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**DIFFERENCES IN CUSTOMERS' PUR-  
CHASE DECISION MOTIVATIONS BE-  
TWEEN EARLY AND LATE BOOKINGS  
OF A PACKAGE HOLIDAY**

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## TIIVISTELMÄ

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Tämän työn tarkoituksena oli tutkia, ketkä päättävät ostaa pakettimatkoja etukäteen tai viime hetkellä, ja miksi. Työn tarkoituksena oli selvittää ne asiat, jotka vaikuttavat kuluttajan päätöksentekoon eniten.

Teoreettinen taustatyö koostuu tavanomaisista määritelmistä turismista, turistista, turistin persoonallisuuksista, pakettimatkasta, matkustamisen motivaatioista ja ostopäätösprosessista. Tämän jälkeen kaikki tutkitut konseptit yhdistettiin, ja niihin perustuen luotiin hypoteeseja.

Tämän työn tutkimusmetodiksi valittiin internet-kysely, joka välitettiin matkailuun liittyvillä internet-foorumeilla. Määrällinen tutkimus ja kerätty tieto antoivat keinon tutkia väitteitä.

Tutkimuksesta saadut tulokset tukevat kahtatoista väittämää kahdeksantoista väittämän joukosta. Tutkimuksen tulokset eivät tukeneet jäljelle jääneitä kuutta väittämää. Lopputulosten perusteella, tehtiin lyhyet kuvaukset turisteista, jotka varaa-  
vat matkan etukäteen ja viime hetkellä.

## ABSTRACT

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The aim of this thesis was to examine who decides and why to purchase a package holiday in advance or at the last minute. The study aimed to reveal factors that influence an individual's decision the most.

The theoretical framework consists of basic definitions of tourism, tourist, tourist personalities, package holiday, motivations to travel and buying decision process. All of the studied concepts were summarized and based on them the hypotheses were created.

The research method chosen for this study was e-survey, which was distributed in internet forums related to travel. The quantitative approach and the data collected allowed for the testing of the hypotheses.

The findings of the research endorsed for twelve out of eighteen hypotheses to be supported. The remaining six of the assumptions were rejected. Based on the outcome, a brief description of an early and late booking tourist was drawn.



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## 1 INTRODUCTION

Not so long ago an independent, self-tailored holiday was in demand. The last couple of years show however, a growth of mass tourism and an increased popularity of package holiday. If we are to believe media, this was caused by the changing lifestyle. People are in chase of financial wealth, which consequently forces them to live fast. At the end of the day, some may earn more but have less time to spend the money. Planning a holiday trip all by oneself can be fairly time consuming. Flights, accommodation and activities at the destination, often insurance - everything must be carefully thought through. People seem to seek for a more secure option - a package tour comprising a number of tourism products and services purchased as a single unit.

Tour operators and travel agencies compete with each other in offers, constantly looking for new ways to gain customers' interest in their goods. Some of them, alongside with the well-recognized last minute campaigns having an advantage of exceptionally cheap prices have created the so called first minute offers. These allow a consumer to purchase a trip at an affordable rate with the advantage of bigger choice and availability. What motivates an individual to buy either of these then? Is it only the price and willingness to spend as little money as possible that drives an individual to purchase a last minute holiday? Is it only the fear that the holiday one wishes to go to will not be available later that makes an individual to purchase the holiday in advance?

In order to innovate products and services companies are motivated to identify their consumer. Consumer behavior, however, is a difficult field to study. There is a long way before we understand how people choose their holiday, as the motivations vary depending on the situation. Moreover, trends in tourism are constantly changing and it is difficult to stay a step ahead, but hopefully this research will allow to draw some conclusions and generate suggestions for further investigation of the topic.

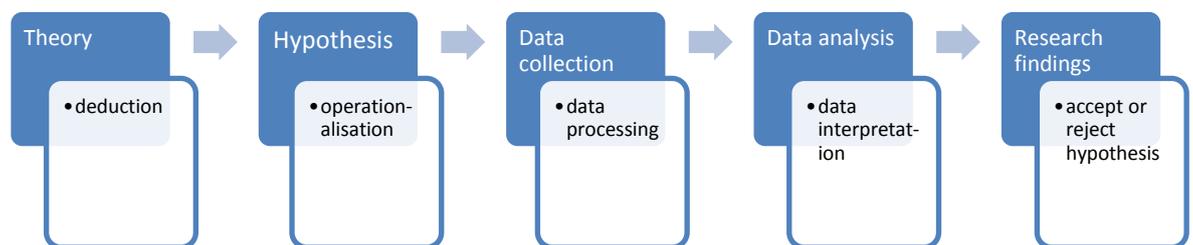
## 1.1 Aim of the research

The aim of the research is to find out who decides and why to purchase early booking and late booking holiday packages. The intention is to explore what motivates an individual to purchase either of those holiday packages and what are the factors that affect one's decision the most. Furthermore, the aim it is to reveal some characteristics of the early and late booked package holidays.

The hypothesis is that an early booked holiday package would most likely be chosen by people who due to various reasons, among others family and work commitments or health problems, are forced to plan their holiday in advance. Additionally, political restrictions as well as medical requirements may appear to be of major relevance in this case. On the contrary, holiday booked late would be common among people with no commitments, those who wish to escape from everyday life or who hold extra cash. Another important point to be made is that a holiday package may be purchased as last minute, but that does not mean the purchase was not planned in advance.

## 1.2 Structure of the thesis

Overall, the thesis follows a sequence of stages adapted from *Tourism & Leisure Research Methods* by Finn M., Elliott-White M. and Walton M., as visualized below.



**Figure 1.** The sequence of stages in the research process (Adapted from Finn M., Elliott-White M. & Walton M. 2000)

The theory starts with a short introduction to what tourism is like today, and points out to the growth of mass tourism and inclusive trips. The second chapter gathers brief definitions of the most essential terms, like tourism and tourist. It

also discusses types of tourism and classifies tourists into different groups. The following is a chapter that introduces the reader to more specific matters comprising a definition of a package holiday, a brief description of pricing this kind of a product, as well as an explanation of early and late booking holiday. Chapter four clarifies the reasons people travel for and indicates the factors influencing the holiday decision, that are described in more detail in the subsequent section. Strongly connected to late booking holiday is impulse purchasing, and the idea of early booking is somehow reflected in a rational purchasing theory. Therefore, alongside with the very basic theory of consumer buying behavior, both of the above mentioned concepts are studied. Chapter six is a summary of the theories described, based on which several hypotheses are deducted. In chapter seven research methods are outlined. Also the design of the questionnaire, the target group, and finally the implementation of the method are described. The data gathered during the process is analyzed in chapter eight, where the profiles of the early and late booking tourists are revealed, and the hypotheses are either accepted or rejected. The summaries together with suggestions for further studies of the topic compose the final section of the thesis.

### **1.3 Restrictions**

The focus of this study is to define early and late booking tourists and, furthermore, to explore their motivations while purchasing a holiday package. The thesis does not distinguish regular travelers, as the aim is to show a potential contrast between the two types of tourists mentioned above.

## **2 TOURISM**

This chapter is an introduction to the basics of the tourism world. It includes some of the essential definitions such as tourism and its types, tourist, traveler as well as tourist types. An analysis of all the above outlined matters is crucial in order to give some clarity to the reader, a better understanding of the following chapters, but also to evaluate the data gathered during the research process.

### **2.1 Definition of tourism**

There is not an easy way to define what tourism is. Literature on tourism provides a variety of often complex definitions. Although presented in many different ways and from different perspectives they share some common ideas. Below, several explanations are given.

The World Tourism Organization (UNWTO) definition is widely used in writings related to tourism. It states that tourism is all the activities undertaken by a person traveling to and staying in places that are outside the area of their residence. The length of the stay outside ones domicile defined is as no longer than one year. The purpose of the travel specified is as leisure, business and others. This formula excludes trips between the place of residence and the workplace that take place on a daily basis as well as other regular trips within the local territory. (Goeldner & Ritchie 2009, 7-8; Walker 2011, 7)

An average person could say that tourism means time spent away from home, a vacation in a company of family or friends usually involving activities like sight-seeing, sunbathing, rarely business related matters. Goeldner and Ritchie think of tourism as of something more compound. They believe that in order to define the term accurately all the participants, whether active or passive must be considered. Therefore they analyze the interactions that occur among tourists, suppliers, the host community and the government. Consequently they identify four different perspectives of tourism:

1. *The tourist*, who seeks to fulfill his psychic and physical needs and wants.
2. *The businesses*, which are gaining money by supplying tourists with products and services that meet their needs.
3. *The government of the destination country* that sees tourism as a driver of their economic development.
4. *The host community* that perceives tourism as a cultural benefit and an employment opportunity, and at times also as a harmful mechanism. (Goeldner et al. 2009, 4-7)

### 2.1.1 Types of tourism

Several attempts have been made to classify tourism. Goeldner and Richie present a typology studied from a geographical perspective. It is based on the residence of a person traveling and the area this person is traveling to. The categories are outlined as follows:

1. *International tourism*
  - a. *Inbound tourism* – visits to a country by a nonresident of that particular country.
  - b. *Outbound tourism* – visits by a resident of a particular country to another country.
2. *Internal tourism* – visits by both residents and nonresidents of a country within the country of reference.
3. *Domestic tourism* – visits by a resident of a country in their home country.
4. *National tourism* – visits by a resident of a country to another country plus visits by a resident within their home country. (Goeldner et al. 2009, 7-8)

Swarbrooke and Horner suggest somewhat different perspective on the types of tourism. They have divided tourism into eleven subtypes based on one's purpose to travel, believing it would allow to study the development of tourism and tourist behavior deeper.

1. *Visiting friends and relatives* is one of the oldest as well as most common reasons to travel. Due to various motives people are forced to migrate,

sometimes leave their friends and family behind. What follows is an increased demand for travel as members of families and friend formations have an instinctive need to see each other from time to time. A greater amount of leisure time, developed transportation networks and good housing situation has made it easier to widespread this kind of tourism.

2. *Business tourism* reaches back to the past when it would begin with trade trips and transporting goods to distant customers. At recent times, business tourism is more than that. It is a rapidly growing segment and it involves conferences, seminars, trainings, incentive travel and others.
3. *Religious tourism* recognized is as participating in religious events, visiting places that are of a major significance in an agreement with one's religious beliefs.
4. *Health tourism* started as a movement from poorer regions into those more medically advanced in search of a decent medical care. Over time, health tourism was enriched with spas and resorts that are now centers of fashion and social activity, as Swarbrooke and Horner call them.
5. *Social tourism* refers to different initiatives, like trade unions, government or voluntary organizations that either support or fully cover the cost of a vacation of members of some social groups, for example people with disabilities or children from low-income families.
6. *Educational tourism* mirrors people's motivation to learn. It exists in many different forms, including student international exchanges organized by Erasmus or special interest holidays.
7. *Cultural tourism* dictated is by one's willingness to familiarize with other cultures, to visit heritage sites, try local food or beverage products.
8. *Scenic tourism* grew as an answer to people's desire to be surrounded by nature and its wonders in a form of beautiful landscapes – forests, mountains, oceans, lakes or waterfalls.
9. *Hedonistic tourism* is a form of tourism expressed by traveling in search of four Ss – sea, sand, sun and sex, all bringing physical rather than intellectual pleasure. Hedonistic tourism is often criticized for being amoral and

thus having an undesirable impact on the host community and tourists themselves.

10. *Activity tourism* is a relatively new concept of spending a holiday actively by engaging in sports. Despite its arguable impacts on the environment, it is quickly gaining popularity as people are increasingly becoming interested in health and wellbeing.

11. *Special interest tourism* is driven by an aspiration to either benefit from holiday with new passions or to gain knowledge and experience in a subject of one's interest. (Swarbrooke & Horner 2007, 28-38)

Considering the above, it may seem that *hedonistic tourism* is the type that most strongly refers to the package holiday, which is one of the major issues of this study. However, nearly all of these summarized tourism categories could be to some degree combined with a package tour. For example, one can spend a week on an inclusive trip obtained from a workplace as a reward for good performance. This kind of trip called is incentive trip and is recognized as a form of *business tourism*. One can also combine *health tourism* with package touring, and go for a two week long family vacation in Thailand, where kids with the father can enjoy the sun and water and the mother undertakes a series of cosmetic treatments.

More accurate typology for the purpose of this research shown is in chapter 3 where package holiday was contrasted with self-made holiday and split into early and late booking trips.

## 2.2 Definition of tourist

For the last decades, there has been a discussion whether *tourist* and *traveler* both mean the same. According to Sharpley (Sharpley, 1994), before the term *tourist* became widely used the two of these words had one mutual definition only. More specifically, it was no more than 'a person who was touring'. However, with the development of the tourism industry separate definitions started to be formed. Sharpley describes *traveler* as an individual who participates in the so called self-made holiday. Traveler chooses his own flights as well as accommodation and freely plans his activities at the destination. The researcher is referring to a back-

packer, who explores the world independently for a long period of time, having a small amount of money only. Term *tourist* on the other hand, refers to a person who spends holiday on a ready-made package tour purchased from an agency or tour operator.

As Swarbrooke and Horner observe, some people who purchase packaged tours do not want to be associated with mass tourists and like to call themselves travelers. The authors understand this kind of behavior may be linked to the fact that the term traveler is considered as more presentable and less ordinary than a tourist. (Swarbrooke et al. 2007, 83-84)

### **2.2.1 Types of tourists**

In the variety of reasons and motivations people travel for, we could highlight one major motive – leisure. Oxford Dictionaries (Oxford Dictionaries <http://oxforddictionaries.com>) define *leisure* as ‘*time when one is not working or occupied; free time; use of free time for enjoyment*’. Accordingly, we could say that leisure to some degree is equal to rest and relax.

Researchers like Cohen or Plog created typologies of tourists traveling for leisure purposes. Their analyses of the topic suggest a connection between one’s personality and motivations, and their holiday choice.

Cohen’s typology (Cohen, 1972) assumes that there are four types of tourists.

1. *The organized mass tourist* identified as a person who purchases an inclusive holiday package to a popular resort and spends time in the hotel’s surrounding area.
2. *The individual mass tourist* who purchases a holiday package from tour operator, however also independently explores at the destination.
3. *The explorer* who organizes a trip on his own and spends the holiday away from other tourists, at the same time exploring local people and culture.
4. *The drifter* who does not plan anything in advance, wants to be a part of local society therefore avoids contact with other tourists.

Plog's typology (Plog, 1977) involves two groups only – *psychocentrics* and *allocentrics*. The first ones are described as not so open or adventurous people, who tend to travel to the same destination every year as they prefer spending holiday in familiar and relatively safe places. The other group introduced was as adventurous people who are constantly searching for something new, something risky; they like exotic destinations and rarely visit the same place multiple times.

In both of the above mentioned concepts it is hard to set a strict line that would separate the groups from each other. As told by the authors, explorers and allocentrics set trends, they reach to new destinations. But as they explore them, the destinations evolve and other groups follow. Gilbert (Gilbert, 1991) remarks one more great observance that is - people travel for numerous reasons and with different motives. These drivers may vary depending on the occasion. On one occasion a tourist may end up on a self-tailored trip, in an exotic destination, and on the other at a resort recognized a mass tourism place. (Swarbrooke et al. 2009, 84-85; Pizam & Mansfeld 2000, 10-11)

There is not one ideal typology of tourists. The typologies presented above based are on one or very few dimensions only. For instance, in Plog's and Cohen's theories a clear connection between personality and the booking decision, resulting with a particular choice of holiday can be found. The authors suggest that this could be a major force having impact on our actions and the outcome of the process. It is important to remember that personality itself is a very complex matter – it is behavior, emotions, psychological patterns – and may be problematic to investigate. Furthermore, already at this point one can observe the limitless variety of reasons and motives for traveling. Through this thesis a number of other factors can be learned. Motivations to travel are described in more detail in chapter 4, and later on the buying practice is analyzed.

### 3 PACKAGE HOLIDAY

As all the basic definitions and typologies were presented in the previous chapter, this section will move forward into more substantial data. Broadly speaking the aim of this thesis is to explore the behavior of holiday package consumers. Therefore a difference between a holiday package and a self-tailored holiday is studied in brief. Subsequently, named are the two types of inclusive tours. Defining them is a breakthrough step in the development of this research.

#### 3.1 Package holiday definition

The World Tourism Organization (WTO) derives a clear idea of what a package holiday is. A *package tour* is a vacation trip that combines transportation services together with an accommodation. Any other trip that requires a consumer to self-tailor, in other words to arrange services himself from multiple sources is a *non-package tour*. (Pizam et al. 2000, 187)

Quite similar, yet more specific is a definition set by the European Union, which refers to a package tour as a combination of two or more services sold as a whole, at one price. The applicable components are *transportation*, whether it is by plane, train or ship, *accommodation*, for instance in a resort, *guiding services*, *activities* meaning excursions at the destination and finally *food*. (Pizam et al. 2000, 187)

Inclusive holiday is a safe and effective way of traveling. This style of vacationing is more affordable and time efficient for a consumer than while creating a personalized package with flights and hotel purchased separately. With this minimum of effort, a tourist gets a possibility to book and spend a holiday securely, with no worries involved. (Enoch 1996 in Pizam et al. 2000, 186-187)

There might occur some uncertainty about the *inclusive holiday* expression, as it is interpreted by researches in many different ways, and often confused with the *all-inclusive holiday* term. There is not one official explanation. However, Laws sees the first one as a combination not necessarily containing food provision. The other term perceived is by Swarbrooke and Horner as a subtype of inclusive holiday, a package bounding all the services available and mentioned above. Whether it is a

package tour, package travel, package holiday or inclusive tour it refers to a fully organized holiday available to purchase from tour operators and travel agencies. (Swarbrooke et al. 2007, 277; Laws 1997, 137-138)

### 3.1.1 Pricing of package holiday

All the services bounded into a package comprise to the final price of the holiday for the customer. One may think that it is just transportation, accommodation and profit margin for the tour operator. Laws exposes many more elements that the company needs to take care of in order to create a package. Let us look at the whole process from the tour operator's point of view. First of all a *research* to determine the market demand needs to be conducted. Knowing what the consumers need, will allow for the company to start preparing the actual product. At this point all the arrangements with *transportation* companies and *accommodation* retailers are made. These sometimes include *catering*. At the destination a *transfer* between the airport and hotel is often organized. We must remember that the purchases may require a *currency conversion* and the operator may perhaps be charged *commissions*. It is crucial for the company to have a *representative* available for travelers at the place of arrival. Finally, after adding all the *administration* and *marketing costs*, as well as the *profit margin*, the package can be put for sale. Depending on where the transaction takes place, either online or in an agency, the company may have to cover varied *staff expenses*.

The intention of the operator is to match the demand with the supply and gain such profit that would at least allow to cover all the financial obligations made.

Holiday making businesses are aware that price is often a priority for a consumer when choosing a trip. It points out to the quality and accessibility of the product. Highly priced holiday packages give an impression of an excellent value and benefits associated with the trip; they constrain the customer to have high expectations. On the other hand, price could act as a filter against unwanted customers. Too high price could successfully eliminate less wealthy people from purchasing a certain holiday. (Laws 1997, 163-166)

### **3.2 Late booked holiday**

*Late booked holiday* term, in a broad sense defines a trip booked within a short period of time before the departure. An alternative term, more often used by tour operators is *last minute holiday*.

Last minute campaigns are commonly used by tour selling companies as a way to deal with the remaining holiday places that carry a risk of not being sold otherwise. (Laws 1997, 169)

One of the operators that apply the tactic is TUI. The CEO of TUI Poland, Marek Andryszak specifies what last minute is. According to him, the phrase expresses sort of a time frame for the holiday. More specifically, in this case it means that the holiday will take place within the next few weeks, often only days. The price of it could be attractively cheap, but it could also rise from its original cost. It all comes down to a demand for a particular trip or destination. If the supply is higher than the demand and the tour operator still has a significant amount of unoccupied seats on the flight as well as rooms at the destination, the agency will most likely try to sell the packages at a very low price. A number of times a sale is made with no profit for the company, but at the same time it ensures that no loss is made. Unsold capacity is of no use to the operator, as no revenue for a holiday is gathered. Nevertheless, some of the luxurious hotels and resorts are rarely discounted. Reducing the price is avoided because at the same time it could lower the value of a place in the eyes of a customer. If an interest in a particular package trip is vast and the demand is higher than the supply, a few weeks before the holiday starts the tour operator could raise the price of it, in order to get as much profit as possible.

Trends and tendencies on the market are constantly changing and it is hard to predict anything or set a rule for the last minute pricing. After all, it depends on the willingness of a tour operator to sell the remaining trips at a discounted price. Sometimes it is the only way to stay in business. (Marek Andryszak 2012)

Laws indicates different ways to make a last minute holiday trip visible to a customer and to increase a probability of it being sold. For instance, some tour operators market their last minute holiday as sort of a secret package. The customer receives the information about the departure and length of the trip, but the accommodation remains a mystery until the arrival. Another technique is to release a modified edition of the operator's brochure, with a re-priced vacation offers that will certainly be noticed by a potential purchaser. (Laws 1997, 169-170)

### **3.2.1 The image of a consumer**

Last minute trips may seem attractive to a customer, however, the concept was criticized a number of times for bringing undesirable clients to highly appreciated destinations. This applies to people with low incomes, like youngsters or elderly, who are usually the most attracted by late booked holiday. They were accused of not being able to spend enough money for extra services, and at the same time of not bringing any benefits to the locality. Financially impaired people are also perceived as the ones with no ability to behave properly. Nonetheless, this assumption was never proven to be true. (Laws 1997, 169-170)

A last minute booking could be caused by stress, excitement and other emotion overwhelming one's logic; it could mirror a strong desire to escape from work and everyday life. It may as well result from a willingness to surprise someone close, a relative or partner. This kind of holiday is seldom fully satisfying to the customer, but he/she is willing to accept the faults if the price is reasonably low. (Swarbrooke et al. 2007, 60, 66, 149)

### **3.3 Early booked holiday**

*An early booked holiday* is a holiday planned and purchased a long time in advance, for example few months before the departure. Some companies, like previously mentioned TUI Poland have created promotional deals corresponding to last minute offers, called *first minute holiday*.

Early booked package holidays are attractive to the customer from many aspects. The prices could be exceptionally low for the reason that tour operators have ben-

official agreements with hotels, which offer them big discounts for advanced reservations. Furthermore, the client has a much bigger choice of holiday, since on the contrary to a late booked holiday, there is a variety of destinations, departures, hotels, and rooms available. What is important, most of the hotels and resorts support the idea of deducted prices, including the luxurious ones.

The discounted prices for the inclusive holiday taking place in the summer season start as early as in December and end around March or April. The winter season presale is at its highest in August and expires at the end of September. (Marek Andryszak 2012)

### **3.3.1 The image of a consumer**

The early booked holiday may be widespread among people who appreciate the pleasure of looking forward to the vacation, or those who simply fear that the holiday they desire may be sold out before they would have managed to book it otherwise. Long term planned trip could also be a result of an aspiration to participate in some well-known event, for example a festival, where it is important to have the hotel and transportation taken care of in advance. This particular case though may be more applicable for self-made holiday. (Swarbrooke et al. 2007, 60, 149)

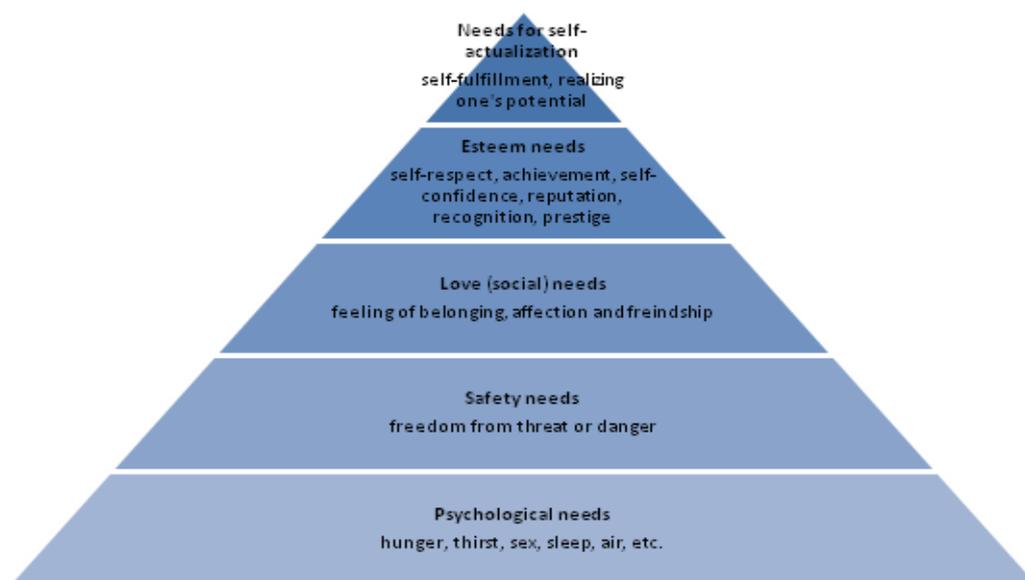
## 4 TRAVEL MOTIVATIONS & FACTORS AFFECTING THE HOLIDAY DECISION

For the development of this study it is important to understand the motivations people have when choosing to travel. There might be all kinds of reasons behind the decision, differing from individual to individual and from trip to trip. Multiple studies show that tourists themselves are not always aware of what pushes them, which makes the topic challenging to explore. Nevertheless, researchers have made quite a few attempts to establish motivation theories.

### 4.1 Maslow's hierarchy of needs

The first one to design a model of motivations was Maslow. His hierarchy of needs, developed in 1943 was not originally intended for tourism purposes, but due to its simplicity, it is applicable in many areas.

Maslow categorizes human needs into categories: *psychological needs*, *safety needs*, *social needs*, *esteem needs* and *self-actualization needs*. Figure 2 illustrates the five stages.



**Figure 2.** Maslow's hierarchy of needs (Adapted from Pizam et al. 2000)

The principal idea is that our motivations arise as a result of our needs. Each of the levels of needs activates as a motivator after satisfying the needs from the lower level(s). For instance, for an individual to satisfy his/her self-actualization needs, all the other levels of needs must be completed. Then and only then self-actualization becomes the need that motivates. In case when none of the levels are completed, the psychological needs dominate the behavior of an individual. (Pizam et al. 2000, 7-8)

While talking about tourism, the Maslow's hierarchy of needs may be understood in several different ways. It can be assumed that the levels are at the same time factors that drive a tourist to travel. For example, an individual may decide to go on holiday in order to search for friendship or love. The hierarchy works also as a guideline for marketers, who plan their actions based on what the customers need.

#### **4.2 Motivators and determinants in tourism**

According to Swarbrooke and Horner, the factors influencing the holiday decision are a combination of *motivators* and *determinants*. Two types of these factors – *internal* and *external* are distinguished. The way they blend with each other affects the final outcome of the decision making process, which is explored more in chapter 5. This section is meant to examine what motivators and determinants are, how they can be divided and finally how they unite together to later create internal and external factors that push an individual to a purchase of a certain holiday package.

*Motivators* are all the factors that motivate an individual to desire for purchasing a particular product. Furthermore, there are two groups identified: motivators that stimulate an individual to take a holiday, and those that stimulate an individual to take a certain holiday, with the time and destination specified.

There are not any commonly accepted ways of categorizing motivators, as Swarbrooke and Horner point out. However, the two authors shape an idea of motivators divided into six branches as seen in Figure 3: emotional, personal, personal development, status, cultural and physical.



**Figure 3.** A typology of motivators in tourism (Adapted from Swarbrooke et al. 2007)

These motivators arise stirred, for example, by the individuals' personality, past experiences, lifestyle, their perception of themselves and how they wish to be seen by others. Motivators are not long lasting. As the time goes by and circumstances change, the motivators change along with them. Additionally, one may have many different motivations for purchasing a holiday at the same time. One of them could be the dominant one, but in most of the cases a holiday is a compromise resulting from various motivators. This is especially in a situation one wishes to take a holiday in a company of family or friends, as all the participants may have diverse needs and it is nearly impossible to fulfill all of them.

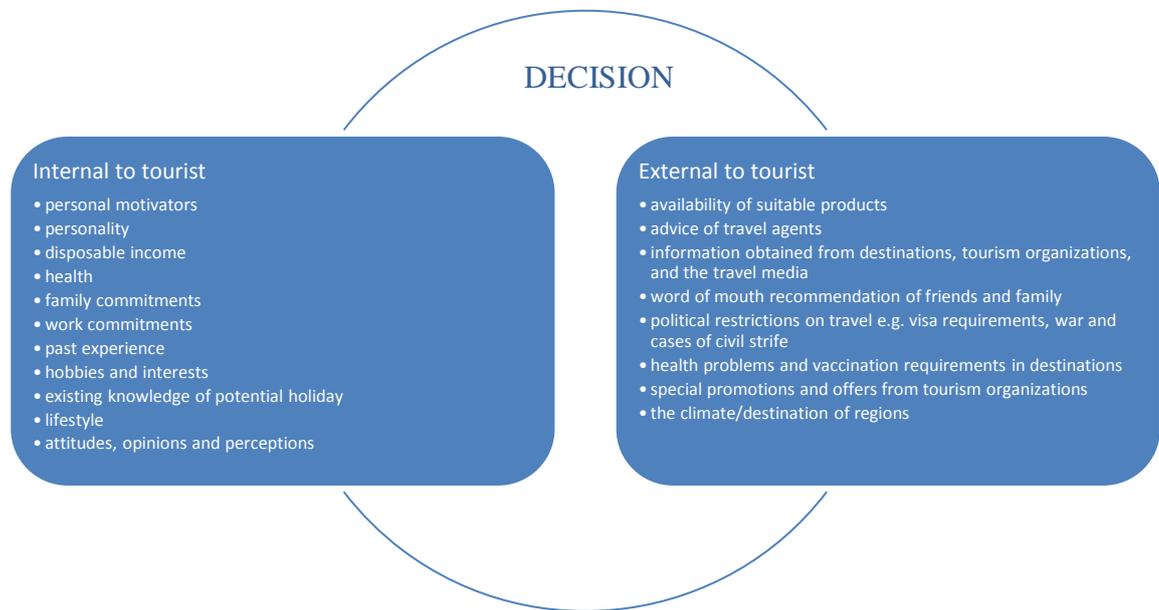
The factors that determine to what extend an individual is able to buy a desirable product are called *determinants*. These, again, have two subtypes: the factors which define whether an individual is able to take a holiday or not, and the factors that determine the type of the holiday, if an individual is able to take it in the first place. Strictly speaking the destination, timing and duration of the trip will be de-

terminated, together with the accommodation type, activities and budget being planned.

Swarbrooke and Horner categorize the determinants into personal and external. The personal ones comprise tourist's knowledge, experiences, attitudes and perceptions as well as circumstances. Recommendations of family and friends, media influences, marketing, economic and political factors, and many others compose external determinants. The degree to which these determinants are influential greatly depends on the individual's personality.

Determinants are by many identified with an extensive amount of time spent on planning the trip, analyzing the available options. Consequently, there is a connection to the early booked holiday. On the other hand, we must remember that people may be ignorant of some determinants; they may be overwhelmed with emotions and simply not be aware of all the circumstances, which could lead to late booking of a holiday trip.

The combination of the above mentioned motivators and determinants relates to the final collection of factors influencing a decision to purchase tourism products or services as by Swarbrooke and Horner.



**Figure 4.** Factors influencing the holiday decision (Adapted from Swarbrooke et al. 2007)

As seen in Figure 4, a decision is a result of one or more factors. Some of the internal factors are personality, health, work and family commitments or hobbies. The external factors that are not dependent on the tourist are availability of desired products, suggestions of friends and family, climate, political restrictions and more. (Swarbrooke et al. 2007, 52-75)

A great part of the information presented in this section concerns the following chapter and therefore such arrangement might be questioned. However, this order of writing is used to clarify the concept of motivators and determinants as a whole and to show a potential difference between these two often misunderstood terms.

### **4.3 Dann's tourism motivators**

Dann's (1997) proposal is to some extent comparable to the ones summarized above. It assumes that there are two groups of forces involved in making a decision to travel. The *push* factors, internal motivations that make an individual want to travel, and the external drives called the *pull* factors, like knowledge, information and perceptions that determine a destination of the trip based on what it has to offer.

Similar conclusions have been made by other researchers, like Crompton (1979), Mannel and Iso-Ahola (1987) or Krippendorf (1987), all sharing the idea of push and pull factors. (Pizam et al. 2000, 8-9; Sharpley 2002, 56-57)

## 5 CONSUMER DECISION MAKING

Decision is an outcome of a complicated process, a result of a number of factors interacting, mentioned in the previous section. Having knowledge of these elements and the motivations and reasons people travel for in general, we continue to explore the buying process itself. Following, impulse and rational purchasing are studied, and their relation to early and late booking of holiday is searched for.

### 5.1 Purchase decision making process

There are plenty of different models picturing a purchase decision making process. A majority of them have been criticized for being unreliable, outdated or for seeing tourists as homogeneous groups. Consequently, for the purpose of this thesis, one model only has been chosen. It is based on a general marketing theory and will serve as a base for the further studied impulse and rational purchasing.

Many researchers agree that a purchase decision making process has 5 stages: *problem recognition, search for alternative solutions, evaluation of alternatives, purchase and post purchase use and reevaluation of the chosen alternative.*



**Figure 5.** A model of purchase decision making process (Adapted from J. Paul Peter, Jerry C. Olson & Klaus G. Grunert 1999)

From a marketing point of view, decision making is a problem solving process. Consumers have needs and wants they wish to fulfill. In order to do so, they undertake a series of actions and choices from among multiple alternatives. The action flow can be seen in Figure 5.

The first stage is *problem recognition*. A consumer identifies a problem, becomes aware of the need, whether it is a new car or a book. Following is *search of alternative solutions*, during which the consumer looks for information about all the solutions (products or services) available on the market. This data could be gathered from external environment as well as past experiences. Having done that, the consumer starts to *evaluate the alternatives* in terms of benefits. Here, among others, brand may be a critical factor. A decision resulting with a choice of the most suitable product is made. Finally, the *purchase* stage at which the desired product is bought. After the consumer uses the purchased product, based on its performance he/she is able to reevaluate the alternative. Accordingly, the last stage is called *post purchase use and reevaluation of the chosen alternative*. (J. Paul Peter et al. 1999, 143-145)

An important thing to remember is that not all the stages have to be gone through. The consumer could be for instance overwhelmed with emotion and buy a product or service impulsively, without paying any attention to the substitutes available. The concept of impulse purchasing developed is in chapter 5.2.

Summarizing, the above model does not illustrate the complexity of the factors influencing the decision, but it is very flexible and acts as an introduction to the following matters.

## **5.2 Unplanned & impulse purchasing**

*'...what we plan is not always what we eventually do;*

*Conversely, what we do, we do not always intend'*

(March & Woodside 2005, 113)

Most, if not all of the decision making models assume a presence of a number of different stages a consumer goes through, to finally reach the purchase act. Regardless of that, one must bear in mind that a consumer may at any time abandon their original plans and the purchase will not take place at all. It is also imperative to acknowledge a presence of unplanned, impulse purchasing, which similarly could change a course of action in the process.

March and Woodside, who deeply explore consumer behavior theories, point out that unplanned and impulse purchasing are rarely studied due to the complexity of the topic. Yet they managed to gather some meaningful data that are studied below. *Unplanned* and *impulse purchasing* are often used interchangeably. However, unplanned purchase is more like a result of impulse purchasing. (March et al. 2005, 113)

Earl and Potts (2000) search for the grounds of unplanned purchasing. They recognize it as a result of browsing. Browsing is a form of shopping without any plan or intention to visit a particular shop or buy a particular product. A consumer could simply become a victim of the surrounding environment; he/she could be lead to purchase with advertising, promotional prices, layout of the store, smells or even music. This of course does not have to result in such purchase, but often takes place. March and Woodside (2005) add that unplanned purchase could also arise from previous intention to purchase, that has been for some reason delayed.

Stern (1962) identifies four types of unplanned purchases:

1. *Pure impulse buying* does not involve any kind of preparations for the purchase.
2. *Reminder impulse buying* caused by previous experiences or memories of product.
3. *Suggestion impulse buying* occurs when a consumer does not recognize the product but believes he/she needs it.
4. *Planned impulse buying* involves an intention of buying a specific product, but is dependent on e.g. promotional offers available. (March et al. 2005, 113-125)

Similar findings on impulse purchasing are described by Laesser and Dolnicar (2012). Through their study, the authors intend to prove that impulse purchasing is widely present in tourism. They argue with a statement that planning and search for information are an integral part of taking a holiday. Nowadays, the whole process shortens. The reason for that is the boost of low-cost airlines, growing interest in short trips and promotional offers, like last minute holiday.

Based on the research, the writers conclude that impulse behavior in tourism defined is as planned impulse purchasing, and the booking takes place maximum one week before the planned departure. Holidays purchased impulsively usually are short and take place in familiar destinations, involve one traveler only, and it is an independent individual who has a freedom of making decisions. Additionally, the budget for the trip tends to be small. (Laesser & Dolnicar 2012)

It is clear that the increasing availability of last minute holiday is one of the major factors that caused the expansion of impulse purchasing in tourism. Therefore, we could assume that unplanned purchasing is somehow mirrored in last minute bookings of holiday. We must remember though, that not all the impulse purchases are unplanned. Some may already plan in the winter season to book a summer holiday to Spain, but to do it later, for instance a couple of days before the departure. They may plan to go for a holiday on a certain date or in a certain period of time, but delay the actual purchase until they find a suitable and most beneficial last minute offer.

### **5.3 Planned & rational purchasing**

We have acknowledged the occurrence of impulse purchasing in tourism, and now we move to examine sort of an opposite behavior, which is planned and rational purchasing.

*Planned and rational purchasing* involve careful, logical thinking processes, and completely exclude all the emotional acts. The decision to purchase based is on both, decision as well as intention to purchase. It involves search for information from many sources: media, advice of a professional, past experiences etc. The options available are later compared in terms of quality and price. Furthermore, the process results in a purchase of a product that is most needed and truly essential for an individual. In most of the cases planned purchase is earlier budgeted for. (Dittmar & Drury 2000 in March et al. 2005, 115-116)

Is this type of purchasing existent in tourism as well? Swarbrooke and Horner argue that it is nothing but a myth. They believe tourists are unceasingly ignorant to

some determinants, either consciously or not. For example an individual who has some financial troubles may still book a holiday trip, because he/she believes that getting away from everyday life would help to relax and take the pressure away. A change of circumstances must be considered as well. One may plan a surfing camp trip to the Caribbean Islands and then inconveniently break a leg, just a couple of days before the departure. (Swarbrooke et al. 2007, 66)

As mentioned, it is assumed that on the contrary to unplanned buying, planned purchasing involves intentions. The relation between these and the actual performance has been intensively studied by Fishbein and Ajzen (1975, 1980, 1985). They have created a theory of reasoned action and the theory of planned behavior, both explaining the complexity of what shapes an individual's behavior. (March et al. 2005, 116-121)

Already from this brief explanation it may be seen that the relationship of an early booked holiday and rational purchasing is not as strong as the relation of impulse purchasing to a late booked holiday. It can be recognized that rational buying does not determine the time between a purchase of a holiday package and the departure. Nevertheless, it does refer to the length and complexity of the decision making process. Here, the same suggestion as in the section above applies: a holiday package may be purchased at the last minute but the action could have been carefully planned in advance.

#### **5.4 Tourist decision making**

In chapter 4, all the factors influencing a choice of holiday, together with motivators and determinants were shown. Additionally, Swarbrooke and Horner give a selection of questions and problems a consumer needs to face while making a decision. One needs to consider issues like *destination* of the holiday, *mode of travel*, whether it is by plane, train, bus or other, *type of accommodation*, *duration* of the trip, *the time* when the vacation will take place, *type of holiday* – a package trip or an independent travel, and finally the *tour operator* one intends to purchase the product from. Nevertheless, that is not all. We already know that purchase process involves making several choices. Selecting the holiday is not the last deci-

sion to be made. After the arrival, at the destination, a consumer will determine how and where to spend time. He/she will pick places to eat at, activities to engage to and much more. (Swarbrooke et al. 2007, 74-75)

## 6 SUMMARY & HYPOTHESES

The subject of an early and late booked holiday has not been studied deeply in the past and there is not much detailed data available concerning the motivations tourists may have while choosing either of these. However, the above studied theories allow to create assumptions. Furthermore, these theories can be gathered together and the interactions between them and the decision outcome can be shown as in Figure 6.



**Figure 6.** Factors comprising to the decision of either early or late booking of holiday (The author's idea)

This is a very simple model, which shows exemplary factors driving an individual to a holiday decision, whether to book a trip early or late. Some of them may be of greater value than the other ones, but eventually, during the process a balance is found, resulting in a particular choice. According to what was studied above, it must be remembered that people do not always make rational choices, as they may be ignorant to some aspects or become overwhelmed by others. Therefore, besides a rational purchase, impulse purchase was placed in the figure, remembering that neither of those can fully determine how early the vacation was purchased.

Starting from chapter 2, where among basic definitions types of tourism were studied, we find out that any package holiday traveler may be called either an *organized mass tourist* or an *individual mass tourist*. This individual tourist most likely has a particular reason to travel. It may be very common - to rest and relax. Swarbrooke & Horner describe this kind of tourism as hedonistic. Besides that one, they mention other types that may reflect one's motivations: religious tourism, health tourism, cultural tourism or visiting friends and relatives. Each of these could be combined with a package tour and could possibly determine whether it is a holiday booked in advance or at the last minute. The assumption is that in case the motivations to travel are complex, and an individual combines the holiday package with activities that may require some preparation, like medical treatment, the package will be purchased in advance. Clearly hedonistic type of holiday does not require much arrangements and can be booked even days before the departure, as well as months in advance.

*Hypothesis 1:* The more complex are one's motivations, the longer the period between the booking and the departure.

Plog's typology of tourists finds a connection between one's personality and their holiday choice. It allows to make an assumption that *psychocentric* travelers, who most of all seek for safety may choose to book a holiday in advance as it could make them feel secure. *Allocentrics* on the other hand, who are characterized by being adventurous and perhaps do not enjoy participating in inclusive holiday,

may find that last minute holiday is much more exciting for them than an early booked holiday.

*Hypothesis 2:* Psychocentric travelers are more likely to purchase holiday in advance than at the last minute.

*Hypothesis 3:* Allocentric travelers are more likely to purchase last minute holiday than an early booked holiday.

Following is a collection of information about the holiday package itself, where an early and late booked holiday are defined. Laws points out that the price of a holiday may eliminate less wealthy people from buying it. Furthermore, we learn that last minute packages can be sold at very low prices, as sometimes an unsold package may cost the operator more than selling it without a profit. It can be assumed that people with low income would most likely purchase a last minute trip.

*Hypothesis 4:* An individual with low income will choose last minute holiday over an early booked holiday.

Many tour operators put more focus on advertising last minute than first minute offers, especially on their web pages. It is done for the exact same reason as mentioned above - unsold capacity cannot be stored and it is best to sell it no matter the price. It can be assumed that last minute holiday purchases are more likely to be done online, as it does not cause much trouble. The purchase may be a result of an advertisement seen while browsing the Internet.

*Hypothesis 5:* Last minute holiday purchases are likely to be done online.

Swarbrooke and Horner described last minute holiday as an answer to stress, overwhelming emotion and desire to escape from everyday life. They also mention that an individual booking last minute holiday may be able to lower his/her expectations and accept the faults.

*Hypothesis 6:* Last minute holiday is an answer to stress, a desire to escape.

*Hypothesis 7:* An individual purchasing last minute holiday is able lower his/her expectations about the trip.

The first minute holiday on the other hand was said to be appreciated by people who enjoy making long term plans and looking forward to the trip.

*Hypothesis 8:* Individuals who enjoy making long term plans and looking forward to holiday book the trip early.

From the following chapter, we learn about motivators and determinants in more detail. Here, it may be noticed that factors like personality, past experiences, lifestyle, knowledge, recommendations of family and friends, media, economic and political issues and many more affect the decision. Subsequently several assumptions are made.

*Hypothesis 9:* Destinations that require an individual to make preparations, like visa application or vaccination are early booking holiday destinations.

*Hypothesis 10:* An individual booking holiday early travels further than an individual booking holiday at the last minute.

*Hypothesis 11:* The length of the holiday is shorter while booked late and longer while booked early.

*Hypothesis 12:* The number of trips previously taken by an individual increases a probability of late booking.

*Hypothesis 13:* High number of participants of the holiday is associated with early booking.

*Hypothesis 14:* Individuals who have work and family commitments book the holiday in advance.

*Hypothesis 15:* Individuals with poor health condition purchase the holiday in advance rather than at the last minute.

*Hypothesis 16:* Last minute holiday is more commonly booked in the winter season (as people want to escape to warmer places).

The final one is the chapter exploring the consumer behavior. Two major issues were highlighted and two conclusions made.

*Hypothesis 17:* Last minute holiday is associated with impulse purchasing, but the purchase may also be planned in advance.

*Hypothesis 18:* Early booked holiday is associated with rational purchasing, but may also be purchased impulsively.

Perhaps many more assumptions could be drawn, however, these are suggested as the most important ones, and create an outline for the impending research.

## 7 RESEARCH

Oxford Dictionaries define research as '*the systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions*'. Simplifying, research is an investigation that aims to increase the knowledge in a topic of one's interest. (Oxford Dictionaries <http://oxforddictionaries.com>)

As mentioned at the very beginning, this thesis follows the hypothesis testing approach to research. Several applicable theories were established, and the assumptions were made. This chapter is meant to briefly discuss the available research methods, find the one that is most suitable for the purpose of this study and present the background of the process to the reader.

### 7.1 Research methods

Two different groups of research methods can be recognized: *quantitative* and *qualitative*. Choosing the right method is essential for the outcome of the thesis. The selection should be based on the research problem, budget, time available and information desired.

*Quantitative* methods measure the frequency of a variety of views, opinions, attitudes or commitment among a group of participants. The data obtained this way presented is in numerical form, e.g. statistics or percentages and allows to draw conclusions or test hypotheses. The results are later on generalized from a sample chosen to the whole population. Quantitative research usually involves a survey. Because of the structure of such research it is easy to handle and trouble-free. Quantitative research is often followed by qualitative research in order to complement the results or explore some of the findings in more depth. (A.J. Veal, 2011, 34-37)

*Qualitative* methods give the researcher an understanding of reasons, behaviors and motivations of the sample. The sample is usually small and data non-statistical. The results are unique and cannot be generalized, however, based on them it is possible to establish hypotheses or raise issues that could be solved by conducting complementary research using quantitative methods. The main quali-

tative methods are interviews, observations, analysis of visual or textual data. (Eriksson P. & Kovalainen A. 2008, 77-93)

## 7.2 Method choice

To confirm the theory and hypotheses created, a survey was chosen as the most ideal method. Questionnaire surveys are one of the quantitative methods of research. They are the most commonly used methods while exploring tourism and travel. There are different types of survey methods: household survey, street survey, telephone survey, mail survey, on-site and captive survey. All these involve collecting data using a formally designed questionnaire. (Eriksson P. & Kovalainen A. 2008, 256-274)

Considering the time and budget available as well as a desire to reach international respondents, an electronic survey conducted using the Internet was selected. As mentioned, it is one of the most affordable and trouble free ways to approach individuals. The only disadvantage is that such survey may be seen as soliciting, an undesired content generated for commercial purposes, and it is most likely to be ignored by many potential respondents.

## 7.3 Design of the questionnaire

The questionnaire was designed in elomake (<http://elomake.puv.fi>), which is a web based application that allows for creating and publishing surveys.

The questionnaire consists of seven sections: *background info, personal characteristics, travel experience, buying behavior in tourism, most recent package trip info, holiday package booked in advance* and *holiday package booked at the last minute*. Those are preceded by a short introduction, which explains the aim of the interview and ensures the confidentiality of information. There are 37 questions in total, however, only 36 are meant to be answered to by an individual. Even though the number of the questions is quite high, most of them involve multiple choice answers and the estimated time required for completing the form is 10-15 minutes.

The *background info* section finds out basic information such as gender, age, nationality, work status, income, household size as well as the health condition. These characteristics are a background for analyzing the motives, but may also have a direct influence on the holiday choice.

The second unit, *personal characteristics* aims to determine the respondent's personality, which was stated to be one of the factors determining whether an individual is more likely to make rational or impulsive decisions.

Following is the *travel experience* section that aims to investigate the number of times an individual has traveled, the countries he/she has visited, as well as the travel preferences in brief.

*Buying behavior in tourism* section focuses on finding the most important elements the traveler may pay attention to while choosing a holiday. These may later on be compared with the elements that were decisive while purchasing the very recent package holiday.

The most relevant is the *most recent package trip info* unit, where the respondent is asked to think of the last package holiday purchased and provides quite detailed information about the booking and the accompanying circumstances.

The last two sections, *holiday package booked in advance* and *holiday package booked at the last minute* include one open question only. The respondent is directed to fill in one of these two sections, according to when the last package holiday was booked.

All the questions were prepared in such way that the information obtained would allow for the hypotheses to be tested. Nevertheless, it was expected that due to the versatility of the survey it would be possible to draw additional conclusions.

#### **7.4 Target group**

The target group set for the purpose of this research was individuals who have purchased a package holiday at least once. There were no limitations otherwise, no preferences concerning gender, age or nationality. Because of the variety of

factors that may have an influence on the holiday decision, it was anticipated that the respondents would be individuals with different characteristics, in different life cycle stages.

## **7.5 Implementation**

The questionnaire was distributed in three different Internet forums related to travel. One of the forums is widely known all around the world and its primary language is English; the other forums used were Polish and Finnish. Unfortunately the number of registered members of these web pages is unknown, but all together they have nearly two million unique visitors per day. It was challenging to reach only those travelers who have purchased a package holiday. Some of the users of these forums prefer to travel independently and have no experience with booking of an inclusive trip. It was found out, that several of such individuals would still fill in a part of the questionnaire, even though the covering letter clearly stated who the potential respondent is.

The research process started on the 9th of November 2013 and lasted for four full weeks, ending on the 7th of December 2013. During that time a total of 75 responses were registered. However, only 53 of them were qualified for the further analysis.

The original idea was to place the questionnaire in several internationally available, well known forums, however, a permission to do so has not been granted to the author by the administrators of these pages. Due to the circumstances, the questionnaire was translated to Polish and Finnish language as well. To ensure that the translation was high quality, and would not cause any confusion to the respondent, it was done by native speakers of those languages.

The analysis of the results was done using SPSS (Statistical Package for the Social Sciences) software.

## **7.6 Reliability & validity**

Reliability relates to how dependable or trustworthy the results of the research are; it indicates to what degree a repeated research would bring the same results.

Validity is a measure describing to what extent the information collected during the research reflects the topic studied. (Eriksson P. & Kovalainen A. 2008, 147)

In order to increase both, reliability and validity a pre-testing of the questionnaire was done. A small group of people, consisting of individuals with different language skills, was asked to fill in the form. Their level of understanding of each question was examined and the feedback obtained. Minor changes were implemented. During the actual research, all the responses were constantly monitored and in case any doubts arose, they were not classified for the analysis.

Despite the low number of replies, it was observed that the survey was rather positively assessed by the respondents, being called comprehensive, interesting and even pleasant to fill in.

## 8 RESULTS OF THE RESEARCH

The below chapter includes an analysis of the data collected during the research process. Out of 75 responses obtained, 53 were qualified for further investigation.

The analysis starts with an introduction to who the respondents are in general. Following that, the responses are split into two separate groups: travelers who purchased their most recent package holiday in advance, and those who purchased their most recent package holiday at the last minute. Based on the information the hypotheses are tested. The section ends with a short summary.

### 8.1 Respondents in general

The theoretical study of this thesis does not suggest any direct connections between the gender, age, nationality or household size and the holiday choices and therefore these variables treated are as background information only.

		Gender	
		Frequency	Percent
Valid	Female	34	64,2
	Male	18	34,0
	Total	52	98,1
Missing	System	1	1,9
Total		53	100,0

**Figure 7.** Gender distribution.

As seen above, out of the total number of 53 respondents nearly 64.2% were female and 34% were male. 1.9% did not specify the gender.

		Age	
		Frequency	Percent
Valid	under 20	2	3,8
	20-30	28	52,8
	31-40	11	20,8
	41-50	7	13,2
	51-60	4	7,5
	over 60	1	1,9
	Total	53	100,0

**Figure 8.** Age distribution.

A majority of the respondents – 52.8% were in the age group of 20 to 30 years old. Travelers at the age of over 60 years old were the smallest group of all, making only 1.9% of the total.

		Nationality	
		Frequency	Percent
Valid	-	6	11,3
	British	8	15,1
	Estonian	1	1,9
	Finnish	28	52,8
	Nepali	1	1,9
	Polish	5	9,4
	Scottish	1	1,9
	USA	3	5,7
	Total	53	100,0

**Figure 9.** Nationality of the respondents.

Over half of the respondents were Finnish. Another big group who answered the questionnaire was British travelers. This clearly is a result of how the survey was distributed. Surprisingly though, Polish travelers contributed only less than 10% of the total number of the questionnaires filled. Furthermore, 11.3% did not report their nationality.

	Frequency	Percent
Valid -	6	11,3
1	9	17,0
2	24	45,3
3	6	11,3
4	5	9,4
5	3	5,7
Total	53	100,0

**Figure 10.** Household size.

The household size table suggests that majority of the respondents live on their own or has one household member only. Based on that, it could be assumed that over half of the respondents do not have family commitments and may be able to decide on their holiday more freely.

	Frequency	Percent
Valid self-tailored	40	75,5
package holiday	13	24,5
Total	53	100,0

**Figure 11.** Share of holiday preferred.

Only 24.5% of the individuals declared that they prefer a package holiday over a self-tailored trip. As discussed earlier this may be caused by the fact that travel forums seem to be mostly visited by people who search for advice concerning independent travel. This, however, has no influence on the reliability or validity of the results, because both of the above groups of travelers have purchased a package holiday at least once.

When did you book the holiday?			
		Frequency	Percent
Valid	in advance*	41	77,4
	at the last minute**	12	22,6
	Total	53	100,0

**Figure 12.** Share of early & late booked package holiday.

A decidedly important question which was a criterion for dividing the respondents into two groups concerned the most recent package holiday booked by the respondent. Consequently, 77.4% of the respondents answered that their last package trip was booked in advance. The remaining 22.6% answered that the most recent package trip they purchased was a last minute trip.

When do you usually book your holiday?			
		Frequency	Percent
Valid	in advance*	48	90,6
	at the last minute**	5	9,4
	Total	53	100,0

**Figure 13.** Share of early and late booking travelers.

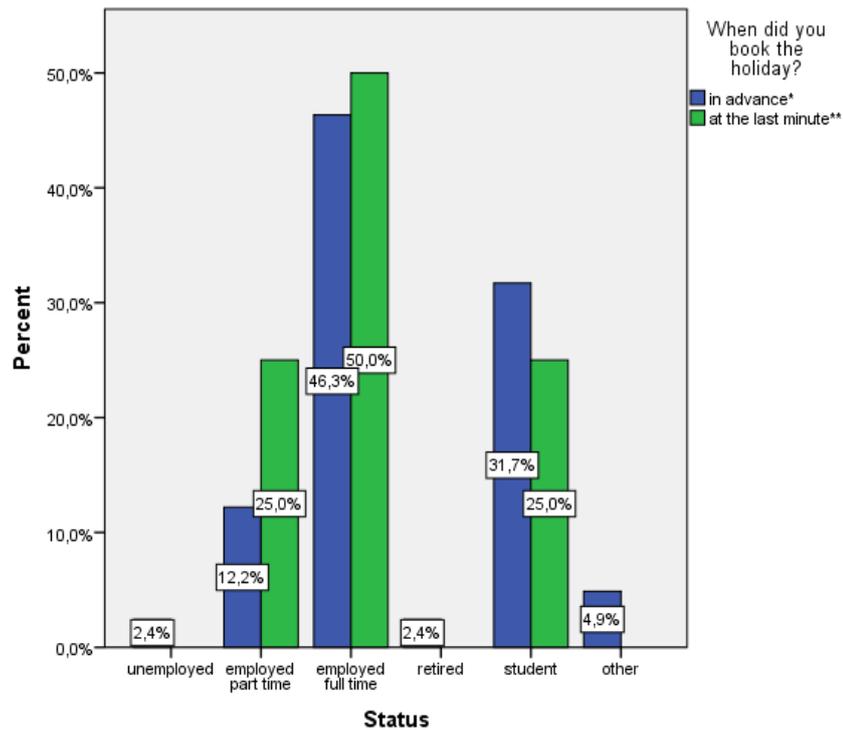
Another criteria for splitting the respondents into groups for the purpose of analysis of a few questions was – when do you usually book your holiday? 90.6% of the respondents declared that they usually book their holiday in advance, and only 9.4% books their holiday at the last minute.

For the purpose of these two questions certain definition was set. A holiday purchased in advance described was as a trip booked one month and more before the departure, while last minute holiday defined was as a trip booked a few days/weeks before the departure.

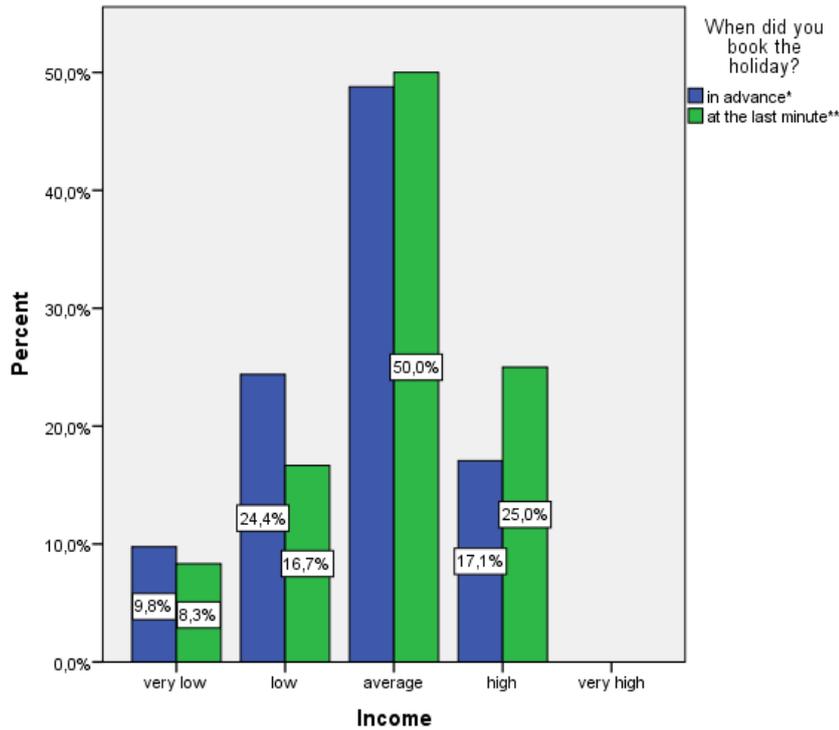
## 8.2 Comparison of demographics

The status of the respondents was studied. It is a criteria that may determine work/school commitments of an individual. A majority of people who booked their holiday early declared to be either a full time employee or a student. Out of

those who purchased their holiday at the last minute half said to be a full time employee and the remaining respondents equally fall into employed part time and student categories.

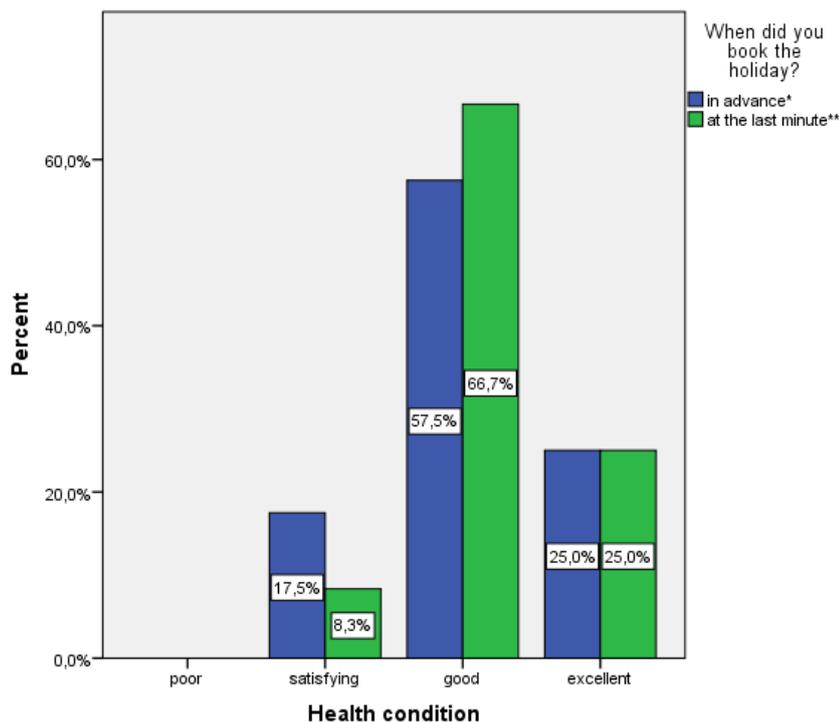


**Figure 14.** Status comparison.



**Figure 15.** Income comparison.

Figure 15. shows the income level of the respondents. It was mentioned earlier that individuals with low income may be associated with last minute tourists. This, however, is very dependable on the tour operator. Some offer first minute holiday in prices comparable to last minute holiday bargains. Consequently, the chart does not display differences in a relationship between income and the choice of the holiday. Nevertheless, it can be seen that most of the respondents evaluated their income level as average.

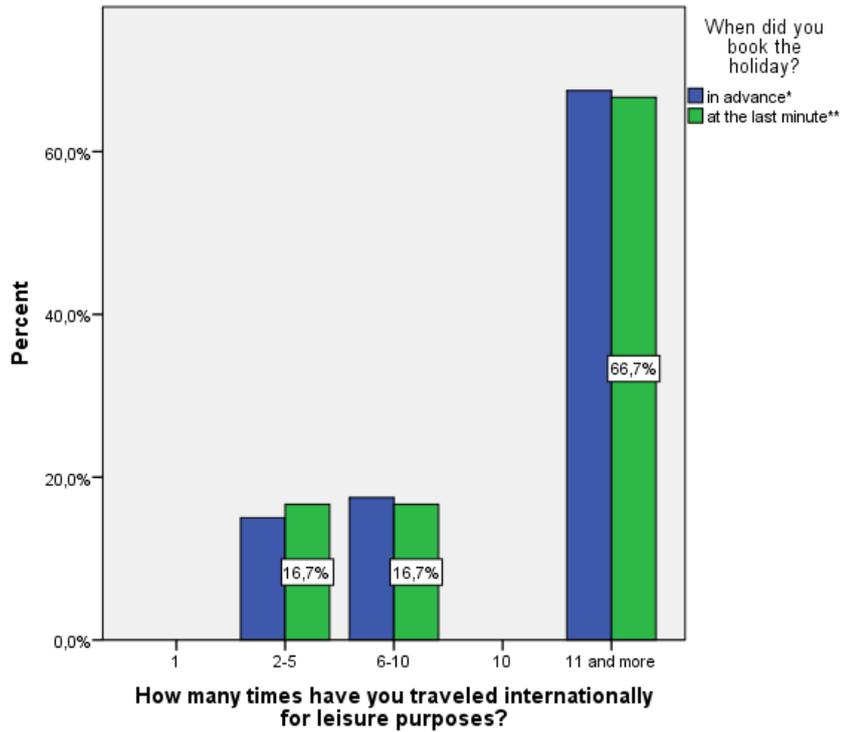


**Figure 16.** Health condition comparison.

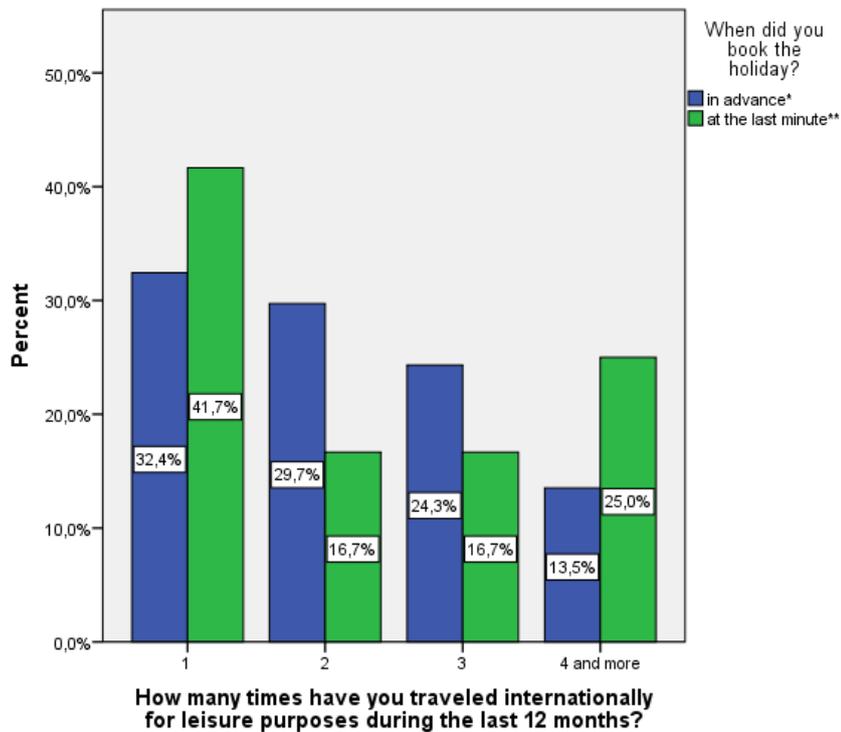
There was a suspicion that health condition may influence whether an individual books the holiday early or late. Individuals who are not in the best health were assumed to purchase the holiday in advance to be able to prepare well. Unfortunately for the research, there was not even one individual with poor health condition. It can be seen in Figure 16. that there is a small variation among respondents with a satisfactory health condition though, with a greater number of holidays being booked in advance.

### 8.3 Comparison of travel experience

It was assumed that past experiences of an individual are one of the factors having an influence on the final travel decision. For that reason the respondents were asked to estimate, for example, the number of times they have traveled. Nevertheless, no relation was found. The results for both groups – early and late booking travelers were quite even.

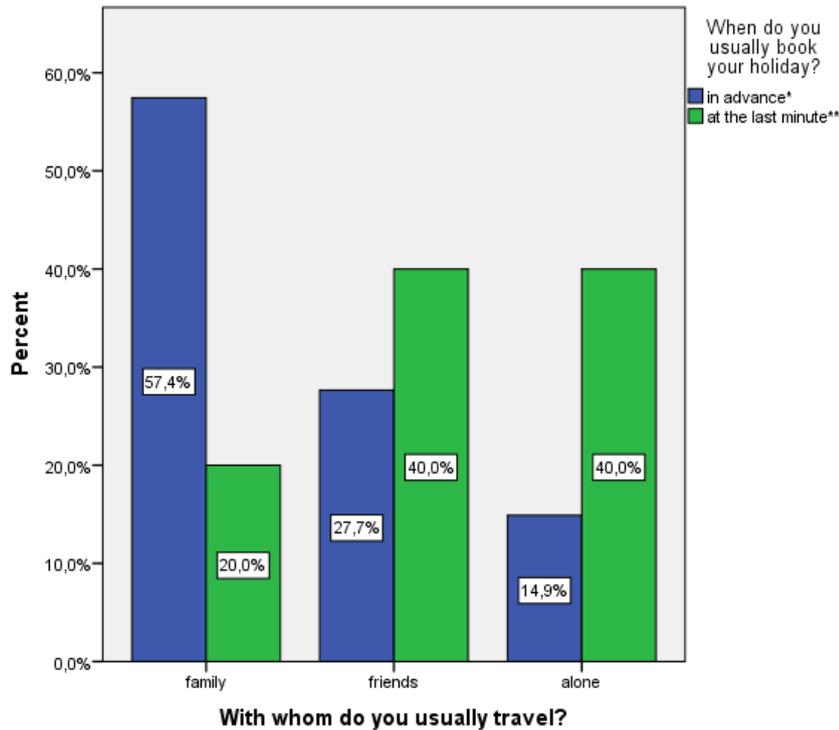


**Figure 17.** Comparison of the number of times traveled.



**Figure 18.** Comparison of the number of times traveled during the past 12 months.

Quite a few of the respondents seem to be experienced travelers. Many of them stated that they have visited over thirty countries, some even over a hundred.



**Figure 19.** Comparison of travel companions.

It was also studied whom the respondents usually travel with. A greater number of individuals who book their holiday early travel with the family. People who usually book their holiday late travel either with friends or alone. This again proves that people with family commitments are more likely to purchase the holiday in advance than at the last minute.

#### 8.4 Comparison of personal characteristics

Below is a table presenting an overview of personal characteristics of the respondents.

		When do you usually book your holiday?	
		in advance	at the last minute
I like routine	True	52,1%	20,0%
	False	31,3%	60,0%

	I don't know	16,7%	20,0%
I enjoy making long term plans	True	72,9%	60,0%
	False	22,9%	20,0%
	I don't know	4,2%	20,0%
I like to try new things	True	77,1%	100,0%
	False	12,5%	0,0%
	I don't know	10,4%	0,0%
I change interests frequently	True	20,8%	20,0%
	False	68,8%	80,0%
	I don't know	10,4%	0,0%
I think that price reflects the quality	True	53,2%	60,0%
	False	40,4%	40,0%
	I don't know	6,4%	0,0%
I always have my expectations specified	True	37,5%	60,0%
	False	39,6%	20,0%
	I don't know	22,9%	20,0%
I like to stand out of the mass	True	29,2%	40,0%
	False	52,1%	20,0%
	I don't know	18,8%	40,0%
I'm easily intrigued by advertisements	True	22,9%	20,0%
	False	70,8%	80,0%
	I don't know	6,3%	0,0%
I often buy products spontaneously	True	43,8%	20,0%
	False	45,8%	60,0%
	I don't know	10,4%	20,0%
I always look for the cheapest option when shopping	True	37,5%	40,0%
	False	54,2%	60,0%
	I don't know	8,3%	0,0%
I like to analyze all the options available before making a purchase	True	79,2%	100,0%
	False	12,5%	0,0%
	I don't know	8,3%	0,0%
I usually discuss with family/friends before making expensive purchases	True	62,5%	20,0%
	False	29,2%	40,0%
	I don't know	8,3%	40,0%
I tend to buy things I don't really need	True	20,8%	20,0%
	False	72,9%	80,0%
	I don't know	6,3%	0,0%

**Figure 20.** Personal characteristics of early and late booking travelers.

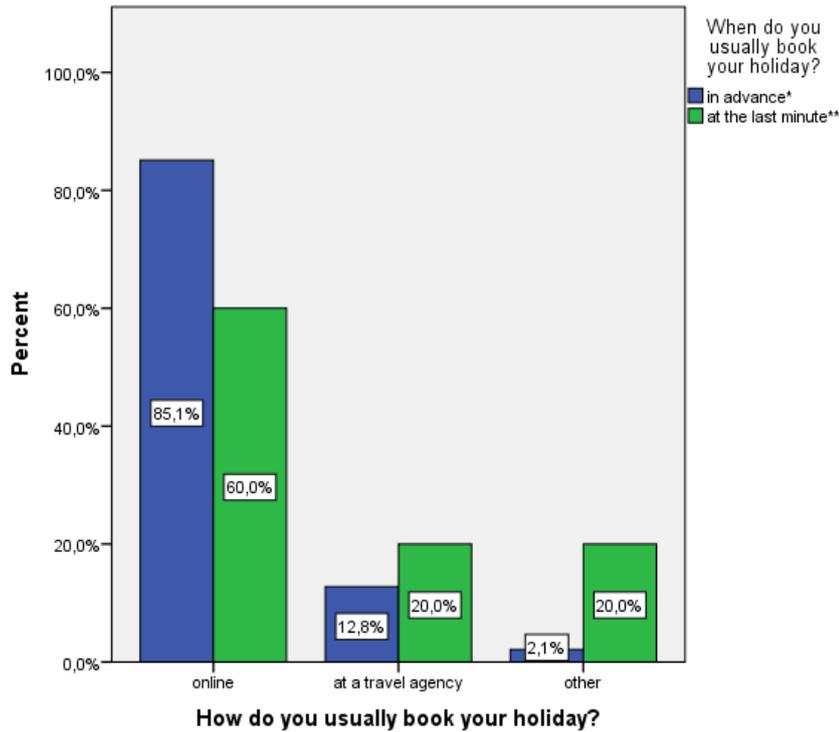
It can be observed that most of the respondents, who usually purchase their holiday in advance like routine, enjoy making long term plans and do not change their interests frequently. They seem to make rational choices, as they state to analyze all the options available before making a purchase and usually discuss big acquisitions with family or friends. Early booking travelers do not seem to like to stand out of the mass and they are not easily intrigued by advertisements. They rarely buy things they have no use for. Surprisingly, some happen to make spontaneous purchases. Nearly the same number of respondents declared the opposite. Overall, it can be noticed that the personal characteristics of these travelers in a large extent correspond to the profile of psychocentric traveler described by Plog.

It can also be seen that individuals who usually purchase their holiday at the last minute do not like routine but prefer to try new things. However, they seem to always have their expectations clearly specified. The above suggests a correlation with the allocentric traveler type explored by Plog. Furthermore, last minute travelers in general seem to enjoy making plans, most of them do not buy products spontaneously, analyzes all the choices available but does not discuss them with friends or family. This means that even though this type of a holiday is often associated with impulsive decisions, a last minute trip does not have to be an irrational choice - it may also be planned in advance.

### **8.5 Comparison of buying behavior**

In order to get a closer view of who the respondent is, a buying behavior in tourism was explored as well.

First of all, each respondent was asked how he/she usually books a holiday. As can be seen below, most of the respondents purchase their holidays online.



**Figure 21.** Booking habits.

Furthermore, some of the elements an individual may consider while purchasing a holiday were measured. The scale used for the purpose of this question was as follows: 1-not important at all, 2-not important, 3-neither important nor important, 4-important, 5-very important. The results are displayed in Figure 22. using the mean as the determinant.

Multiple observations can be made. For example, the most important element for the respondents who usually book their holiday early was the value for money, and the least important one was an advice of a travel agent. Last minute travelers declared value for money as the most important element as well, and familiarity of the destination as the least important one.

When do you usually book your holiday?		Mean
range of accommodation	in advance	3,416666666667
	at the last minute	3,400000000000

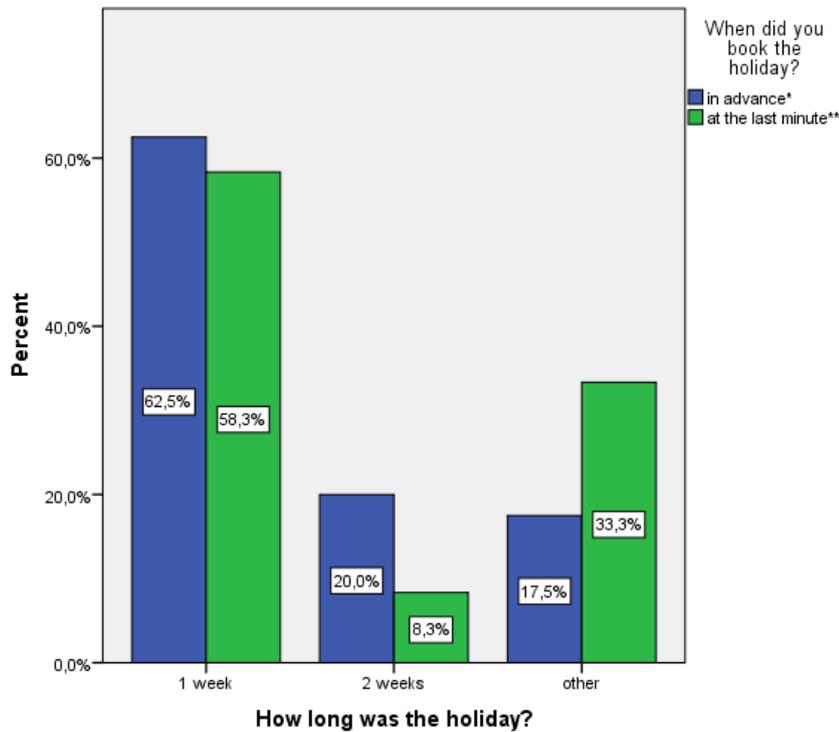
familiar destination	in advance	2,479166666667
	at the last minute	1,600000000000
flight duration	in advance	2,541666666667
	at the last minute	2,200000000000
catering offer	in advance	2,565217391304
	at the last minute	2,600000000000
reliability of the tour operator	in advance	3,717391304348
	at the last minute	4,000000000000
amount of information available	in advance	3,708333333333
	at the last minute	4,000000000000
value for money	in advance	4,166666666667
	at the last minute	4,600000000000
attractions at the destination	in advance	4,062500000000
	at the last minute	4,000000000000
climate of the destination	in advance	3,958333333333
	at the last minute	4,200000000000
advice of a travel agent	in advance	1,958333333333
	at the last minute	2,000000000000
opinions of other participants	in advance	3,446808510638
	at the last minute	2,600000000000
requirements of the destination (e.g. visa, vaccination)	in advance	3,020833333333
	at the last minute	2,400000000000
other, what? (food, culture, history)	in advance	2,909090909091
	at the last minute	.

**Figure 22.** Importance of certain elements.

## 8.6 Comparison of the most recent purchase

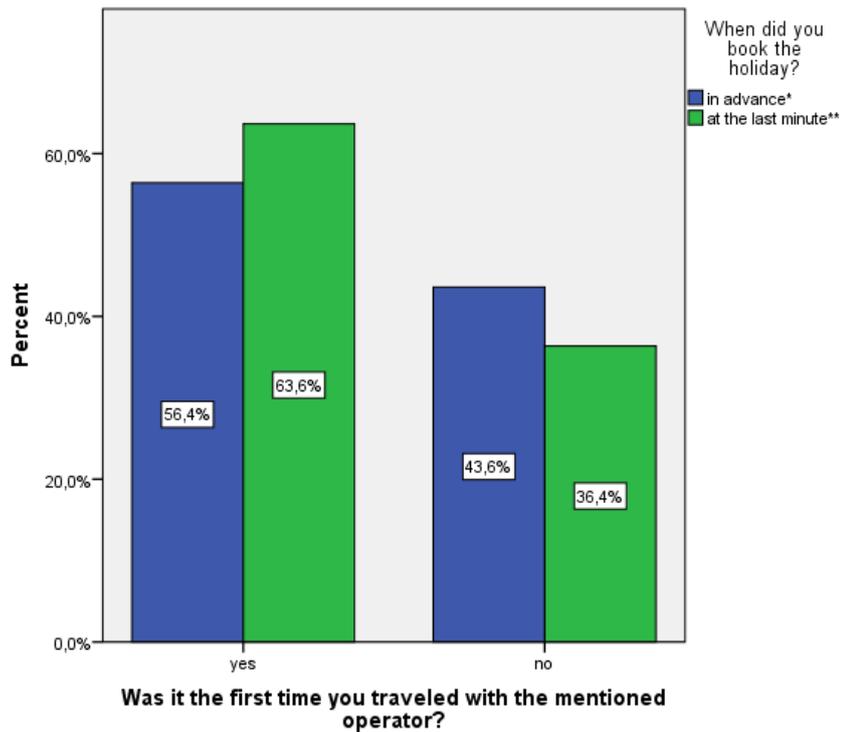
The respondents were asked to provide detailed information about their last package holiday, starting with the destination of their trip. Based on the nationality of the respondents (assuming that the country they were born in is also their country of residence) it could be analyzed whether the distance of the travel was long or short. It was noticed however, that both of the groups: early and late booking travelers mentioned various destinations from all over the world, with no significant differences concerning the distance. There was no connection found between the number of times traveled to a particular destination and the time of booking either.

Nevertheless, it was discovered that long, two week holiday is more common in the group of people who purchased their holiday in advance, as seen in Figure 23.

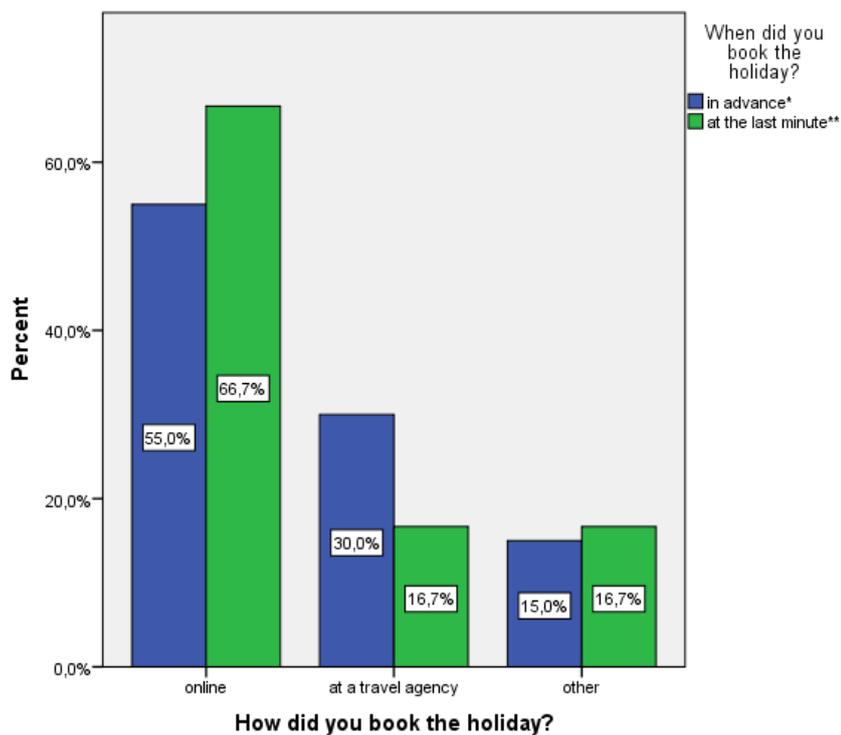


**Figure 23.** Length of the holiday.

Additionally, whether a holiday was booked early or late, in majority of the cases it was purchased from well-known tour operators. From Figure 24, it can be concluded though, that last minute travelers do not pay as much attention to how well they know the operator as the others do, often choosing to buy a holiday from a company they have no experience with.



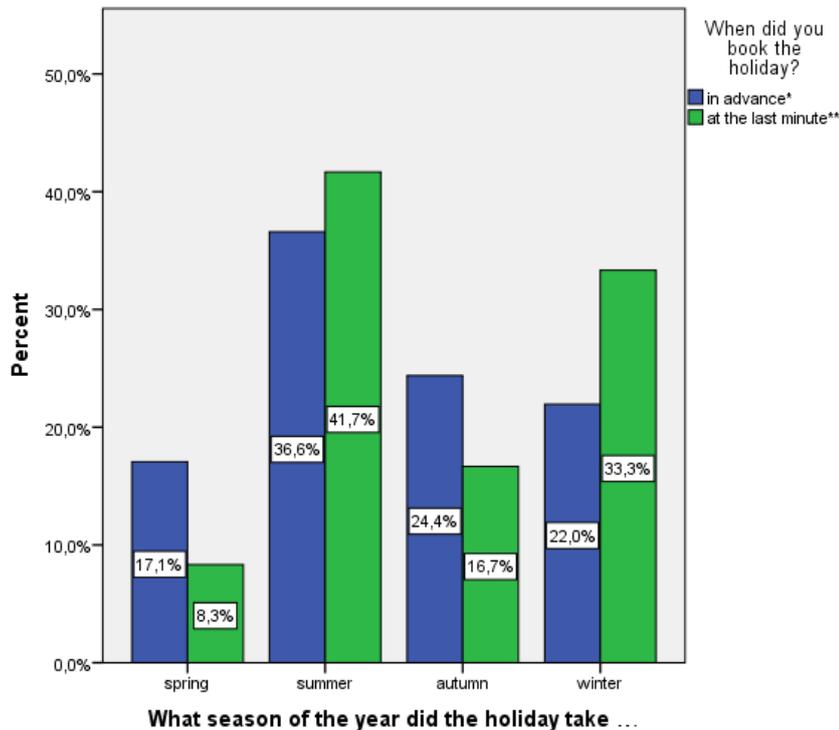
**Figure 24.** Tour operator experience.



**Figure 25.** Booking of holiday.

The research shows that 66.7% of last minute travelers chose to book the holiday online. A great share of the holidays purchased in advance was bought on the in-

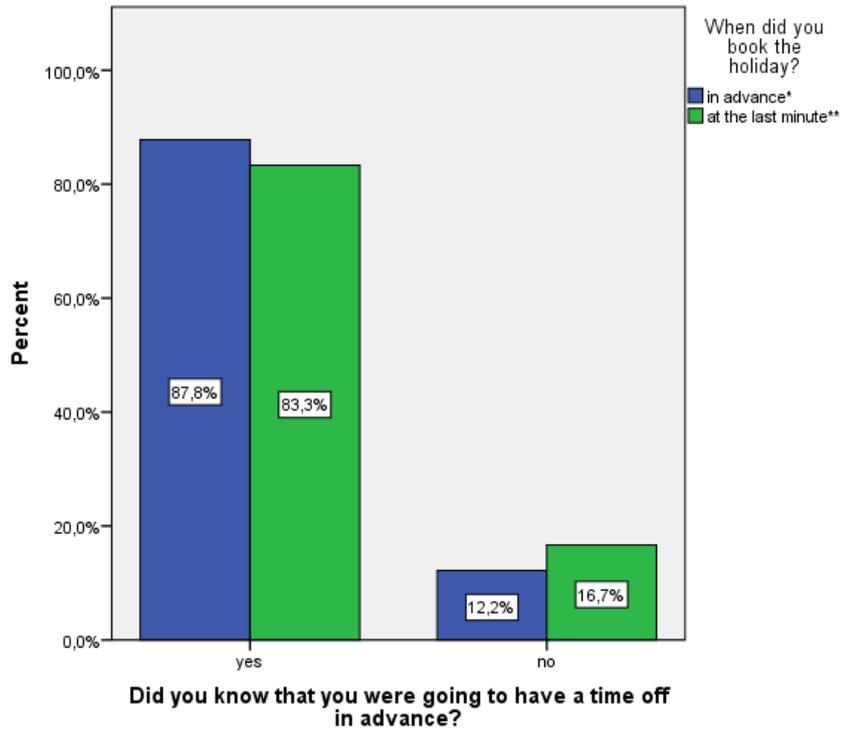
ternet as well, but nearly one third of the respondents who booked their holiday in advance did it at a travel agency.



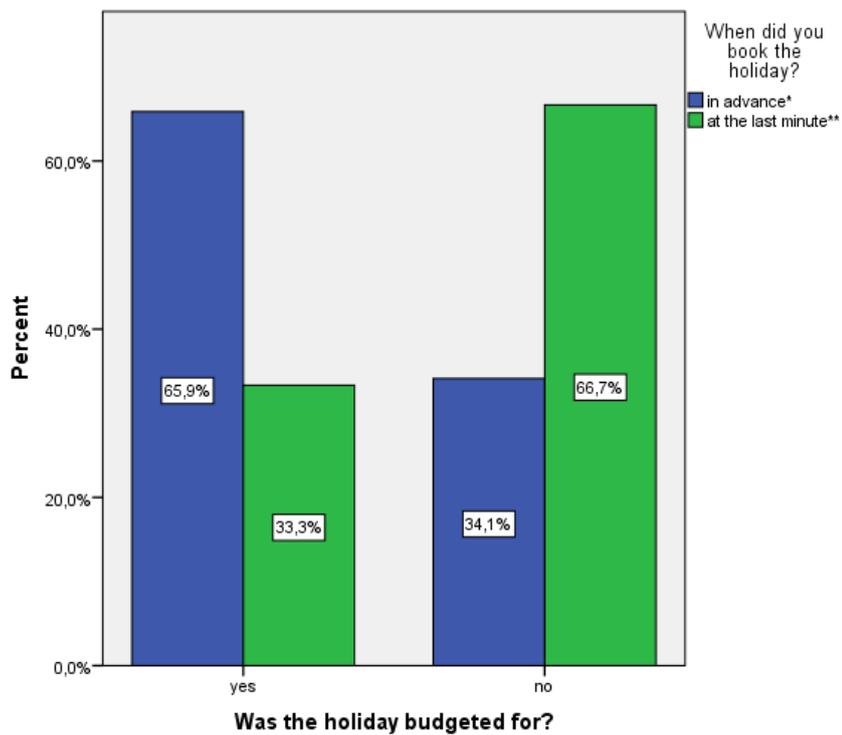
**Figure 26.** Seasonal variation.

One of the hypotheses was that a last minute holiday may be more common than an early booked holiday in the winter season as people wish to escape to warmer places and may make spontaneous decisions. It seems that the above chart proves the assumption. What is more, last minute holidays are also popular during the summer time.

The respondents' knowledge about whether they knew they were going to have a time off from work/school or not was examined. Unexpectedly, 83.3% of last minute travelers knew that they would have time to travel. Only 16.7% was not aware of that. This means that those 83.3% of travelers could have been planning to purchase a holiday for a period of time, but for some reason did it at the last minute. Similarly, 87.8% of people who purchased the trip in advance knew their schedules beforehand as shown in Figure 27.



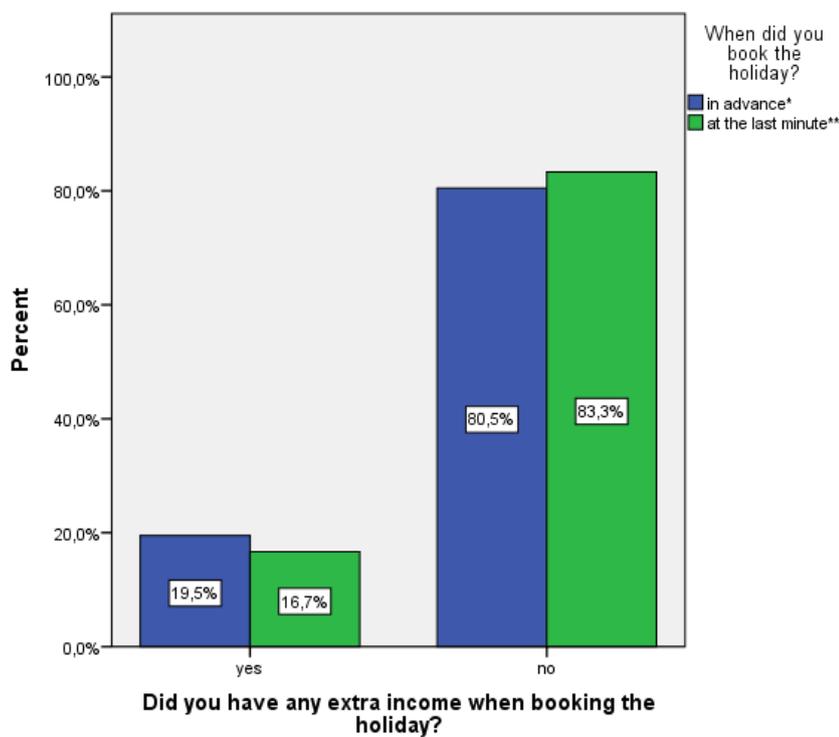
**Figure 27.** Knowledge of the time off.



**Figure 28.** Budget arrangement.

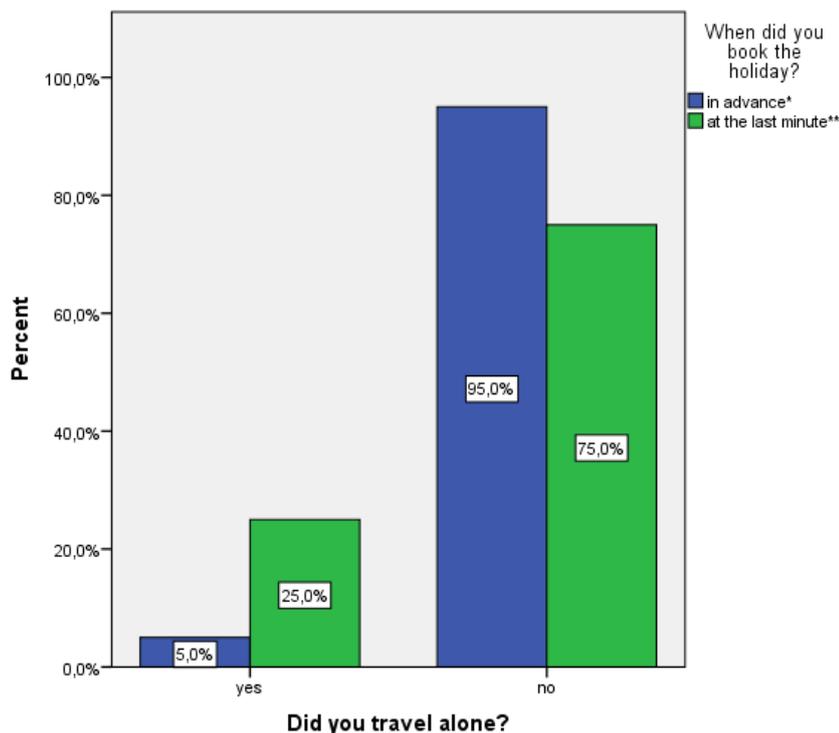
Financial issues were studied as well, revealing that 66.7% of the last minute travelers were not prepared for the purchase of holiday. Correspondingly, 65.9% of the people who booked their holiday early had budgeted the expenses in advance. The outcome can be seen in Figure 28.

A great share of the respondents from both groups did not report having any extra income when booking their holiday. In consequence, the hypothesis relating a last minute holiday to a suddenly available cash could not be supported.



**Figure 29.** Extra income.

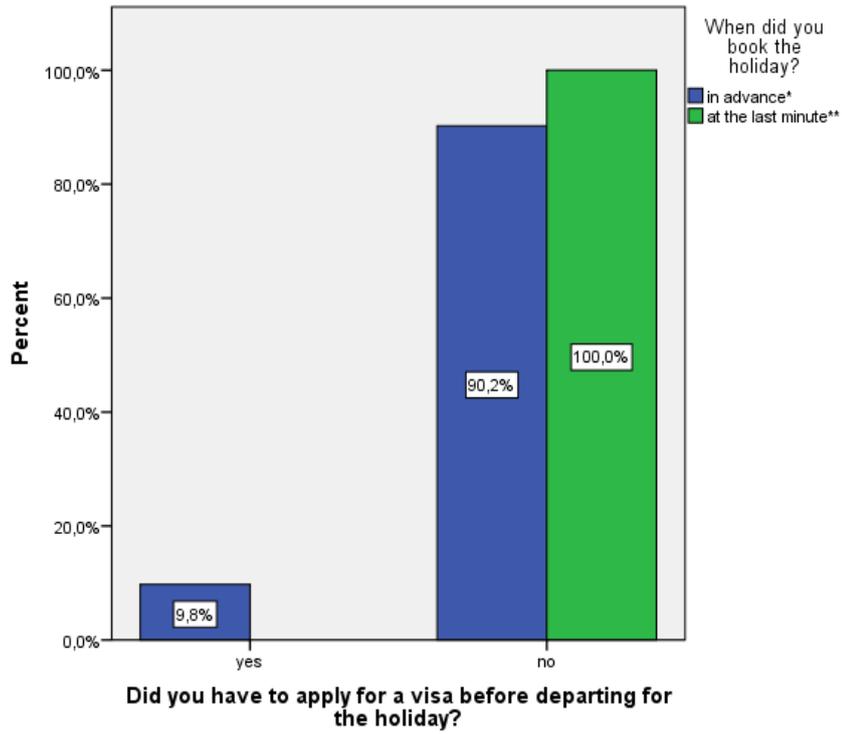
Figure 30. shows that last minute travelers are more likely to travel alone than people who booked their holiday in advance.



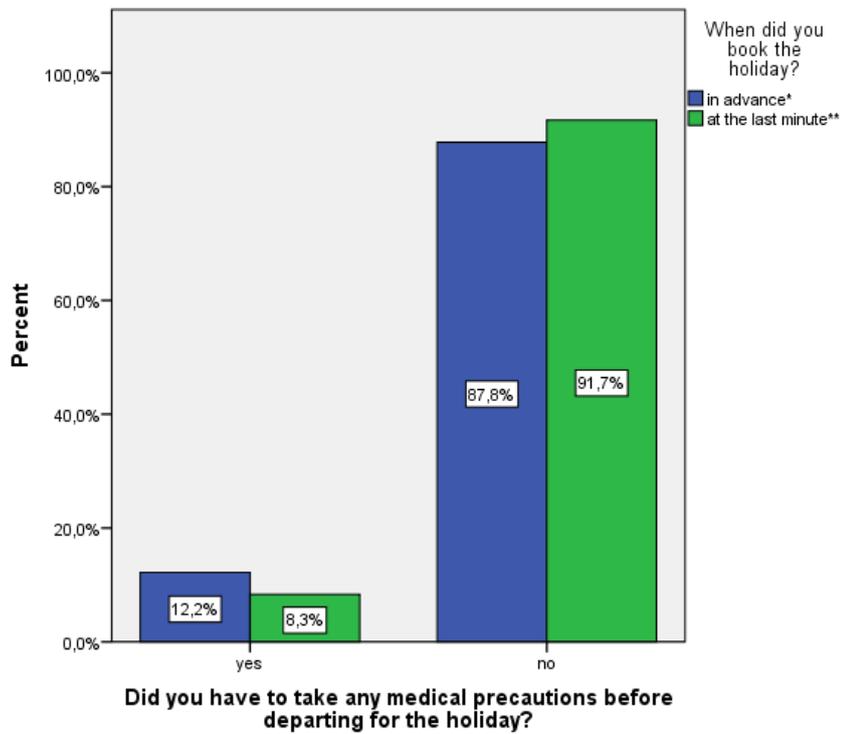
**Figure 30.** Travel companion.

Both groups of travelers quite evenly answered whether they had considered other holiday available at the time. Half of last minute travelers did, the other half did not. Out of those who bought their trip early 56.1% did, and 43.9% did not.

Medical precautions and political restriction were assumed to be important factors while choosing a holiday. It can be observed that last minute travelers avoided choosing a destination that would require from them to apply for a visa. On the other hand, it was not an issue for early booking travelers. The distribution of responses can be seen in Figure 31. Similarly, the holiday that would necessitate medical precautions seem to be avoided by late booking individuals, with 91.7% of travelers going to places that did not involve medical practices, as seen in Figure 32.



**Figure 31.** Visa issues.



**Figure 32.** Medical precautions.

It was also very important to search for the motivations travelers have while going on a last minute trip and a holiday booked in advance. Below is a table exposing the mean for each motivation for both groups (Figure 33). Once again, the following scale was used: 1-not important at all, 2-not important, 3-neither important nor important, 4-important, 5-very important.

Multiple reasons were highly rated. The results suggest that last minute holiday is mostly an escape from routine and willingness to experience something new. The most significant motivation for a holiday booked in advance is a desire to have fun. The analysis did not show, however, any relation between the number of reasons and the time of booking the holiday.

	When did you book the holiday?	Mean
having fun	in advance	4,341463414634
	at the last minute	3,909090909091
experiencing something new	in advance	3,926829268293
	at the last minute	3,916666666667
rest & relax	in advance	4,170731707317
	at the last minute	3,833333333333
escape from the routine	in advance	4,195121951220
	at the last minute	3,916666666667
strengthening family relationship	in advance	2,902439024390
	at the last minute	2,750000000000
experiencing cultures	in advance	3,634146341463
	at the last minute	3,583333333333
enjoying good weather	in advance	4,000000000000
	at the last minute	3,500000000000
seeking for adventures	in advance	3,292682926829
	at the last minute	2,916666666667
developing skills and abilities	in advance	2,146341463415
	at the last minute	3,083333333333
working on spiritual values	in advance	1,463414634146
	at the last minute	2,166666666667
obtaining a good deal	in advance	3,024390243902
	at the last minute	2,833333333333

visiting friends/relatives	in advance	1,682926829268
	at the last minute	1,666666666667
health related reasons	in advance	1,707317073171
	at the last minute	1,666666666667
religion related reasons	in advance	1,317073170732
	at the last minute	1,166666666667
other, what? (hobbies, eating good food)	in advance	2,285714285714
	at the last minute	3,666666666667

**Figure 33.** Reasons for taking holiday.

For the second time some elements an individual may have considered while booking the holiday were studied. Nevertheless, this time the question concerned only the most recently bought package holiday. The scale was used: 1-not important at all, 2-not important, 3-neither important nor important, 4-important, 5-very important.

As can be seen in Figure 34, this time the results were slightly different. The requirements of the destination and other reasons (not specified) were given as the least important ones for early booking travelers. Climate on the other hand was mentioned as the most important factor for both groups. Last minute travelers once more agreed that the advice of a travel agent is insignificant for them. Comparing to expectations the groups had in general some changes may be noticed. Especially in the group of late booking travelers. The reliability of the tour operator, the amount of information available, value for money and attractions at the destination appear to be significantly less important while booking the last package trip. This allows to conclude that people purchasing holiday at the last minute are willing to lower their expectations and perhaps accept some faults.

		When did you book the holiday?	Mean
range of accommodation	in advance		3,585365853659
	at the last minute		3,166666666667
familiar destination	in advance		2,317073170732

	at the last minute	1,666666666667
flight duration	in advance	2,609756097561
	at the last minute	2,083333333333
catering offer	in advance	2,475000000000
	at the last minute	2,166666666667
reliability of the tour operator	in advance	3,512195121951
	at the last minute	3,250000000000
amount of information available	in advance	3,609756097561
	at the last minute	3,250000000000
value for money	in advance	3,804878048780
	at the last minute	3,916666666667
attractions at the destination	in advance	3,634146341463
	at the last minute	3,333333333333
climate of the destination	in advance	3,926829268293
	at the last minute	4,083333333333
advice of a travel agent	in advance	2,292682926829
	at the last minute	1,636363636364
opinions of other participants	in advance	3,195121951220
	at the last minute	2,500000000000
requirements of the destination (e.g. visa, vaccination)	in advance	2,073170731707
	at the last minute	1,666666666667
other, what?	in advance	1,500000000000
	at the last minute	4,000000000000

**Figure 34.** Importance of certain elements.

The last section in the questionnaire included an open question. The respondent was asked to point out to the main reason he/she had to book the holiday either in advance or at the last minute. A variety of responses was registered. The most common explanation given by individuals who purchased the trip early was that they were traveling in a group of people, with family or friends and had to match their schedules. Several people said that they were quite afraid they would not find a suitable holiday later on. This was especially in cases an individual wanted to visit a particular destination. Some have also mentioned that they enjoy looking forward to the holiday. Here are some of the responses: *‘There were several participants and it was important that everyone can fix their holidays for the same time’*, *‘I was looking for a holiday with specific features (interesting scuba diving,*

good value for money). When I found it, I booked it right away', 'We wanted to know that we were going and where so we could plan, and so we could look forward to the trip', 'I wanted to make long term plans', 'I like to plan everything I do in advance and especially with holidays it is nice to have something concrete to look forward to', 'It was a good offer', 'Single rooms sell out as they are limited in number', 'Wanted to be sure to go to that place second time, since my family loved it first time'. Travelers who purchased the holiday late declare they needed a break, found a cheap package or quickly had to change plans after their previous holiday got cancelled. Some did not know whether they were going to have a time off. Here are some of the responses: 'I do not know very far in advance whether I have the time to travel at a particular time', 'Good price', 'fancied some sunshine, 3 weeks for the price of two', 'I had the time off and I had the money! I needed a little break before starting in a new job', 'Had to book holiday fast, because previous plans crashed and was on holiday from work'.

## 8.7 Summary of the results

The summary starts with the evaluation of hypotheses and continues with a brief description of the findings.

### 8.7.1 Hypotheses

There was no particular formula or measurement code used for testing. However, the examination of information gathered revealed that 12 out of 18 hypotheses were supported, as can be seen below, in Figure 35.

Hypothesis	Supported/not supported
<i>Hypothesis 1</i> : The more complex are one's motivations, the longer the period between the booking and the departure.	Not supported

<i>Hypothesis 2:</i> Psychocentric travelers are more likely to purchase holiday in advance than at the last minute.	Supported
<i>Hypothesis 3:</i> Allocentric travelers are more likely to purchase last minute holiday than an early booked holiday.	Supported
<i>Hypothesis 4:</i> An individual with low income will choose last minute holiday over an early booked holiday.	Not supported
<i>Hypothesis 5:</i> Last minute holiday purchases are likely to be done online.	Supported
<i>Hypothesis 6:</i> Last minute holiday is an answer to stress, a desire to escape.	Supported
<i>Hypothesis 7:</i> An individual purchasing last minute holiday is able lower his/her expectations about the trip.	Supported
<i>Hypothesis 8:</i> Individuals who enjoy making long term plans and looking forward to holiday book the trip early.	Supported
<i>Hypothesis 9:</i> Destinations that require an individual to make preparations, like visa application or vaccination are early booking holiday destinations.	Supported
<i>Hypothesis 10:</i> An individual booking holiday early travels further than an individual booking holiday at the last minute.	Not supported
<i>Hypothesis 11:</i> The length of the holiday is shorter while booked late and longer while booked early.	Supported
<i>Hypothesis 12:</i> The number of trips previously taken by an individual increases a probability of late booking.	Not supported

<i>Hypothesis 13:</i> High number of participants of the holiday is associated with early booking.	Supported
<i>Hypothesis 14:</i> Individuals who have work and family commitments book the holiday in advance.	Supported
<i>Hypothesis 15:</i> Individuals with poor health condition purchase the holiday in advance rather than at the last minute.	Supported
<i>Hypothesis 16:</i> Last minute holiday is more commonly booked in the winter season (as people want to escape to warmer places).	Not supported (last minute holiday is most commonly booked during summer time, however still common in the winter and more common than holiday bought in advance)
<i>Hypothesis 17:</i> Last minute holiday is associated with impulse purchasing, but the purchase may also be planned in advance.	Supported
<i>Hypothesis 18:</i> Early booked holiday is associated with rational purchasing, but may also be purchased impulsively.	Not supported (34.1% of early booking travelers did not save money for holiday in advance, but there is not enough data to support this hypothesis)

**Figure 35.** Hypotheses.

### **8.7.2 Early booking tourist's profile**

A tourist booking a holiday early is most likely a person with various commitments like family or work. He/she likes routine and enjoys making long term plans. In most of the cases the decision about the holiday seems to be rational – it is discussed with friends and family, a budget is prepared in advance. Some early booking tourists do however make spontaneous decisions. It may happen that they impulsively book the holiday in advance. Besides family and work commitments, some other reasons an individual may have to book a trip early is a poor health condition, a willingness to prepare well, to take all the medical precautions if needed, or a fear that the trip they wish to go to will not be available later. It can be observed that people traveling in a group will most likely book the holiday early in order to match the schedules of all the participants.

### **8.7.3 Late booking tourist's profile**

A tourist booking a holiday late is most likely in a good or excellent health condition. He/she travels either alone or with friends. The last minute traveler does not like routine but prefers to experience new things. The decision about the holiday is not always spontaneous. It may be a rational choice - well planned, all the options available may be analyzed. This type of a tourist appreciates when the package is a good value for money and does not worry whether the destination he/she goes to is a familiar one. Rarely, the holiday booked late is budgeted for. A last minute traveler avoids destinations that require any preparations like vaccination or obtaining a visa, due to obvious reasons – lack of time. A willingness to escape from the routine may be the main motivation to travel.

## 9 CONCLUSIONS

The research studied the differences in tourists' motivations while purchasing package holiday early and late. Consumer behavior is of greatest priority for every company or tour operator. It is essential for them to get to know the potential customers in order to create a product that would fulfill their needs, to figure out how to market it.

There are not many sources found with straightforward information on the subject, therefore a selection of most suitable basic theories was used. Exploring those led to certain assumptions being formed. Based on the data collected during the process, the hypotheses could be tested. For that reason it was important that the method used would be a quantitative one. Unfortunately, the research did not go as expected. The belief was that distributing the survey in several different travel forums would allow to collect one hundred responses in a very short time, whereas during the four week time only seventy five questionnaires were submitted. Furthermore, it was discovered that many of the respondents did not pay attention to the covering letter and filled in the questionnaire even though they have never purchased a package holiday. In addition, the majority of the respondents evaluated a package trip purchased in advance. There was only a small group of people who based their answers on the last minute package trip. Due to this fact, the reliability of the research was low. The number of the responses did not allow for any extraordinary findings, but gave multiple suggestions concerning the subject. It is clear that the motivations for purchasing a package trip either early or late depend on the life cycle of an individual, the situation he/she is in at the particular moment as well as the surrounding environment.

During the process, several suggestions for further research occurred. It would be essential to study attitudes and opinions people have towards last minute holiday and holiday purchased in advance. Do people think that last minute holiday is cheaper? Are they aware of the so called first minute campaigns? What is more, it could be studied what tour operators have such campaigns and make an actual comparison of offers within one company or a number of different companies.

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[http://yle.fi/uutiset/booking\\_later\\_but\\_still\\_spending\\_on\\_holidays/6681465](http://yle.fi/uutiset/booking_later_but_still_spending_on_holidays/6681465)  
Accessed 29.11.2013

## **Printed articles**

Laesser Ch. & Dolnicar S. Impulse purchasing in tourism - learnings from study in a matured market, *Anatolia- An International Journal of Tourism and Hospitality Research* Vol. 23. No. 2. August 2012, 268-286

## APPENDIX 1. Questionnaire

### QUESTIONNAIRE

The following research is conducted by a Tourism student from University of Applied Sciences in Vaasa, Finland. The aim is to explore differences in customers' purchase decision motivations between early and late booking of package holiday. The interview will take about 10-15 minutes and all the information given will be dealt with anonymously and confidentially. I would really appreciate your time and effort!

Anna Waligóra

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### BACKGROUND INFO

1. Gender

female       male

2. Age

under 20       20-30  31-40  41-50  51-60  over 60

3. Nationality

4. Status

unemployed     employed part time     employed full time     retired  
 student       other

5. Income (compared to the average level of income in your country of residence)

very low       low     average       high       very high

6. Household size

7. Health condition

poor     satisfying       good     excellent

---

### PERSONAL CHARACTERISTICS

Below are listed some statements which refer to personal characteristics. For each statement, please indicate if you agree with it by choosing one of the following: *true, false, I don't know*.

TRUE FALSE I DON'T KNOW

- |  |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|
| a. I like routine  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. I enjoy making long term plans  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c. I like to try new things  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d. I change interests frequently   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e. I think that price reflects the quality                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f. I always have my expectations specified                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g. I like to stand out of the mass   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| h. I am easily intrigued by advertisements                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| i. I often buy products spontaneously                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j. I always look for the cheapest option when shopping                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| k. I like to analyze all the options available before making a purchase    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| l. I usually discuss with family/friends before making expensive purchases | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| m. I tend to buy things I don't really need                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

---

### TRAVEL EXPERIENCE

1. How many times have you traveled for leisure purposes so far?

- 1    2-5    6-10    11 and more

2. How many times have you traveled for leisure purposes during the last 12 months?

- 1    2    3    4 and more

3. Which countries have you visited? (please mention only a few)

4. With whom do you usually travel?

- family    friends    alone

5. What kind of holiday do you prefer?

- self-tailored    package holiday

6. Have you ever purchased a package holiday?

- yes    no\*

**\*If your answer is *no* you can finish filling in the questionnaire now. Thank you for your time!**

---

### BUYING BEHAVIOR IN TOURISM

1. How do you usually book your holiday?

- online       at a travel agency       other

2. When do you usually book your holiday?

- in advance\*       at the last minute\*\*

\* one month and more before the departure, \*\* few weeks/days before the departure

3. Below are listed some elements that you might consider while purchasing a holiday. Please estimate the importance of each of the elements, using the scale given underneath.

1-not important at all, 2-not important, 3-neither important nor important, 4-important, 5-very important

	1	2	3	4	5
a. range of accommodation	<input type="checkbox"/>				
b. familiar destination	<input type="checkbox"/>				
c. flight duration	<input type="checkbox"/>				
d. catering offer	<input type="checkbox"/>				
e. reliability of the tour operator	<input type="checkbox"/>				
f. amount of information available	<input type="checkbox"/>				
g. value for money	<input type="checkbox"/>				
h. attractions at the destination	<input type="checkbox"/>				
i. climate of the destination	<input type="checkbox"/>				
j. advice of a travel agent	<input type="checkbox"/>				
k. opinions of other participants	<input type="checkbox"/>				
l. requirements of the destination (e.g. visa, vaccinations)	<input type="checkbox"/>				
m. other, what? <input type="text"/>	<input type="checkbox"/>				

---

### **MOST RECENT PACKAGE TRIP INFO**

Think about the **most recent package holiday** you purchased, and please specify the following.

1. What was the destination of your trip?

2. Was it the first time you traveled to the mentioned destination?

- yes       no

3. How long was the holiday?

- 1 week       2 weeks       other

4. What tour operator did you purchase the holiday from?

5. Was it the first time you traveled with the mentioned operator?

yes no

6. How did you book the holiday?

online at a travel agency other

7. When did you book the holiday?

in advance\* at the last minute\*\*

\* one month and more before the departure, \*\* few weeks/days before the departure

Please specify the length of the period between the booking and the departure

8. What season of the year did the holiday take place?

spring summer autumn winter

9. Did you know that you were going to have a time off in advance? (e.g. from work/school)

yes no

10. Was the holiday budgeted for?

yes no

11. Did you have any extra income when booking the holiday?

yes no

12. Did you travel alone?

yes no

13. Have you considered other holiday packages available at the time?

yes no

14. Did you have to apply for a visa before departing for holiday?

yes no

15. Did you have to take any medical precautions before departing for the holiday? (e.g. vaccination) yes no

16. Was the holiday what you have expected?

yes no

17. Below are listed some reasons you may have had for taking this particular holiday package. Please estimate the importance of each of the elements, using the scale given underneath.

1-not important at all, 2-not important, 3-neither important nor important, 4-important, 5-very important

	1	2	3	4	5
a. having fun	<input type="checkbox"/>				
b. experiencing something new	<input type="checkbox"/>				
c. rest & relax	<input type="checkbox"/>				
d. escape from the routine	<input type="checkbox"/>				
e. strengthening family relationship	<input type="checkbox"/>				
f. experiencing cultures	<input type="checkbox"/>				
g. enjoying good weather	<input type="checkbox"/>				
h. seeking for adventures	<input type="checkbox"/>				
i. developing skills & abilities	<input type="checkbox"/>				
j. working on spiritual values	<input type="checkbox"/>				
k. obtaining a good deal	<input type="checkbox"/>				
l. visiting friends/relatives	<input type="checkbox"/>				
m. health related reasons	<input type="checkbox"/>				
n. religion related reasons	<input type="checkbox"/>				
o. other, what? <input type="text"/>	<input type="checkbox"/>				

18. Below are listed some elements that you may have considered while purchasing this particular holiday package. Please estimate the importance of each of the elements, using the scale given underneath.

1-not important at all, 2-not important, 3-neither important nor important, 4-important, 5-very important

	1	2	3	4	5
a. range of accommodation	<input type="checkbox"/>				
b. familiar destination	<input type="checkbox"/>				
c. flight duration	<input type="checkbox"/>				
d. catering offer	<input type="checkbox"/>				
e. reliability of the tour operator	<input type="checkbox"/>				
f. amount of information available	<input type="checkbox"/>				
g. value for money	<input type="checkbox"/>				
h. attractions at the destination	<input type="checkbox"/>				
i. climate of the destination	<input type="checkbox"/>				
j. advice of a travel agent	<input type="checkbox"/>				
k. opinions of other participants	<input type="checkbox"/>				
l. requirements of the destination (e.g. visa, vaccinations)	<input type="checkbox"/>				
m. other, what? <input type="text"/>	<input type="checkbox"/>				

---

### HOLIDAY PACKAGE BOOKED IN ADVANCE

(Please only fill in this section if the last package holiday you purchased was booked in advance\*)

\* one month and more before the departure

What do you think was the main reason you purchased the holiday in advance?

**HOLIDAY PACKAGE BOOKED AT THE LAST MINUTE**

(Please only fill in this section if the last package holiday you purchased was booked at the last minute\*\*) \*\* few weeks/days before the departure

What do you think was the main reason you purchased the holiday at the last minute?

**Thank you!**

## APPENDIX 2. Ankieta

### ANKIETA

Poniższa ankieta stworzona została przez studenta Politechniki w Vaasie, w Finlandii. Celem badania jest poznanie motywacji i obecnych różnic w procesie zakupu pakietu wakacyjnego z wyprzedzeniem i na ostatnią chwilę. Wypełnienie ankiety zajmie 10-15 minut. Wszelkie udzielone przez Państwa informacje pozostaną anonimowe. Bardzo dziękuję za poświęcony czas!  
Anna Waligóra

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### PODSTAWOWE INFORMACJE

#### 1. Płeć

kobieta      mężczyzna

#### 2. Wiek

poniżej 20    20-30 31-40 41-50 51-60 powyżej 60

#### 3. Narodowość

#### 4. Status

bezrobotny/a    zatrudniony/a w niepełnym wymiarze czasu    zatrudniony/a w pełnym wymiarze czasu  
emeryt      student      inne

#### 5. Dochód

bardzo niski    niski    średni wysoki      bardzo wysoki

(w porównaniu do średniego dochodu w kraju, który zamieszkujesz)

#### 6. Wielkość gospodarstwa domowego

#### 7. Kondycja zdrowotna

słaba    zadowalająca    dobra    bardzo dobra

---

### CECHY CHARAKTERU

Poniżej przedstawione są stwierdzenia, które nawiązują do cech charakteru. Przy każdym stwierdzeniu, wskaż proszę czy się z nim zgadzasz używając: *prawda*, *falsz* lub *nie wiem*.

	PRAWDA	FALSZ	NIE WIEM
a. Lubię rutynę	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Lubię planować z wyprzedzeniem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Lubię próbować nowych rzeczy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Często zmieniam zainteresowania	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Myślę, że cena odzwierciedla jakość	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Zawsze mam określone oczekiwania	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Lubię się wyróżniać	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Zazwyczaj reklamy mnie intrygują	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Często kupuje coś spontanicznie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Gdy coś kupuje, zawsze szukam najtańszej opcji	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Lubię analizować wszystkie dostępne opcje przed dokonaniem zakupu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Zwykle dyskutuje z rodziną/znajomymi przed dokonaniem zakupu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Mam tendencję do kupowania rzeczy, których nie potrzebuje	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## DOŚWIADCZENIE

1. Ile razy wyjechałaś/eś poza granice kraju w celach wypoczynku?

- 1     2-5     6-10     11 i więcej

2. Ile razy wyjechałaś/eś poza granice kraju w celach wypoczynku w przeciągu ostatnich 12 miesięcy?

- 1     2     3     4 i więcej

3. Jakie kraje odwiedziłaś/eś?

(wymień kilka)

4. Z kim zwykle podróżujesz?

- z rodziną     ze znajomymi     sam/a

5. Jakie wakacje preferujesz?

- niezależne     w pakiecie

6. Czy kiedykolwiek kupiłaś/eś wakacje w pakiecie?

- tak     nie\*

**\*Jeśli Twoja odpowiedź brzmi 'nie', możesz zakończyć ankietę. Dziękuję za poświęcony czas!**

## PROCES ZAKUPU

1. Jak zwykle rezerwujesz wakacje?

przez Internet  w agencji  inne

2. Kiedy zwykle rezerwujesz wakacje?

z wyprzedzeniem\*  na ostatnią chwilę\*\*

\* miesiąc i więcej przed odlotem, \*\*kilka dni/tygodni przed odlotem

3. Poniżej wymienione są elementy, które możesz rozważać kupując wakacje. Przy każdym elemencie, oceń proszę jak bardzo ważny jest on dla Ciebie. Użyj skali podanej poniżej.

1- wcale nie ważne, 2- nie ważne, 3- ani ważne, ani nieważne, 4- ważne, 5- bardzo ważne

	1	2	3	4	5
a. jakość zakwaterowania	<input type="checkbox"/>				
b. znajomość miejsca/celu podróży	<input type="checkbox"/>				
c. długość lotu	<input type="checkbox"/>				
d. wyżywienie	<input type="checkbox"/>				
e. wiarygodność organizatora wycieczki	<input type="checkbox"/>				
f. ilość dostępnych informacji	<input type="checkbox"/>				
g. stosunek jakości do ceny	<input type="checkbox"/>				
h. atrakcje na miejscu	<input type="checkbox"/>				
i. klimat	<input type="checkbox"/>				
j. sugestie agenta	<input type="checkbox"/>				
k. opinie osób towarzyszących	<input type="checkbox"/>				
l. wymagania na miejscu (wiza, szczepienie)	<input type="checkbox"/>				
m. inne, co? <input type="text"/>	<input type="checkbox"/>				

---

## OSTATNI PAKIET WAKACYJNY

Pomyśl proszę o **ostatnim pakiecie wakacyjnym**, który kupiłaś/eś i odpowiedz na następujące pytania.

1. Jaki był cel podróży (kraj)?

2. Czy był to Twój pierwszy raz w tym miejscu?

tak  nie

3. Jak długie były to wakacje?

1 tydzień  2 tygodnie  inne

4. Kto był organizatorem wycieczki?

5. Czy był to pierwszy raz kiedy podróżowałaś/eś z tym organizatorem?

tak  nie

6. Jak zarezerwowałeś/es wakacje?

przez Internet  w agencji  inne

7. Kiedy zarezerwowałeś/es wakacje?

z wyprzedzeniem\*  na ostatnią chwilę\*\*

\* miesiąc i więcej przed odlotem, \*\*kilka dni/tygodni przed odlotem

Podaj proszę czas pomiędzy rezerwacja a odlotem

8. Kiedy miały miejsce wakacje?

wiosną  latem  jesienią  zimą

9. Czy miałeś/eś wcześniej uzgodniony urlop w pracy (lub wakacje w szkole)?

tak  nie

10. Czy był to zaplanowany wydatek?

tak  nie

11. Czy miałeś/eś jakieś dodatkowe dochody w tym czasie?

tak  nie

12. Czy podróżowałaś/eś sam/a?

tak  nie

13. Czy wzięłaś/wziąłś pod uwagę inne pakiety dostępne w tym czasie?

tak  nie

14. Czy musiałaś/eś ubiegać się o wizę?

tak  nie

15. Czy byłaś/eś zmuszona/y zastosować medyczne środki ostrożności przed wyjazdem? (np. szczepienie)  tak  nie

16. Czy wakacje spełniły Twoje oczekiwania?

tak  nie

17. Poniżej wymienione są powody, dla których mogłaś/eś kupić powyższe wakacje. Przy każdym elemencie, oceń proszę jak bardzo ważny był on dla Ciebie. Użyj skali podanej poniżej.

1- wcale nie ważne, 2- nie ważne, 3- ani ważne, ani nieważne, 4- ważne, 5- bardzo ważne

	1	2	3	4	5
a. zabawa	<input type="checkbox"/>				
b. doświadczenie czegoś nowego	<input type="checkbox"/>				
c. odpoczynek, relaks	<input type="checkbox"/>				

- |  |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| d. ucieczka od codzienności            | <input type="checkbox"/> |
| e. wzmocnienie rodzinnych relacji      | <input type="checkbox"/> |
| f. doświadczenie nowych kultur         | <input type="checkbox"/> |
| g. doświadczenie dobrej pogody         | <input type="checkbox"/> |
| h. poszukiwanie przygód                | <input type="checkbox"/> |
| i. rozwijanie zdolności i umiejętności | <input type="checkbox"/> |
| j. praca nad wartościami duchowymi     | <input type="checkbox"/> |
| k. znalezienie dobrej oferty           | <input type="checkbox"/> |
| l. odwiedziny u rodziny/znajomych      | <input type="checkbox"/> |
| m. powody zdrowotne                    | <input type="checkbox"/> |
| n. powody religijne                    | <input type="checkbox"/> |
| o. inne, co? <input type="text"/>      | <input type="checkbox"/> |

18. Poniżej wymienione są elementy, które mogłaś/eś rozważyć kupując powyższe wakacje. Przy każdym elemencie, oceń proszę jak bardzo ważny był on dla Ciebie. Użyj skali podanej poniżej.

1- wcale nie ważne, 2- nie ważne, 3- ani ważne, ani nieważne, 4- ważne, 5- bardzo ważne

- |   | 1                        | 2                        | 3                        | 4                        | 5                        |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| a. jakość zakwaterowania                    | <input type="checkbox"/> |
| b. znajomość miejsca/celu podróży           | <input type="checkbox"/> |
| c. długość lotu                             | <input type="checkbox"/> |
| d. wyżywienie                               | <input type="checkbox"/> |
| e. wiarygodność organizatora wycieczki      | <input type="checkbox"/> |
| f. ilość dostępnych informacji              | <input type="checkbox"/> |
| g. stosunek jakości do ceny                 | <input type="checkbox"/> |
| h. atrakcje na miejscu                      | <input type="checkbox"/> |
| i. klimat                                   | <input type="checkbox"/> |
| j. sugestie agenta                          | <input type="checkbox"/> |
| k. opinie osób towarzyszących               | <input type="checkbox"/> |
| l. wymagania na miejscu (wiza, szczepienie) | <input type="checkbox"/> |
| m. inne, co? <input type="text"/>           | <input type="checkbox"/> |

---

### WAKACJE ZAREZERWOWANE Z WYPRZEDZENIEM

(Odpowiedz proszę na to pytanie tylko jeśli ostatni pakiet, który kupiłaś/es zarezerwowany był z wyprzedzeniem\*) \* miesiąc i więcej przed odlotem

Jak myślisz, co spowodowało, że zarezerwowałaś/eś wakacje z wyprzedzeniem?




---

### WAKACJE ZAREZERWOWANE NA OSTATNIĄ CHWILĘ

(Odpowiedz proszę na to pytanie tylko jeśli ostatni pakiet, który kupiłaś/es zarezerwowany był na ostatnia chwile\*\*) \*\* kilka dni/tygodni przed odlotem

Jak myślisz, co spowodowało, że zarezerwowałaś/eś wakacje na ostatnią chwilę?


**Dziękuję!**

## APPENDIX 3. Kysely

### KYSELY

Seuraavan kyselyn on tuottanut matkailualan opiskelija Vaasan Ammattikorkeakoulusta, Suomesta. Kyselyn tarkoitus on tutkia eroja kuluttajien ostopäätöksiin vaikuttavista tekijöistä, aikaisiin lomansa varaavien ja äkkilähtöjä varaavien kuluttajien välillä. Kyselyyn vastaaminen kestää arviolta 10-15 minuuttia ja kaikki syötetty tieto käsitellään nimettömänä, ja luottamuksellisenä. Arvostan paljon tähän kuluttamaanne aikaa, ja vaivannäköä!

Anna Waligóra

---

### Taustatietoa

#### 1. Sukupuoli

nainen  mies

#### 2. Ikä

alle 20  20-30  31-40  41-50  51-60  
 yli 60

#### 3. Kansallisuus

#### 4. Työtilanne

työtön  osa-aikatyössä  työssä  eläkkeellä  opiskelija  
 muu

#### 5. Tulotaso (verrattuna asuinmaasi keskituloihin)

erittäin alhainen  alhainen  keskitaso  korkea  erittäin korkea

#### 6. Talutesi koko (hlöä)

#### 7. Terveys

heikko  tyydyttävä  hyvä  erinomainen

---

### HENKILÖKOHTAISET LUONTEENPIIRTEET

Alla on listattuna joitain väitteitä, jotka kuvaavat luonteenpiirteitä. Merkitse jokaiseen ruutuun, joka väitteen kohdalla kuvaa sinua parhaiten: *kyllä, ei, en tiedä*.

	KYLLÄ	EI	EN TIEDÄ
n. Pidän rutiineista	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. Nautin tehdessäni pitkäaikaisia suunnitelmia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. Pidän uusista asioista	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
q. Muutan mielenkiinnon kohteita usein	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
r. Uskon, että hinta kuvastaa laatua	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
s. Odotukseni ovat aina tarkkaan mietittyjä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
t. Pidän massasta erottumisesta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
u. Tartun helposti mainostettuihin tuotteisiin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. Ostan usein tuotteita spontaanisti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
w. Etsin aina halvimman vaihtoehdon ostaessani jotain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
x. Analysoin aina kaikki saatavilla olevat vaihtoehdot ennen ostopäätöksen tekoa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
y. Keskustelen yleensä perheen/ystävien kanssa ennen kalliita ostopäätöksiä	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
z. ostan usein tuotteita, joita en oikeasti tarvitse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

---

## MATKUSTUSKOKEMUS

1. Kuinka monta ulkomaan matkaa olet tehnyt tähän mennessä vapaa-ajallasi?

1   2-5   6-10   11 tai enemmän

2. Kuinka monta kertaa olet matkustanut ulkomaille vapaa-ajallasi viimeisen 12 kuukauden aikana?

1   2   3   4 tai enemmän

3. Missä maissa olet vierailut?

(mainitse korkeintaan 5 maata)

4. Kenen kanssa yleensä matkustat?

perheen   ystävien   yksin

5. Minkälaista lomaa suosit?

itse räätälöityä   pakettimatkaa

6. Oletko koskaan ostanut pakettimatkaa?

kyllä   en\*

**\*Jos vastauksesi on ei voit lopettaa kyselyyn vastaamisen tähän. Kiitos ajastasi!**

---

## OSTOKÄYTTÄYTYMINEN MATKAILUALALLA

1. Kuinka varaat lomamatkasi?

internetissä  matkatoimistossa  jossain muualla

2. Koska yleensä varaat lomasi?

aikaisin\*  viime hetkellä\*\*

\* kuukausi tai kauemmin ennen lähtöä, \*\* muutamaa viikkoa/päivää ennen lähtöä

3. Alla on listattuna muutamia asioita, joita saatat harkita ostaessasi lomamatkaa. Arvio niiden tärkeyttä, käyttäen alla olevaa ruudukkoa taulukkona.

1-ei yhtään tärkeä, 2-ei tärkeä, 3-ei merkitystä, 4-tärkeä 5-erittäin tärkeä

	1	2	3	4	5
n. majoituksen taso	<input type="checkbox"/>				
o. tuttu matkakohde	<input type="checkbox"/>				
p. lentoaika	<input type="checkbox"/>				
q. ruokatarjoilut	<input type="checkbox"/>				
r. matkanjärjestäjän luotettavuus	<input type="checkbox"/>				
s. saatavilla olevan tiedon määrä	<input type="checkbox"/>				
t. vastinetta rahalle	<input type="checkbox"/>				
u. nähtävyydet	<input type="checkbox"/>				
v. kohteen ilmasto	<input type="checkbox"/>				
w. matkatoimiston neuvot	<input type="checkbox"/>				
x. matkakumppaneidesi mielipiteet	<input type="checkbox"/>				
y. kohteen vaatimukset (esim. viisumi, rokotteet)	<input type="checkbox"/>				
z. muu, mikä? <input type="text"/>	<input type="checkbox"/>				

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## EDELLISEN PAKETTIMATKAN TIEDOT

Mieti viimeisintä pakettimatkaa jonka olet ostanut, ja vastaa seuraaviin kysymyksiin.

1. Mikä oli matkasi kohdema?

2. Oliko matkasi ensimmäinen kerta kyseiseen kohteeseen?

kyllä  ei

3. Kuinka pitkään viivyt lomallasi?

1 viikko  2 viikkoa  jokin muu aika

4. Mikä matkanjärjestäjä operoi lomamatkasi?

5. Oliko kyseessä ensimmäinen kerta kyseisen matkatoimiston asiakkaana?

kyllä  ei

6. Kuinka varasit matkan?

internetissä  matkatoimistossa  jossain muualla

7. Koska varasit matkasi?

aikaisin\*  viime hetkellä\*\*

\* kuukausi tai kauemmin ennen lähtöä, \*\* muutamaa viikkoa/päivää ennen lähtöä

Kuinka pitkä aika oli varaamisen ja matkalle lähdön välillä?

8. Mihin vuodenaikaan matkasi ajoittui?

kevät  kesä  syksy  talvi

9. Tiesitkö että sinulla tulee olemaan vapaata etukäteen? (esim. töistä/koulusta)

kyllä  ei

10. Oliko lomasi budjetoitu etukäteen?

kyllä  ei

11. Oliko sinulla ylimääräisiä tuloja varatessasi matkaa?

kyllä  ei

12. Matkustitko yksin?

kyllä  ei

13. Harkitsitko muita saatavilla olevia pakettimatkoja ennen varaamista?

kyllä  ei

14. Pitikö sinun hakea viisumia ennen matkalle lähtöä?

kyllä  ei

15. Jouduitko tekemään mitään terveyteen liittyviä valmisteluja ennen lähtöä? (esim. rokote)

kyllä  ei

16. Vastasiko matka odotuksiasi?

kyllä  ei

17. Alla on listattuna joitain syitä, joita saatoit harkita varatessasi kyseistä matkaa. Arvioi niiden tärkeyttä käyttämällä alla olevaa ruudukkoa taulukkona.

1-ei yhtään tärkeä, 2-ei tärkeä, 3-ei merkitystä, 4-tärkeä 5-erittäin tärkeä

	1	2	3	4	5
p. hauskanpito	<input type="checkbox"/>				
q. uudet kokemukset	<input type="checkbox"/>				
r. lepo ja rentoutuminen	<input type="checkbox"/>				

s.	pako arkirutiineista	<input type="checkbox"/>				
t.	perhesiteiden vahvistaminen	<input type="checkbox"/>				
u.	kulttuurien kokeminen	<input type="checkbox"/>				
v.	säästä nauttiminen	<input type="checkbox"/>				
w.	uudet seikkailut	<input type="checkbox"/>				
x.	kykyjen ja taitojen kehittäminen	<input type="checkbox"/>				
y.	henkiset arvot	<input type="checkbox"/>				
z.	hyvän kaupan saaminen	<input type="checkbox"/>				
aa.	sukulaisten/ystävien tapaaminen	<input type="checkbox"/>				
bb.	terveyteen liittyvät syyt	<input type="checkbox"/>				
cc.	uskontoon liittyvät syyt	<input type="checkbox"/>				
dd.	muu, mikä? <input type="text"/>	<input type="checkbox"/>				

18. Alla on listattuna joitain asioita, joita saatoit harkita ostaessasi kyseistä matkaa. Arvioi niiden tärkeyttä käyttämällä alla olevaa ruudukkoa taulukkona.

1-ei yhtään tärkeä, 2-ei tärkeä, 3-ei merkitystä, 4-tärkeä 5-erittäin tärkeä

	1	2	3	4	5	
a.	majoituksen taso	<input type="checkbox"/>				
b.	tuttu matkakohde	<input type="checkbox"/>				
c.	lentoaika	<input type="checkbox"/>				
d.	ruokatarjoilut	<input type="checkbox"/>				
e.	matkanjärjestäjän luotettavuus	<input type="checkbox"/>				
f.	saatavilla olevan tiedon määrä	<input type="checkbox"/>				
g.	vastinetta rahalle	<input type="checkbox"/>				
h.	nähtävyydet	<input type="checkbox"/>				
i.	kohteen ilmasto	<input type="checkbox"/>				
j.	matkatoimiston neuvot	<input type="checkbox"/>				
k.	matkakumppaneidesi mielipiteet	<input type="checkbox"/>				
l.	kohteen vaatimukset (esim. viisumi, rokotteet)	<input type="checkbox"/>				
m.	muu, mikä? <input type="text"/>	<input type="checkbox"/>				

### LOMAMATKA VARATTUNA AIKAISIN

(Täytä vain tämä osio, jos varasit aikaisin viimeksi ostamasi pakettimatkan\*)

\*\* kuukausi tai kauemmin ennen lähtöä

Minkä syyn uskot olleen päällimmäisenä loman aikaiseen varaamisajankohtaan?

**LOMAMATKA VARATTUNA VIIME HETKELLÄ**

(Täytä vain tämä osio, jos varasit viime hetkellä viimeksi ostamasi pakettimatkan \*\*)

\*\* muutamaa viikkoa/päivää ennen lähtöä

Minkä syyn uskot olleen pääimmäisenä loman varaamiseen viime hetkellä?

**Kiitos!**