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Finnish	38	84,4	84,4	84,4
Non-EU citizen	7	15,6	15,6	100,0
Total	45	100,0	100,0	

Information about the respondents' education was also collected in the survey. The categories to choose from were basic level, vocational level, bachelor's degree and master's degree or higher. Table 2 shows that the respondents represented all the given categories. The majority (44.4%) of the respondents had a bachelor's degree as 20 respondents chose this option. The respondents with a basic level of education were represented by 26.7%, which was equal to 12 persons. Also the category vocational level was quite well represented with 10

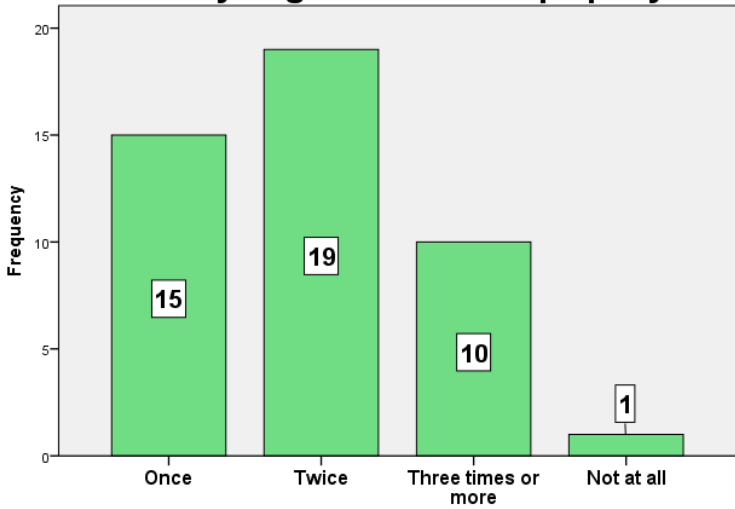
respondents, a total of 22.2%. The clear minority was the respondents with a master’s degree or higher with only three persons, which was equal to 6.7%.

TABLE 2. Education among respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Basic level	12	26,7	26,7	26,7
Vocational level	10	22,2	22,2	48,9
Bachelor’s degree	20	44,4	44,4	93,3
Master’s degree or higher	3	6,7	6,7	100,0
Total	45	100,0	100,0	

To get a first impression of the respondents’ travel habits the survey included a question on how frequently the respondents go on leisure trips per year. The options were once, twice, three times or more, and not at all. Graph 11 shows that all the categories were represented. Most of the respondents went on leisure trips twice a year, as 19 persons represented this category. The number of respondents who went on one annual leisure trip was 15. The option three or more leisure trips on a yearly basis was chosen by 10 persons. Only one of the respondents did not go on any leisure trips at all.

**How often do you go on leisure trips per year?**

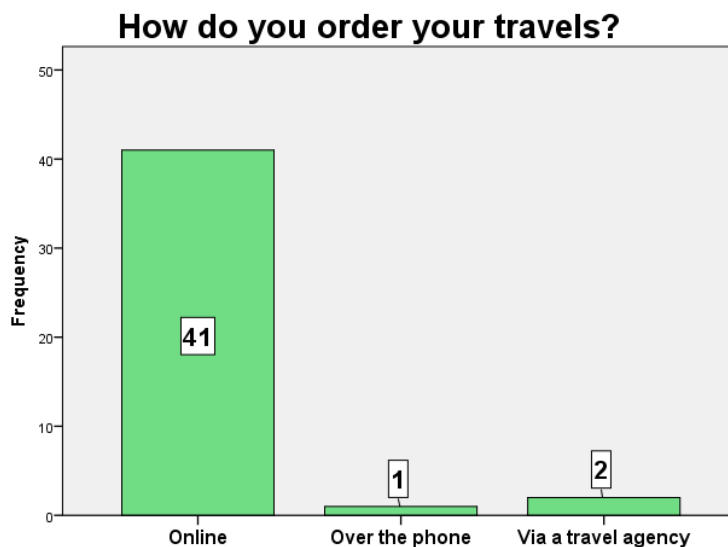


GRAPH 11. Number of leisure trips per year



## 6.2 Information on travel-specific issues

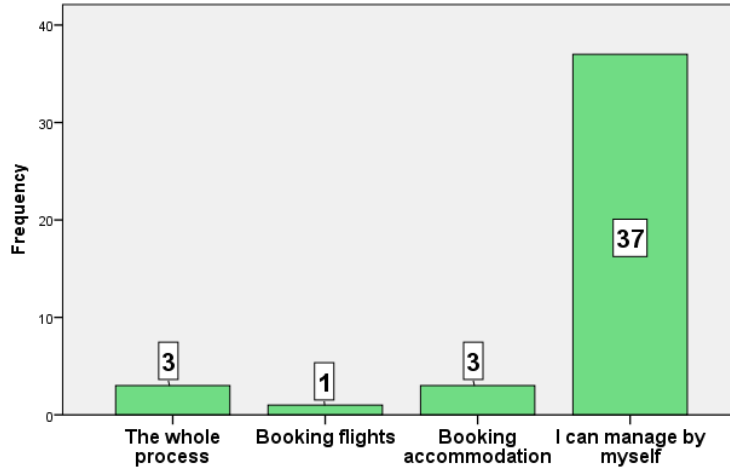
The respondents were also asked about the ordering of the travels, how they proceed with the booking. The options available were online, over the phone and via a travel agency. Graph 12 tells that all given categories were represented among the respondents. The vast majority, 41 out of the 45 respondents, ordered travels online. Only two of the respondents went to a travel agency to book the travels, while one respondent chose to book the travels over the phone.



GRAPH 12. Ordering travels

The following question also concerned the planning and booking stage of the travels. It was designed to find out if there are any stages in the process that the respondents would like to have some help with. The respondents could choose from the alternatives: the whole process, booking flights, booking accommodation and I can manage by myself. Graph 13 shows that the answers covered all options. Most of the respondents told that they could manage by themselves, as 37 persons chose this option. Three respondents wanted help with the whole process, while three respondents only preferred help with booking accommodation. One of the respondents wanted help with booking flights.

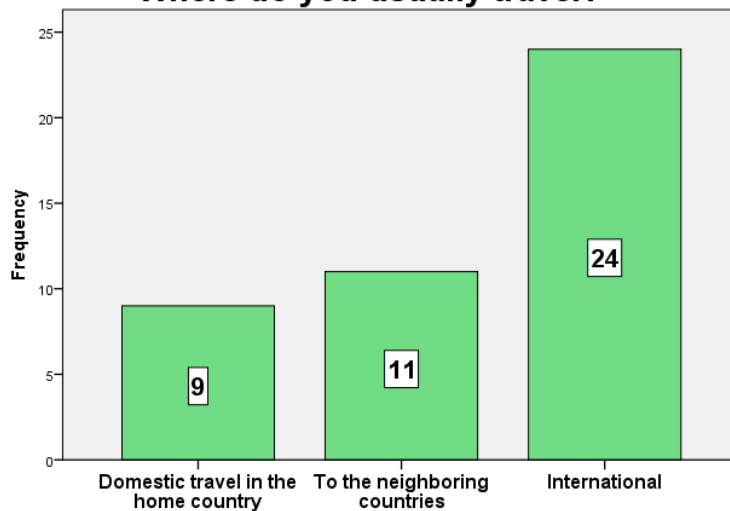
**What would you like to have some help with when planning/ordering your trip?**



GRAPH 13. Help in the process of planning or booking a trip

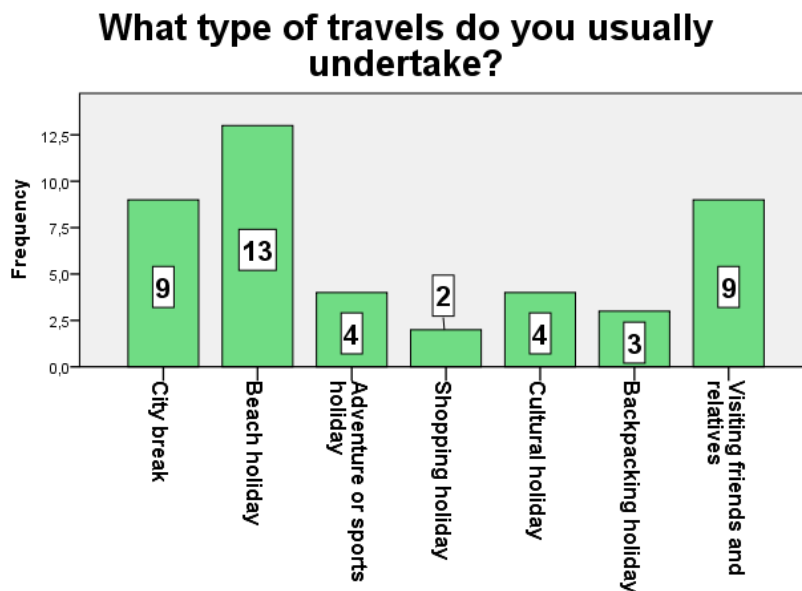
Included in the survey was also a question on what destinations the respondents prefer to visit. The options given were domestic travel in the home country, to the neighbouring countries, and international. In Graph 14 it can be seen that the majority, 24 of the respondents, chose to go on international travels. Eleven of the respondents preferred to visit the neighbouring countries, while 9 respondents wanted to do domestic travelling in the home country.

**Where do you usually travel?**



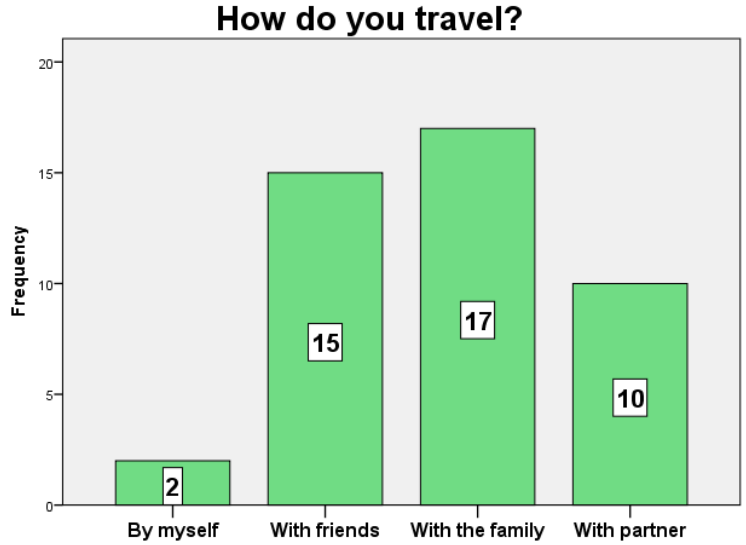
GRAPH 14. Choice of destination

The type of travel the respondents undertake was also included in the survey. The respondents could choose from the following options: city break, beach holiday, adventure or sports holiday, shopping holiday, cultural holiday, backpacking holiday, and visiting friends and relatives. In Graph 15, the respondents' answers can be seen. The dominant category was beach holiday, as 13 persons chose this option. Other well-represented categories were city break as well as visiting friends and relatives, as both alternatives were represented by nine respondents. Four respondents preferred adventure or sports holidays, whereas four respondents chose cultural holidays. Only three of the respondents went on backpacking holidays, while two respondents chose shopping holidays.



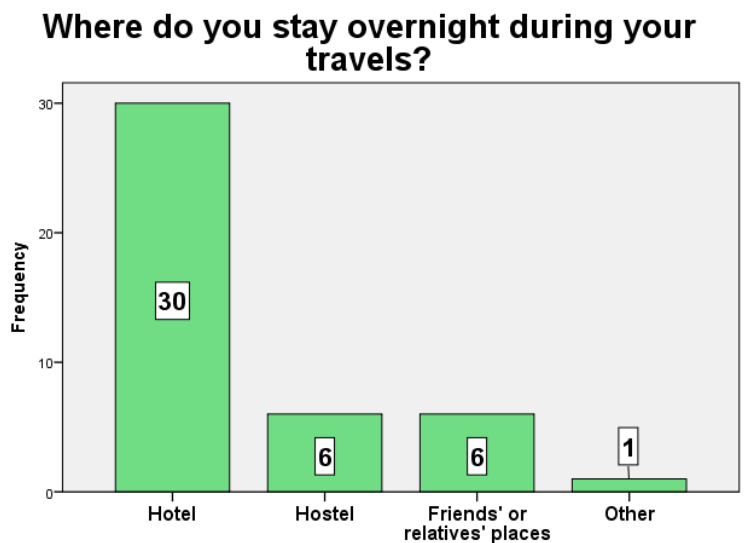
GRAPH 15. Type of travel

In the next question the respondents were asked about the travel companions, in what constellations they choose to travel. The available options were by myself, with friends, with the family, with partner and with a group. Graph 16 shows that all categories were represented, except "with a group". The distribution was quite even between the most chosen alternatives. Most of the respondents, 17 persons, were travelling with the family, while 15 respondents were travelling with friends. Ten of the respondents went travelling with their partners. The clear minority, only two of the respondents, were travelling by themselves.



GRAPH 16. Travel companions

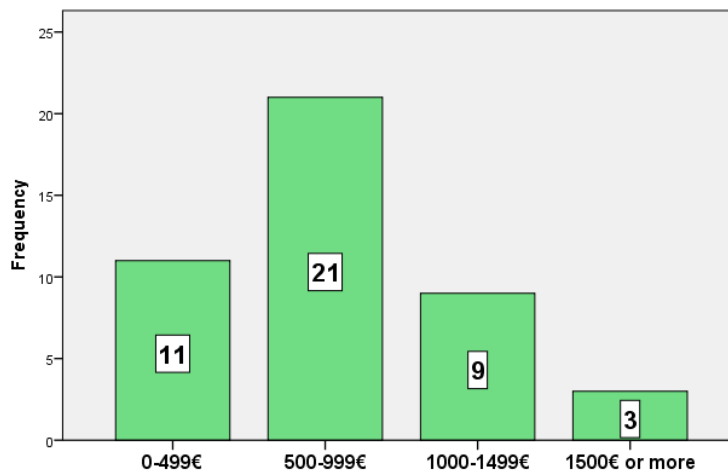
The respondents were also to provide information on where they stay overnight during their trips. The options to choose from were hotel, hostel, friends' and relatives' places, couchsurfing and other. Graph 17 shows that the respondents chose between four of the five alternatives. The vast majority of the respondents, 30 persons, stayed at hotels during their travels. Six respondents chose hostels, while six stayed at friends' or relatives' places during their visits. One of the respondents chose the option "other", and stayed overnight in a tent during travels.



GRAPH 17. Place for overnight stay

The following question was designed to find out how much money the respondents spend during their travels. The respondents were asked to take into consideration all expenses, i.e. transportation, accommodation and costs at the destination. The following categories were given: 0 to 499 euros, 500 to 999 euros, 1,000 to 1,499 euros and 1,500 euros or more. Graph 18 shows that the vast majority, 21 of the respondents, spent between 500 and 999 euros during their trips. Eleven of the respondents spent between 0 and 499 euros, while nine of them spent between 1,000 and 1,499 euros. Only three respondents answered that they spent 1,500 euros or more when travelling.

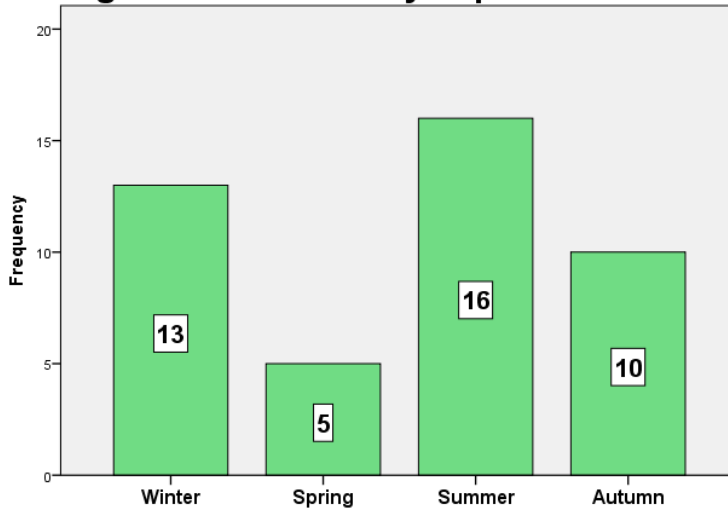
### How much do you spend in average on your travels?



GRAPH 18. Total spending during trips

The next question was included to bring forward which season (winter, spring, summer or autumn) the respondents prefer to travel. Graph 19 shows that the distribution is somewhat even. Most of the respondents, 16 persons, preferred to travel during the summer. The winter was also a well-represented option, as 13 respondents chose this option. Ten respondents felt that the autumn was the best time to travel, while only two of the respondents preferred travelling during the spring.

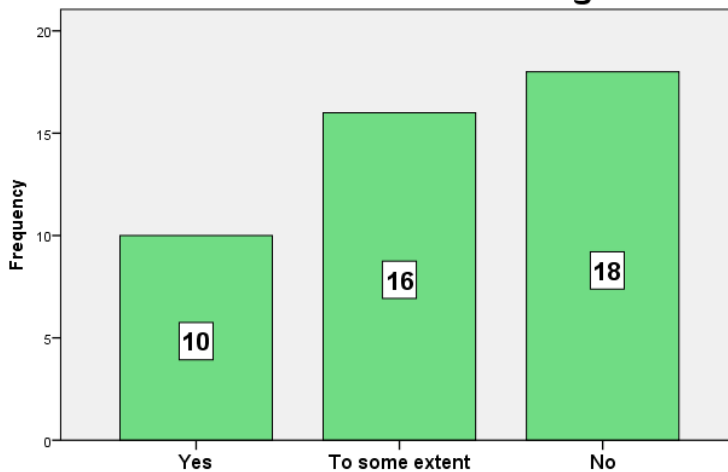
### During which season do you prefer to travel?



GRAPH 19. Preferred season to travel

The last question was about environmental issues. The respondents were asked to tell about their environmental awareness when travelling. Graph 20 shows that most of the respondents, 18 persons, did not take environmental issues into consideration. Sixteen of the respondents answered that they did consider environmental issues to some extent when travelling, while ten respondents did consider these issues.

### Do you take environmental issues into consideration when travelling?



GRAPH 20. Consideration of environmental issues

The survey provided a good overview of the current situation regarding people's travelling habits. It showed that most people travel at least once a year, but a large proportion also travels more frequently. People also tended to prefer going on international trips, and were most likely to choose beach holidays, city breaks or to visit friends and relatives. The results also revealed that people usually travel with the family or with friends, and the preferred accommodation seems to be hotels. The most popular option was to travel during the summer and people spend less than 1,000 euros in average on their trips. The survey also showed that people can mostly manage by themselves when planning and ordering trips, and the booking is usually done online. Furthermore, most people did not prioritise the environmental issues when travelling.

The survey results could be a good basis to use when planning for a new travel agency. It gives the entrepreneur facts on what the tourism demand looks like today. Based on the results the entrepreneur knows what type of trips people usually takes and what the purposes of the trips are, and therefore it is possible to design packages accordingly. As a new entrepreneur in today's market, it is not necessary to open a street office for the travel agency either. Instead the entrepreneur should focus on how to make the company's webpages most functional for the customers and have an e-help in case any questions or problems occur. The entrepreneur could also consider how he could improve the environmental awareness when people travel and how to promote this, since most people do not seem to consider these issues at the moment.

## 7 CONCLUSION

The main objective of this thesis was to get a general overview of people's travelling habits. In order to reach this objective, the quantitative research method was used. The overall goal was that this thesis could be used as a starting point when planning a travel agency.

The theoretical framework started with an overall introduction to tourism. Different approaches to defining tourism were discussed, followed by the current tourism situation and what the future looks like. Various tourism forms were also presented as well as statistics on international tourist arrivals. The following chapter focused on travel typologies, and Cohen's and Plog's typologies were presented thoroughly. In the subsequent part motivation was brought up. The focus was on primary travel motives, why people travel, and on secondary motives, how and/or to where people travel. The chapter also included Maslow's hierarchy of needs, and the different needs that have to be satisfied in order for a person to reach self-fulfilment were described.

The survey results revealed what the demand situation looks like at the moment, and that most people travel at least once on a yearly basis. According to the outcome it could be favourable to provide, among other services, packages for beach holidays as well as city breaks. Furthermore, a street office does not seem to be necessary nowadays, instead it could be a good idea to provide a online help in case any issues occur.

For further research it could be good to interview people about what they would like to improve in order to make their trips even better. It could focus on specific elements such as how to improve the planning and booking stage or what activities they would like to include in different packages. In addition to this, another possible further research could cover the needs among elderly people. The author is amenable to conducting further research in the field of travelling with focus on families or professional athletes.



The author of this thesis feels that the whole thesis process was truly rewarding. The topic was interesting and therefore, the motivation was good throughout the project. It was challenging at times, but the outcome is to the author's satisfaction. The material used for this report as well as the research results have expanded the author's knowledge, and can hopefully be beneficial in the future as the author has an interest of possibly founding her own travel agency in the future.

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## SURVEY ON TRAVEL HABITS

The purpose of this research is to get an overview of people's travelling habits in general. The survey will include questions about the planning stage of **leisure trips** as well as the travel itself. Your opinion is valuable so please answer the questionnaire by choosing the right option. All the information will be handled with confidentiality and the survey will only take approximately 10 minutes. The survey is a part of a thesis.

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Please circle the option you feel is most suitable for you.

1. Gender
  1. Female
  2. Male
  
2. Age
  1. Under 20
  2. 20-29
  3. 30-39
  4. 40-49
  5. Over 49
  
3. Nationality
  1. Finnish
  2. EU citizen
  3. Non EU citizen
  
4. Education
  1. Basic level
  2. Vocational level
  3. Bachelor's degree
  4. Master's degree or higher

5. How often do you go on leisure trips per year?
  1. Once
  2. Twice
  3. Three times or more
  4. Not at all

*If you answered "4. Not at all", please do not proceed any further. Thank you for your cooperation!*

6. How do you order your travels?
  1. Online
  2. Over the phone
  3. Via a travel agency
7. What would you like to have some help with when planning/ordering a trip?
  1. The whole process
  2. Booking flights
  3. Booking accommodation
  4. I can manage by myself
8. Where do you usually travel?
  1. Domestic travel in the home country
  2. To the neighboring countries
  3. International
9. What type of travels do you usually undertake?
  1. City break
  2. Beach holiday
  3. Adventure or sports holiday
  4. Shopping holiday
  5. Cultural holiday
  6. Backpacking holiday
  7. Visiting friends and relatives
  8. Other, what? \_\_\_\_\_
10. How do you travel?
  1. By myself
  2. With friends
  3. With the family
  4. With partner
  5. With a group

11. Where do you stay overnight during your travels?

1. Hotel
2. Hostel
3. Friends' or relatives' places
4. Couchsurfing
5. Other, where? \_\_\_\_\_

12. How much money do you spend in average on your travels? (including all expenses – transportation, accommodation and at the destination)

1. 0-499€
2. 500-999€
3. 1000-1499€
4. 1500€ or more

13. During which season do you prefer to travel?

1. Winter
2. Spring
3. Summer
4. Autumn

14. Do you take environmental issues into consideration when travelling?

1. Yes
2. To some extent
3. No

15. Other comments

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**Thank you for your time.**