**VISITING THE CITY:
ACTION AND EVALUATION
IN URBAN TOURISM**

Thesis submitted in accordance with the requirements of the
University of Liverpool for the degree of Doctor in Philosophy

by

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*.... If I chose to remain alone, what I longed for
was solitude, not this kind of waiting,
my soul shattered on the horizon,
these lines, these colours, this silence. ....*

(George Seferis 1935)

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Dedication
To my father

Acknowledgements

ABSTRACT

The study explores the experience of visiting a city from both the perspectives of visitors and those occupied in the local tourism industry. Based on a social-environmental psychological framework, the thesis investigates if variations in the reasons for visiting a city result in similar variations in the activities during the visit and if these variations are linked in any way to differences in the evaluation of the city.

Based on an initial pilot study, two questionnaires were developed. One for visitors and one for those occupied in the tourist industry in Liverpool. The visitors' questionnaire centred around three main aspects: visitors' reasons for visiting the city, their activities during their visit and their evaluation of Liverpool. The second questionnaire explored tourism employees' perception of visitors' activities and evaluation of Liverpool. Further, their own evaluations of the city were investigated.

The participants in the study were four hundred and thirty five visitors and seventy-four people in tourism employment. Multidimensional analytic techniques and conventional statistics were used for the data analysis.

Concerning the visitors, the results support some of the existing literature suggesting four main reasons for visiting a city: for business/conference, to VFR (visit relatives or friends), for leisure, for (spectator) sports. Visitors' differentiation in their reasons for visiting the city was not found to correspond to a similar differentiation in their activities. Similarities in activities did exist between visitors who had different pleasure reasons for visiting the city. These similarities were more apparent between international than domestic visitors.

Variations in activities were found to relate to variations in the evaluation of some aspects of the city. Differences in the degree of involvement in certain leisure activities were found to result in differences in the evaluation of the leisure facilities and provisions of the city.

The people occupied in the local tourism industry were found to have a fair knowledge of the things visitors do during their visit to the city. Their perception of visitors' evaluation was however found to be limited. They tend to "assign" to visitors more favourable evaluations than the latter actually have. Although the structure of their personal evaluation was similar to the visitors, their actual evaluation of the contents of this structure was more positive when compared to the visitors. Whether the tourism employee was originally from Liverpool or not was the main basis for differences within this group.

The theoretical and practical implications of these findings are discussed and some directions for future research are proposed.

CHAPTER ONE
INTRODUCTION

The thesis is concerned with the experience of visiting a place and with the particular factors that affect or result from this experience. In particular, the content and structure of the following aspects as well as the relationship between them are examined:

i.   people's reasons for travelling to a city.

ii. people's intended and actual activities at the city.

iii. people's evaluation of the city.

Although the examination of the content and structure of each of these aspects is of considerable interest in its own right, the primary concern of the thesis is with the ways in which the three aspects are linked to each other. The main aim is to explore if different types of visitor to a place are differentiated in their experience of the destination and further if this differentiation is reflected in any way in their evaluation of the place visited.

While the thesis focuses on the experience of visiting a place, the effect of this experience on those who are visited is also considered. In particular, the thesis examines the perception of visitors' activities and evaluations by people who are occupied in the tourism industry of the city. Tourism employees' personal evaluations of the city are also investigated. An underlying aim is to try to identify the factors which may be able to account for any differences and similarities between, on the one hand, tourism employees' perception of visitors' activities and evaluations and, on the other, the visitors' actual experiences and evaluation of the city.

1. 1 Rationale of the study

The focus of the study is on urban visitors and their experiences. Except for a few studies conducted by geographers, city tourism has been an "undermanned" area of research within most social science disciplines. Despite the fact that tourism is a growing component of the economy of many cities, tourism researchers have mainly

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focused their attention on tourists at resort areas. Apart from the practical implications, the importance of investigating urban tourism is that an understanding of tourism is incomplete without examining how it is manifested in different types of destination environment. Jafari (1991) argued that the examination of different types of tourist would considerably contribute to the understanding of tourism.

The city context is a fruitful research arena for examining certain categories of tourist that have not been studied in detail (e.g. people visiting relatives or friends) as well as certain categories of traveller that although not considered as tourists (business/ conference travellers) are using tourist facilities and therefore have an impact on the tourism industry.

The satisfaction which tourists experience could encourage repeat visits to a place, or generate positive "word of mouth communication" to encourage others to visit. Although it has been suggested that people's motivation to travel and on-site experiences and activities are critical to his or her satisfaction (Murphy 1985; Pearce 1982; 1987; Pizam et al 1978; Ryan 1991; 1995), there is a surprising lack of research to support this relationship. In fact, different types of on-site activity have been argued to relate to motivational differences; equally, differences in satisfaction have been investigated only in a relation to differences in motivation. What is lacking in tourism research is a model which incorporates, in a systematic way, the several relationships between people's motivation to travel, their on -site experiences and their evaluations of those experiences.

The present study therefore aims to develop such a model by empirically investigating the relationship between reasons for travel, activities during travel and evaluation of the place visited. It will, necessarily, be restricted to the particular place in which the study is conducted. Confirmation or refinement of the model in other contexts could then provide us with a better understanding of the factors which determine tourist satisfaction with the destination visited. This in turn would be of crucial importance for planning and tourism marketing decisions.

1. 2 Aims of the study

One of the main aims of the thesis is to explore the relationship between visitors' reasons for visiting a city and their activities during their visit. This exploration is grounded in the assumption that particular reasons for being at a place are associated with the engagement in particular activities while there. The theoretical basis of this formulation is the concept of "role" advanced within social psychology (Argyle et al 1981; Forgas 1976; Harre and Secord 1972; Harre 1979). The concept of "role" assumes that people's activities are always linked to their goals or intentions and that they are always structured within a social, situational context. The particular activities associated with the satisfaction of particular goals are called "roles".

Visitors' behaviour in the present thesis will be explained by using the psychological concept of role. Behaviours associated with each visitor's role are expected to correspond to his or her reasons for visit. However, previous research on tourism has shown that tourists might be involved in activities that are not reflected in their reasons for visiting a destination. Kent et al. (1983), for example, found that shopping was a popular activity of tourists while it was not considered by them as a reason for travelling. Cohen (1974) and Yiannakis and Gibson (1992) argued that non-pleasure travellers like those visiting a place for business might be involved at the destination in touristic activities. However, these activities are not related to their goals for travelling to a destination. This would suggest that tourists behave in an irrational way which contradicts a basic assumption of this thesis that human behaviour is always intentional.

According to Yiannakis and Gibson (1992), involvement in activities not associated with one's role, however, means transition from one traveller role to another. However, the authors did not clarify if enactment of activities associated with another role is accompanied also by adoption of the goals or objectives of that role.

Kaplan (1983) provides an interesting perspective on people's behaviour in recreational environments. According to Kaplan (1983), except for purposeful behaviour, there are other types of behaviour that are intrinsically satisfying.

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Although these activities might not be associated with individuals' objectives nevertheless people have an inclination to be involved in them. In particular types of environment individuals not only perform the activities related to their particular objectives but they also feel able to satisfy their inclinations. Kaplan (1983) termed these recreational types of environment as "restorative". The basic characteristic of a restorative environment is that it gives the individual a feeling of "being away". In the tourism context, the possible behavioural transition from one traveller role to another, as suggested by Yiannakis and Gibson (1992), might not be accompanied by change of goals or objectives while at the destination. It could mean that the place visited foster the feeling of being away. Visitors or tourists might perform activities not centrally associated with their roles related purposes, but for the sheer pleasure that they derive from such activities. It is, therefore, possible that differences between visitors in the reasons for travel are not fully reflected in the activities in which they are engaged during travel.

The thesis therefore aims to empirically examine this possibility by investigating if transition from one visitor role to another occurs. The possibility of discovering behavioural similarities between roles defined by different purposes would be interesting, since the "role" concept is grounded in the assumption that behavioural similarity between roles corresponds to similarity in the purposes associated with these roles.

The assumption that a relationship exists between reasons for visit, activities and evaluation of the destination environment is based on the environmental psychology literature. The evaluation of a place has been suggested to depend on the objectives people wish to achieve at a place and the activities they pursue for satisfying these objectives (Canter 1983, Ittelson 1973; Stokols 1981).

According to Canter (1983), evaluation can be seen as the assessment of the degree to which a place facilitates or hinders the satisfaction of people's goals or objectives. This assessment derives from the interaction with the place through the activities people undertake for the satisfaction of their goals or objectives. Variations in the reasons for being at a place result in different pattern of activities at the place and therefore in differences in the evaluation of the place. Further, even if people are

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involved in the same type of activity but they have different reasons for being at the place they might still differ in their evaluations. Involvement in the same type of activity might not contribute equally to the satisfaction of goals that people with different reasons for being at a place have. Therefore, people might be differentiated in their evaluations even if they are involved in the same type of activities. Stokols (1981) argued that, despite the motivational significance that particular place attributes could have, people employ some collective criteria in their evaluations. In other words, when people are involved in the same type of behaviour then they will be similar in their evaluations.

It has to be noted that while Canter (1995) recognised that differences do exist between large and small scale environments, his propositions have not been tested empirically in an actual large-scale environment such as a city. Also, Stokols' (1981) suggestions were restricted to temporary residents rather than to visitors to a place. These issues are discussed in detail in Chapter 2. In general, it is thought that the urban tourism context is an especially interesting arena to test the above prepositions. As previously argued, interchange between behaviours associated with different roles of tourists or travellers might take place. Further, it was suggested that enactment of behaviours associated with another role might not be accompanied by adoption of that role's related purposes. In other words, visitors might be involved in activities that do not contribute to the satisfaction of their purposes for travelling to the city. Therefore, it would be of interest to see if aspects of the city have a particular motivational significance for different types of visitor and how this is reflected in visitors' evaluations of these aspects.

A basic assumption of this thesis is that places that are significant in the overall life context of people are experienced and evaluated by them at a more subjective level. Humanistic geographers (Buttimer 1980; Relph 1976; Tuan 1980) talk of a sense of belonging to a place, while in the area of psychology the emotional ties that people establish with places have been approached through the concepts of place attachment (Hummon, 1992) and place identity (Proshansky et al., 1983). Some of these theories emphasised that the affective ties people have with a place might result in people holding positive conceptions and evaluations of that place.

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Proshansky et al (1983) argued, in this context, that if a place has a personal significance for the individual then he or she will adapt to the conditions of the functional environment and he or she will develop positive conceptions of it. The present study therefore aims to investigate whether the emotional attachment with a place is actually reflected in its evaluation as a leisure environment by people occupied in the local tourism industry. Secondly, it aims to explore whether this attachment is reflected in the evaluation of all place attributes or only in the evaluation of particular aspects of it.

1. 3 Objectives of the thesis

1. To explore if people who have different reasons for visiting a city are differentiated in the activities in which they are engaged during their visit.
2. To find out if differences in the evaluation of the city relate to differences in people's activities and/or the reasons for visiting the city.
3. Based on 1 and 2 to develop a model that describes the relationship between people's reasons for travelling to a city, on-site activities and evaluation of the city.
4. To assess the extent to which tourism employees' perceptions of visitors' activities and evaluations correspond to visitors' actual activities and evaluation of the city.
5. To explore if the emotional attachment to the city affects its evaluation by comparing the evaluation of tourism employees who were born in the city with the evaluation of those who were not born there.

In order to meet these objectives, a structured method will be used for the data collection. Multidimensional analytic techniques will be employed in order to identify the different categories of reason for visiting a city, activities and evaluation. The relationship between these aspects will be explored through conventional statistics.

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1. 4 The organisation of the thesis

The thesis is divided into four sections. The first Section (Chapters 2 & 3) reviews specific theories from the environmental and social psychology literature as well as theories and applied research on travel and tourism.

The second Section (Chapter 4) deals with methodological issues and the development of the research instrument used in the present research. The application of the instrument and the data collection stage of the research are also discussed. At the end of this Chapter, there is a brief summary of the main mode of analysis employed in the study.

The third Section (Chapters 5, 6, 7, 8) reports the results obtained in the empirical part of the study. In Chapter 5, the structure of visitors' reasons for visiting the city is examined. It identifies differences in this structure for domestic and international visitors, respectively. Chapter 6 deals with visitors' activities and their relationship with visitors' reasons for visit. The differences found in this relationship between domestic and international visitors are discussed. Chapter 7 examines the structure of visitors' evaluation of the city. Differences in this structure as well as in the degree of evaluation are found between domestic and international visitors. The ability to retrieve the link between reasons, activities and evaluation is also found to be dependent on the particular attributes of the city that evaluation refers to. Chapter 8 presents the results concerning tourism employees' perception of visitors' experiences. It establishes that the accuracy of tourism employees' knowledge of visitors' activities is dependent on the type of visitor. Employees' perception of visitors' evaluation was also found to be modified by their personal evaluation of the city. Differentiation in this evaluation within the tourism employees' group is found to correspond to differences in their personal association with the city.

Finally, in the fourth Section (Chapter 9), there is a discussion of the theoretical as well practical implications of the study and some directions for future research are proposed.

CHAPTER TWO
EXPERIENCING THE ENVIRONMENT:
A CONCEPTUAL FRAMEWORK

The thesis focuses on the experience of a city by its visitors and therefore it may be considered as a part of the broad area of inquiry into people's experience of the environment. The nature of this experience has mainly been described and studied by environmental and to some extent social psychology. This Chapter reviews theories and research from these two areas of psychology that will give the direction of the particular aspects that may be examined empirically in the study. Most of the theories share a common theoretical orientation that is also adopted in the present study and is discussed in the first Section of this Chapter.

2. 1 Experiencing the environment: A transactional perspective

The advocates (Altman and Rogoff 1987; Canter 1985; Stokols 1981; Stokols and Shumaker 1981; Winkel 1987) of the transactional perspective follow a holistic orientation in defining person-environment relationships. The experience of the environment is not a one-way cause-effect relationship where people or the physical setting simply interact or affect one another, but rather a process where people and the environment mutually and equally define one another. Integral aspects of this process are the person, psychological (behavioural and cognitive) processes, the context and time (Altman and Rogoff 1987).

In every environmental transaction the person is seen as a goal-directed actor who is engaged in purposeful activities. The intentionality of human action implies also cognitive processes. People are consciously aware of their goals. They form plans and expectations for their satisfaction. These plans define, also, the particular physical context they will choose to satisfy their goals and the type of activities they will enact.

Action does not take place in isolation. It is always framed by the situational and social context it occurs in. Different types of activity are conceived as more appropriate under different situations or as more closely associated with the

satisfaction of particular goals. A system of social norms and rules, often differentiated across cultures, structures the conception of intended and expected activities within a place for the person.

Environmental experiences are context specific. They involve unique actors and unique settings (Stokols 1987). From a transactional perspective, the way the actual actors construe and interpret this experience is fundamental in understanding the meaning of this experience for them. Our knowledge of people's interpretation of their experience could be enhanced by incorporating the perspective and interpretations of other observers or participants in this experience.

The transactional view eschews the traditional psychological approach that aims to provide universal explanation to phenomena by using standardised techniques across different settings. It rather aims to unfold the general principles or "indicators" (Altman and Rogoff 1987) that are embedded in similar situations. In this sense, although the content of people's experience may context specific, some general principles govern the relationship among the contents of this experience across different contexts.

The illustration of the main themes of the transactional perspective provides a framework for discussing in this Chapter the process by which people experience and evaluate their surroundings.

2. 2 Goal and behaviour hierarchies

The goal directed nature of behaviour is the first aspect to be considered in understanding people's experiences. People are not driven towards places but rather choose to go or be there. People not only choose places to be but also purposes, objectives they wish to satisfy in them. Choice implies a conscious, cognitive, evaluative process. Personal objectives or intentions are translated by the individual into a hierarchy of goals (Harre et al 1985; Von Cranach et al 1982). They are ordered according to their significance and association to purposes and objectives. This systemic quality (Canter 1985) in the organisation of goals carries an evaluative

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dimension. Goals in the highest level of the hierarchy are conceived as central to what the individual aims or expects to do in a place. People actively impose a structure to their initial objectives based on not only what they wish to achieve in a place but also on how they value the achievement of the particular goals. The structurisation of goals is "functional". It is based on the perceived relevance of this structure to the attainment and satisfaction of an individual's objectives within a place.

Before visiting a place, individuals not only construe their goals but furthermore the ways they intend or expect to achieve these goals in that place. The goal hierarchy is interwoven into a hierarchy of behaviours (Harre et al 1985) or behavioural plans (Generaux et al 1983). The choice of behaviours and their arrangement in hierarchies or plans is made through a filtering process. From the totality of behaviours that an individual feels that he or she could pursue, a set of behaviours will be initially selected based on their perceived instrumentality to the satisfaction of the individual's goals. This set will be, furthermore, modified by the range of activities conceived to be possible in the particular place he or she will choose to be. People hold prototypes (Cantor et al 1982; Forgas 1981), "templates" (Harre and Secord 1972), of knowledge that define the behaviours that are possible in different settings.

2. 3 Behaviour as a knowledge structure: Social and cultural processes

By hierarchically organising behaviours a person, basically, construes his/her experience as a future state. This construction, in large, is based on the behaviours the individual has undertaken in similar experience in the past. By relating a new experience to a pre-existent class or prototype (Rosch 1978) of events, the individual is able to predict and therefore plan ahead the new experience.

Cultural and social factors influence both the content and the structure of those units or "prototypes". Through a socialisation process, people belonging to a given cultural milieu learn that there are sanctioned and expected ways to behave in a

given context (Forgas 1981). Every context is learned to be associated with a system of "rules" (Harre and Secord 1972), a set of culturally defined behaviours.

Forgas (1979) termed these cognitive structures as "social episodes" while Argyle et al (1981) refer to them as "social situations". Social episodes can be seen "as internal, cognitive representations about common recurring interaction routines within a defined subcultural milieu" (Forgas 1979, page 166). Episodes act as stereotypes, that model behaviour in a specified pattern or sequence of social interactions. Harre and Secord (1972) argued that not only behaviours but also intentions or plans are incorporated in these units of knowledge. Episodes are differentiated in the minds of the individuals on the basis of the goals that could be achieved by enacting them.

There is a set of goals associated with every episode and a set of behaviours associated with the achievement of a particular goal. These behaviours define the set of interactions between people having different goals and, therefore, the behavioural structure of an episode; the sequence of interactions between different participants.

Argyle et al (1981) defined a social situation as "a type of social encounter with which the members of a culture or subculture are familiar" (ibid., page 4). Although they mainly focused on the actual manifestation of such encounters, implicit in their definition is the existence of a social situation as a mental structure. Social situations can be seen as collective solutions of the cultural fabric in appropriating individuals' drives to socially accepted goals and the means (behaviours) for their satisfaction. These collective conventions, through the socialisation process, become cognitive objects in the minds of the individual members of a given culture. Schank and Abelson (1977) defined the internal representation of situations as "scripts"; a mental category about the stereotyped pattern of actions within a situational context. The script incorporates knowledge of who is likely to perform certain activities and where the situation is more likely to take place.

Within a situation there are specific goals that can be attained and these are usually organised in a certain structure. Specific behaviours are expected to be enacted by

people attaining each of these goals. The set of behaviours appropriate within a situation are called "rules" and the enactment of rules associated with particular goals "roles".

Roles can be seen as the pattern of behaviours expected to be performed by those attaining similar goals in a situation. Roles are usually organised into role systems. The enactment of roles is based on individual's beliefs that others share with him or her the same definition of the goal structure in a given situation and that they will follow the norms applicable to their roles (Kelly 1955).

The notion of behaviour as a cognitive representation in both "social episodes" and "social situations" focused mainly on the social context it occurs in and subsequently represents. However, people not only choose goals and behaviours but also they have to choose a physical setting where they would try to satisfy their goals. In the area of environmental psychology, the internal representation of behaviours into appropriate patterns of social interactions has suggested to be integrated with the internal representation of the environment.

2. 4 The physical context of behaviour: environmental knowledge

If behaviour is the basis for classifying experiences, this behaviour is always manifested in a given physical locus. People not only learn that certain behaviours are associated with particular social encounters but furthermore that they are situated within particular physical forms. As Prezworski and Teune (1970) argued social phenomena always have a spatiotemporal location and in that sense they are experienced and classified as not only social but as also physical entities. The socialisation process every individual is going through involves his or her progressive familiarisation with not simply "situations" but essentially with "physically located situations" (Canter 1985).

The internal construction of the environment was suggested (Canter 1991; Golledge 1987; Heft and Wohlwill 1987; Proshansky et al 1983) as developing through direct experience with the environment. This development could be seen as

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a process, starting from early childhood, of increased familiarisation with different physical settings. By direct engagement in or observation of others behaviours individuals become aware of not only which behaviours different settings "afford" to occur but also of the social rules that structure these behaviours within them. As our experiences are accumulated we will soon discover that a given physical form might be experienced from different perspectives (Ittelson 1973) or encompass different situations; different aspects of the same form might be related to different situations. We will also find that other forms house different combinations of situations. These experiences are not perceived by the person as isolated incidences in time or space.

Ittelson (1973) and Proshansky et al (1983) argued that a basic function of self is to organise behaviours and experiences across or in the same setting in a continuous and integrative way. This organisation enables the individual to identify consistent relationships between the physical form of places and the patterns of behaviours in them. This identification will be internally represented as a "cognitive ecology" (Canter 1985); The cognitive structuring of the environment based on the systematic association between the social and physical aspects of our experiences.

The units of this structure are not simple classifications of different physical locations but rather categories of different experiences with and in them. The categorical identification of these units is based on the recognition that across different settings of the same physical form are likely to be housed similar activities. As a cognitive structure each of these units can be seen as the "the integrated representation of actions within a physical context" (Canter 1977) or as a "a sociophysical unit of experience" (Ward and Russell 1981a). They act as cognitive "typologies" (Feldman 1990) of environmental settings or "places" (Canter 1991). Within the area of environmental psychology the term "place" has been used (Canter 1977; 1986; Generaux et al 1983; Stokols 1981; Ward and Russell 1981b) to define these units or typologies.

2. 4. 1 Units of environmental knowledge

As a cognitive category "place" is not a representation of a specific physical setting. Rather it should be seen as a knowledge structure pertaining to a type of setting. This knowledge refers to a particular set of activities and physical attributes associated with a particular type of place. The first type of knowledge describes what Canter (1977) refers to as the behavioural specificity of a place. Although there are activities that may be housed in different types of place, there is always a typical profile of activities that characterises a given type. This typical profile of activities associated with a type of place is always linked to a set of objectives. If behaviours are part of the meaning of place the former take their meaning via the purposes they satisfy. People are not only aware of the activities associated with a place but also of the organisational (rules) and social (roles) structure of these activities.

The second type of knowledge refers to the physical characteristics considered to be the typical "traits" (Craik 1971; Neisser 1987) of place. Rapoport (1990) distinguishes between fixed and semi-fixed physical features. The first refers to the architectural, concrete features in a place that can be considered as stable, while the second to physical elements or objects that are open to manipulation. The knowledge of the spatial distribution or the temporal organisation of the latter within the same physical form leads to the association of a type of place with different types of social interactions or situations. Canter (1983) suggested that the physical properties of a place are defined by two aspects: spatial components and services. The first refers to the physical layout and properties of the place while the second to the type of services or the infrastructure that makes comfortable or convenient the experience of this place.

Although the construction of place categories is an intra-individual process, the content of these categories should be similar between people belonging to the same cultural context. The behaviours associated with a particular type of place depend on the definition of "rules" that socially structure behaviours within it. As discussed previously (Section 2. 3), this definition is culturally variable. Culture also affects

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what is considered to be typical for a given type of place in terms of its physical component. Rapoport (1976) postulated that culturally defined ideal images about the environment are integrated in its cognitive typification. These images enshrine individuals' knowledge of the typical attributes of a place with knowledge of its typical qualities. Furthermore, as Golledge (1987) argued, physical attributes or qualities are valued differently by different cultures. Therefore, whether or not they will be associated with a type of place or the significance assigned to them might vary between people having different cultural backgrounds.

2. 4. 2 "Place" hierarchies

Russell and Ward (1982) suggested that place categories are structured in a hierarchical way. At the cognitive level "places" can be connected in a categorical or geographical sense. In terms of the categorical hierarchy we deal with different levels of conceptual abstractness, while in terms of the geographical one with different levels of spatial inclusiveness. In the first case different categories of the same type of place can be combined and integrated in a more abstract category, while in the second categories describing different types of place can be integrated in spatial terms in the category of a larger place. As an example, "living room" and "kitchen" can be combined, categorically, in the more abstract category "room", while in spatial terms they can be integrated into the category "house". The notion of the hierarchical organisation of place categories is important; depending on the level of the hierarchy the way place attributes are constructed may change.

2. 4. 2. 1 Categorical hierarchy

Rosch (1978) and Rosch et al (1976) suggested that cognitive categories tend to be integrated and synthesised in broader taxonomies of knowledge. With regard to place categories, "elementary school" and "high school" can be linked categorically and considered subordinate categories of "school". "School" can be linked with the "university" or "college" categories and considered subordinate to "educational place". The latter is called a superordinate category and by its abstractness summarises knowledge from experiences rather than being derived from an actual

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experience. This "summation" should not be seen as a straightforward addition of all the aspects characterising the subcategories. The construction of the general category does not only involve an abstraction of common features but rather a process of transformation of this commonality.

Cantor et al (1982) found that features considered as characteristics of subcategories might not be related to the general or superordinate category. The latter can be seen as representing the variety of possible subsets of features (ibid.). Tversky and Hemenway (1983), in the same context, elaborated that not only different aspects but even different types of aspect might arise at different levels of conceptual abstraction. The attributes associated with the superordinate categories were generally abstract and referred to functional characteristics (Rosch et al 1976; Tversky and Hemenway 1983). On the other hand, the subcategories compared to the general or superordinate category were much richer in perceptual (or physical) features (Cantor 1981).

The inter-place categorical hierarchy is complemented by a cognitive geographical hierarchy between places. If the first represents the environment as a categorical differentiation into types of place in terms of the experiences they imply for the individual, the second represents the environment as a geographical sequence of places in terms of the spatial relatedness of their experience.

2. 4. 2. 2 Geographical hierarchy

Canter (1977) suggested that places are organised cognitively in a quantitative order according to the number of places they are composed of. As Russell and Ward (1982) stated "the environment is a complex of immediate and distant places, psychologically arranged into a hierarchy such that each place is part of a larger place and can be subdivided into smaller places" (ibid., page 654). Depending on the level of the hierarchy the same place category can be seen as superordinate or subordinate. The category "house", for example, can be considered as superordinate to the category "room" but subordinate to the category "neighbourhood".

Depending on the level of the hierarchy the same category might describe different experiences of the same place or, as Rapoport (1977) and Canter (1977) claimed, different levels of interaction with a place. If we think of a house in terms of a superordinate category then we focus on the activities housed within the house and the spatial or services aspects related to them. On the other hand, if we think of it in terms of a subordinate category then we focus on the activities and spatial or services aspects of the neighbourhood related with the house. In the first case we take an intra-place while in the second an inter-place perspective (Bonnes and Secchiaroli 1995).

The two hierarchies of place categories are likely to interact. In other words, depending on which level we define a place on the geographical scale the criteria for describing it might also change. Canter (1995) argued that differences exist between small and large-scale environments. The latter are not only more spatially extensive but they are also composed of a larger number of different places. However, it is not simply the number but the number of the different types of place a large-scale environment houses.

At the level of the neighbourhood particular objectives are likely to be housed in specific locations. So, in order to distinguish between different objectives we have to identify type of places in more specific terms according to both the activities and the physical aspects related to the specific setting. In a neighbourhood, for example, one school is more likely to exist. So the basic level category "school" might be the most appropriate for distinguishing it from other locations housing different objectives. In the context of the city, however, a much larger number of schools not only exist but they are found in different locations. Also, other places that house similar objectives may be found. A university or college is much more likely to be found in a city than in a neighbourhood.

The diversity of experiences and locations might lead to the typification of places according to more abstract and functional attributes. The superordinate category "educational place" might be used for describing a school focusing on the general

objectives that link it with other locations rather than the particular activities it houses or its spatial aspects.

Support to the above argument is given by two recent studies. Kramer (1995) and Ito (1996) studied conceptualisations of generic places through a multiple sorting task procedure. The majority of the place labels used in these studies represented places found in a large-scale environment such as a city. The results from both studies showed that function was the predominant criterion that people employed to classify the different places into broader categories. In Kramer's (1995) study places were categorised according to their function in three groups: "leisure", "services" and "residential". The leisure category of places comprised three subcategories: "cultural", "physical" and "socialising/entertainment". The "service" category included two subcategories: "institution" and "daily necessities". In Ito's (1996) study function seemed again to be the criterion to categorise places that are found in the urban context into broader groupings. Places were classified according to the similarity in their function in the following groups: "recreational", "educational/cultural", "social", "shopping" and "service".

2. 5 Experience as a process

In Section 2. 2, it was argued that by cognitively organising his or her behaviours the individual plans his or her experience of a place beforehand. The actual manifestation of this organisation in a specific context, however, does not correspond to an identical set of activities. The behavioural plans may be modified by the specific social and physical context where the actual experience occurs.

With respect to the social context of behaviour, it was suggested that the individual cognitively associates and patterns his or her future behaviours according to the internal representation of a stereotypical sequence of social interactions (Forgas 1981). However, Forgas (1976) argued that these stereotypical sequences or "episodes" should not be seen as restrictive, rigid frameworks. In reality, they are always adapted to the specific context they occur. The way they are reconstructed is dependent each time on the particular characteristics of the actual participants.

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These characteristics relate to the range of activities each participant feels that are available to him or her at the particular time, the specific behaviours he or she will choose to enact.

The plans the individual has formed are furthermore related to the environmental context. These plans refer to either specific physical attributes associated with his or her activities as well as the general characteristics of the place. But individuals' planned activities may be modified again from the actual properties of the specific setting. Environmental features or the physical surroundings might be perceived by the individual as not allowing him/her to undertake activities that he or she had, originally, planned. On the other hand, other features might be "discovered" and perceived as giving the opportunity for activities not initially considered. Environments have behavioural possibilities (Winkel 1987). Individuals continuously interpret the aspects of a place according to the possibilities they offer for their goal related activities (Amedeo and York 1990).

So far it was argued that the range of activities someone undertakes at a place might be modified by the specific environmental context. Kaplan (1983) further argued that depending on the type of environment the range of activities someone undertakes at a place may not fully relate to his or her purposes for being or visiting this place. People may have or wish to pursue different goals or purposes in different situations or places. However, according to Kaplan (1983), people also have in general a tendency or a preference to be involved in activities that are intrinsically satisfying. As a result people might be involved in this type of activities even if these activities are not associated with the satisfaction of the particular purposes people pursue at a given instance. The extent to which this pattern in people's behaviour will be manifested depends firstly on the type of environment. According to Kaplan (1983), people might be involved in activities that are not directly associated with their specific purposes for being at a place only when they visit recreational environments. Further, it depends on whether the environment visited gives the individual the sense of "being away" from the everyday routine or environment.

2. 6 Conceptualising the experience

The way the particular environment is experienced is the basis for its conceptualisation. Conceptualisation can be seen as the internal representation and especially interpretation of this experience. According to Ward et al (1988), the particular plans the person has are the basis of the way a particular place will be experienced. Plans affect information processing. Individuals focus on those attributes that are relevant to their particular activities at a particular time while ignoring others. These attributes not only become the salient points in their experience of the place but also are the most memorable. According to Golledge and Zannaras (1970), the individual not only selectively pays attention to particular attributes but he or she also construes the particular context according to these attributes.

The content dimensions, along which a specific context is cognitively represented, are always associated with the specific way it is experienced at a particular time. It follows that the content of these representations will vary among people depending on the (dis) similarity of their experiences. Ward and Russell (1981b), however, asserted that it is not the attributes themselves that differentiate between people but rather the relative importance assigned to them in the overall conceptualisation of the place. Nasar (1990), for example, found that visitors' and residents' images of two American cities were, in general terms, quite similar. For example, "scenery", "pollution", "recreation areas", "parking facilities", "cleanliness" were common aspects in city's descriptions by both groups. The differences were apparent in the internal structure of these images. The frequency each of these aspects was mentioned by each group and their interrelationship.

The implication of these findings is that the conceptualisation of a place cannot be seen separately from its evaluation. As Kaplan and Kaplan (1982) suggested description of the place is integrally linked to its assessment.

2. 7 The evaluative component of place conception

Canter (1991) suggested that evaluation enshrines our conceptualisation of a place. The attributes structuring people's conception of a place are associated with people's activities within the place and further with the meaning these activities have for them. What gives meaning to activities is their contribution to the individual's objectives. Certain aspects of the place might be related for a person to activities that are central to the satisfaction of his or her goals. For another person the same aspects might be associated with activities that are peripheral to the satisfaction of his or her goals. In other words, a difference exists between the two individuals in the significance the same activities have in the attainment of their objectives. According to Canter (1977), these differences are a function of the different "environmental roles" people have in a particular context.

"Environmental role" is defined by the objectives a person has in a place and the pattern of activities he or she undertakes for the satisfaction of these objectives. Canter (1983) pointed out that different objectives might be associated with different attributes of a place and therefore the content of conceptualisation might vary for people having different roles. On the other hand, similar aspects might operate as different foci of attention. The degree of their relationship with the satisfaction of different objectives differs. In the first case, it is the difference in people's activities that produces conceptual differences. In the second case, it is the difference in the relationship the same place attributes have for different goals or the meaning different or the same activities have for different objectives. It follows that differences in evaluation will be apparent for those aspects that have a different functional significance for different environmental roles. It also follows that aspects that are related in similar terms to the experiences of different people will be evaluated similarly.

Stokols and Shumaker (1981) argued that the individual is always part of a group and experiences the environment through group processes. The conceptualisation of "places" represents experiences not from the perspective of the individual but from the perspective of the group he or she belongs to. The meaning of places refers to

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three aspects: a) the functions, the group-activities associated with a place and the norms applied to them, b) the collective goals these activities serve and c) the evaluation of functions and physical features. Although in particular experiences some functions might have a higher motivational significance for different individuals, the internal representation and evaluation of the setting reflects its collective functions or experience.

Both Canter (1983) and Stokols and Shumaker (1981) suggest that activities are linked to the evaluation of a place. As a result similarities in the activities in which people engage should generate similarities in people's evaluation of a setting. However, Canter (1983) seem to further suggest that if people differ in their reasons for being at a place then similarities in their activities may not necessarily result in similarities in their evaluations. Differences between people in the reasons for being at a place implies that people differ in the central purposes or objectives they wish to satisfy at that place. However, the same activities may not contribute to the same extent to the satisfaction of different purposes. Therefore, differences in evaluation may be linked to differences in the reasons for being at a place. On the other hand, Stokols (1981) seem to argue that as long as people are involved in the same activities then they will be similar in their evaluations.

2. 8 Conceptualising experience from another's perspective

As mentioned previously, in order for people to act effectively in a place it is essential to have an understanding of how others are likely to behave and how they interpret the situation. It was, also, argued that this incorporates knowledge of the type of people that are more likely to be found in a place and the type of activities they are more likely to undertake. It follows that, although a place is experienced by the individual in relation to his or her personal objectives and their related activities, he or she is aware of the different objectives and activities other people might pursue at the same time. When the experience of a specific place is not temporary but the individual actually lives there, then the types of people who are regularly associated with this place become part of his or her experience of it. Individual's objectives and activities are interrelated with their objectives and their activities.

The types of people become the different roles that the person does not simply know that might exist at the particular setting but those that he or she closely enacts his or her role with.

According to Kelly (1955), in order to play a role we have to "subsume" in our construction of the experience the other's construction of it. It does not mean, necessarily, that our conceptualisations are the same. It simply means that we are able to know how the other is likely to interpret the context of our interaction. What he or she thinks of it. In the context of a tourist destination, for example, the local inhabitants might have an idea of the activities tourists are involved in. However, unless they have direct contact with them, it is not likely that they will share an understanding of how visitors conceptualise or evaluate their locale. Residents are more to be familiar only with the behavioural component of visitors' experience.

According to Argyle et al (1981), people who share the same cognitive structures also found communication easier. As communication is essential in an occupational role that involves interaction with people, it can be hypothesised that residents having tourism related occupations will have some understanding of not only the behavioural but also of the evaluative component of tourists' experience. Although their perception of visitors' activities is based on either the direct observation of or communication about them, their perception of visitors' evaluation could be "filtered" through their personal feelings and association with the place.

2. 9 Place attachment

When visiting a new setting, people's objectives are related to a particular experience. The primary focus of these people will be on the functional role the setting has in contributing to the satisfaction of their current objectives. However, for the local inhabitants the place is associated with objectives that are central to their lives and to experiences that are uniquely bound to it. The place is not related to a particular experience at the present, but to long and repeated experiences that shape the person's past.

The personal association with the specific place makes its experience unique. According to Lavin and Agatsein (1984), the mode of experience affects the way the meaning of the particular place is constructed. For the local inhabitants its functional significance is integrated with the emotional significance it has for them. In that sense, it cannot be described or classified in similar terms to any other experience. This personal orientation in the conceptualisation of the place is termed by Relph (1976) as a sense of belonging and derives from the emotional ties a person has with it. According to Buttimer (1980), these bonds are related to the network of social relationships the person has within the locale. These ties create not only an emotional association with the place but a dedication and affective affiliation with it.

Hummon (1992) argued that the emotional bond with the place relates also to the sentimental memories from experiences in the past. The feelings a person has for the place are "fused" in the construction of its meaning. The unique factors associated with the specific place are not only emotionally significant but also essential for the identification of "self".

The home or the neighbourhood houses the most significant social relations through which people define who they are. Proshansky et al (1983) claimed that the locale in which the individual lives plays a fundamental role in the development of his or her self-identity. The different settings in this place do not only constitute the background for the whole socialisation process of the person, they also provide the physical requirements for learning and enacting different social roles.

Proshansky et al (1983) argued that, depending on the quality of its social context, a particular setting could be associated with positive cognitions. Because of the importance these relationships have for the individual, he or she will "transform" or adapt to the physical conditions of the setting even if they are not "objectively" of a satisfactory standard. As this adaptation would allow him or her to satisfy his or her objectives, it would result in developing a positive evaluation of the physical properties of the setting also in functional terms.

It follows that inhabitants will have different concepts and evaluations to those of visitors to a place. These differences may well relate to the different level the place

experience is constructed in emotional terms in the geographical hierarchy (Section 2. 4. 2. 2). The different levels of interaction can be defined here as different levels of affective or emotional involvement with the place. Using this definition, we can suggest that the visitor constructs the place at a superordinate while the inhabitant at a subordinate level. This difference is reflected in the criteria used for the evaluation of the place. For the visitor these criteria are more "objective" as they are based purely on the functional significance place attributes have while for a resident the functional significance is interrelated with the emotional one.

2. 10 Summary

The preceding review concentrated on the process by which people experience the environment. This process was described as the relationship between three main aspects: the purposes people have for being at a place, the activities people intend and actively pursue when they visit a place and the evaluative conceptions people form of the environment. The relationship between these three aspects is systematic. Depending on the purposes people have they undertake certain activities at the place. Through these activities people interact with and experience different aspects of that place. Further, the interaction with the different components of place is the basis of people's evaluation of these components.

The systematic relationship between purposes, activities and evaluation accounts for individual differences in the experience and evaluation of the environment. The "role" concept emphasises hat there is variety of goals that may be satisfied in a particular context and that different goals relate to different activities. Therefore, variations between people in the goals they aim to satisfy at a place should correspond to variations in the pattern of people's activities at that place. Since the evaluation of a place is based on the activities someone pursues at that place, variations between people in their activities should result in variations in people's evaluation of the place.

Depending on the level at which the individual experiences a place, the criteria for his or her evaluation of that place might differ. The concepts of "place attachment"

and "place identity" suggest that places that have a personal significance to the individual such as his or her home environment are experienced and evaluated by him or her at a more subjective level. As a result residents and visitors may be differentiated in their evaluation of a place.

People who have different purposes and therefore reasons for being at a place are differentiated in the activities in which they are involved at that place. However, Kaplan (1983) suggested that this differentiation might not be so concrete and it ends on the type of environment considered. He suggested that the range of activities people undertake at recreational environments might not fully correspond to people's main purposes or reasons for visiting this type of environments. People have an "inclination" to be involved in pleasure-based activities. As a result, similarities in activities might exist between people who have different reasons for visiting a recreational environment. However, Kaplan (1983) did not explain if similarities in activities should be also expected between people whose reasons for visiting a recreational environment are associated with activities that are pleasure-based.

This possibility is explored in the following Chapter by reviewing theories and research on people's experiences during travel. In particular the review deals with variations in people's reasons for travelling, experiences during travel, satisfaction with the destination environment and the possible relationship between them.

CHAPTER THREE
RESEARCH ON TRAVEL AND TOURISM

Having discussed the process of and the resulting variations in people's experience and evaluation of the environment, the purpose of the present chapter is to establish if similar variations should be also expected when people are travellers to a place.

Although the study focuses on visitors to city, previous studies on urban visitors are reviewed in conjunction with the more general literature on travel. The review of the general literature on travel is thought necessary for the following reasons. There is a paucity of research on urban visitors and this often creates the impression that visitors to a city are different from travellers to other types of destination environment. However, the present review will illustrate that there are concepts or ideas in the general literature on travel that are applicable to also some of the urban visitors. Further, while the general literature on travel focuses on tourists, in particular areas of it reference is also made to certain types of traveller that are going to be examined in the present study.

The studies reviewed in this chapter deal with three broad factors and the possible relationship between them
i.   Reasons for travel
ii. Experiences and activities during travel
iii. Satisfaction with the destination environment

A final set of studies examines the way in which people occupied in recreational settings perceive the experience of visitors to those settings.

Before reviewing those studies, definitional issues concerning travel and tourism are discussed.

3. 1 Travel and tourism

In comparison with other fields of inquiry, the study of tourism is recent. So far, tourism does not constitute a distinct discipline but a research area within different disciplines. The multidisciplinary examination of tourism is essential since it provides an understanding of this complex phenomenon from many different perspectives (Jafari 1991). However, this multidisciplinary examination has also been a drawback since fundamental definitional issues have not as yet been resolved.

What for example differentiates tourism from travel? Have the two been differentiated? In the UK, for example, travel and tourism are treated as synonymous, while in the United States a distinction is made between the two terms. The fact that a well-accepted definition of tourism does not exist has as a consequence that a definition of what exactly is a traveller and what exactly is a tourist has not unanimously been agreed. Travel away from home is a common requirement in order for someone to be qualified as a traveller or tourist. However, how far from home someone has to travel in order to become a traveller or a tourist is still unclear. Various "distance from home" indices were proposed, however none has unanimously been accepted. If the visitor to a place comes from outside the destination region, then it is usual to classify this person as a traveller or tourist. Although this definition has its own pitfalls, it will be adopted in the present study.

Various criteria have been used to differentiate between travellers and tourists and therefore define each one of them. The most widely accepted criterion has been the purpose of trip. A usual classification of travellers according to their purpose of trip is the following: "business", "VFR (visiting relatives and friends)", "pleasure" and "other". As tourists are usually defined those who travel for pleasure. "Other" includes students, temporary workers to a place, military staff and personal reasons. The extent to which VFR is not a subtype of part of pleasure travel has been debated. As Fache (1994) argued, the reason for treating VFR travel as distinct from pleasure travel has been (and still is) economic such as that VFR visitors do not usually use commercial accommodation at the destination. The present study

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focuses on visitors to a city whose purpose of trip is described by the first three categories.

3. 2 Reasons for travel

The reasons for travel are the most frequent employed device for differentiating visitors to a place and they may be classified into two broad categories: instrumental and pleasure.

Iso-Ahola (1982) explained the difference between the two categories as a difference in the perceived freedom associated with travel. Someone who travels for instrumental reasons, for example a businessperson, usually has limited freedom over the choice of destination or of the activities that he or she feels that he or she could undertake there. In contrast, a pleasure traveller does not feel constrained to both to his or her choice of destination or the activities he or she may pursue during travel.

Yiannakis and Gibson (1992) proposed that the differences between instrumental and pleasure reasons reflect differences in the type of motivation of the traveller. Travel for pleasure is an intrinsically satisfying activity, a mean and end in its own right. It is by and during travel that a pleasure traveller will satisfy his or her motivation. In contrast, the motivation of someone who travels for instrumental reasons is not associated with the specific travel. Travel for instrumental reasons is one of many other activities that the individual may undertake in order to satisfy some long-terms motives that refer to his or her overall life context. The extent to which a specific travel may perceived as contributing to the long term motives of an individual has not yet not been investigated.

The most common instrumental reason for travel is for work. People travelling for this reason are usually differentiated according to their occupational responsibilities, like for example, businessman, journalist or to some extent people attending a conference or a convention. The extent to which the last group have only instrumental and not also some pleasure reasons for travel, however, may depend on the particular destination context (see Section 3. 2. 3).

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Differentiation of pleasure travellers according to their reasons for travel has been mainly investigated by research on tourism motivation.

3. 2. 1 Tourism motivation

In the tourism context, motives are conceptualised as certain needs the individuals seek to satisfy with travel. Research on tourism motivation aims to explore why people travel by identifying the full range of those needs.

Crompton (1979) explained tourism motivation through the concept of optimal arousal. Every person in order to "function", psychologically, effectively acquires a particular level of arousal or stimulation. When this level is perceived as disturbed, it results in a state of tension or disequilibrium. Disequilibrium is caused when the conditions of one's life are perceived by an individual as not satisfying certain needs. Travelling can be seen as playing a restorative role in reducing disequilibrium and is associated with the satisfaction of those needs or tourist motives.

Crompton's study (1979) with potential travellers identified seven socio-psychological and two cultural motives through an in-depth interview procedure. The first were: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction. The second were: novelty (the need to visit or be in a new environment) and education (the need to learn about new things or enhance existing knowledge). Although Crompton (1979) recognised that people travel for four main reasons, namely, "for business"(personal), "for business" (corporate), "for visiting relatives and friends" and "pleasure vacation", he related his propositions only to the last reasons. In that sense, tourist motives or needs were not simply associated with travelling in general but with travelling as part of a vacation. However, the extent to which "visiting relatives and friends" is not a sub-category of pleasure reasons has been debated by more recent research (Section 3. 2. 3).

According to Crompton (1979), the seven socio-psychological motives arise within the individual and refer to his or her life environment and circumstances while the cultural motives refer to characteristics of the destination. The first are termed "push" while the second "pull" motives. Crompton (1979) suggested that not only the decision to travel but also the decision to travel to a particular destination might be related to "push" motives. In other words, a person might not choose to visit a place on the basis of its attractions or facilities but on the basis of its perceived ability to satisfy his or her socio-psychological needs. Unfortunately, Crompton (1979) did not give any further explanation on the basis of which this perception was made possible. In other words, he did not clarify what were the criteria that made a specific destination to be perceived by an individual as more appealing for his or her particular travel needs. Crompton (1979) emphasised also that usually more than one motive operated in the decision to take a vacation. However, he did not provide again any further evidence concerning the relationship or associations that might exist between particular motives.

In his study of tourists visiting Barbados, Dann (1977) found two dominant motives for travelling, "anomie" and "ego-enhancement". The feelings of isolation and loneliness experienced by individuals in today's "anomic" societies developed in them the need to escape, even temporarily, to a new place in order to satisfy their needs for social interaction and affinity. On the other hand, for some individuals travelling was related to the need for recognition or enrichment of a person's identity with a status or qualities that were not possible to be satisfied in the home environment.

Dann (1981) argued that tourism motivation should be seen as the disposition to travel rather than as the sole determinant of tourist behaviour. He adopted the notion of "push" and "pull" factors and placed them in a temporal continuum. The latter precede the former and correspond or reinforce them. However, Dann (1981) did not clarify how this correspondence or reinforcement occurs. If, in other words, people with different "push" motives tend also to have different "pull" motives. Concerning the choice of a specific destination, Dann (1981) argued that this was made through a comparison of the "pull" factors of the destinations.

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Pearce (1988), Moscardo and Pearce (1986) and Pearce and Caltabiano (1983) applied Maslow's motivational theory within the tourism context. This model advocates a five-level hierarchical organisation of motivational needs: physiological, safety, belongingness and love, self-esteem and self-actualisation needs. The results from their studies suggested that some demographic variables might play a role in motivation, however, they were not the same across the different contexts to which the model was applied. Although people were differentiated in terms of their dominant motive, motivation seemed to be related to multiple needs. Pearce (1988) postulated that the more consistent differences in motivation were related to different levels of travelling experiences. He explained this by developing the concept of "travel career". According to this concept, people with more extensive travelling experiences were, in general, concerned more with self-esteem or self-actualisation needs while the less experienced travellers with lower level needs. Pearce's (1982) model provides a dynamic view of tourism motivation as evolving and changing with time. However, it remains unclear what are the reasons that make people to travel to a particular destination.

Iso-Ahola (1982) proposed that tourism motivation was conceptually similar to leisure motivation. According to him a leisure activity was always motivated by two forces: approach and avoidance. Travelling was perceived by the individual as providing the opportunity for activities that were intrinsically satisfactory and, at the same time, as a medium for escaping from the everyday environment. According to this formulation the relative weight of each of these motives would be dependent on the particular situation. Situational variables were described as the group of people, conditions and activities sought in a given instance. According to Iso-Ahola (1982), tourism motivation most of the times was related to the avoidance motive without, however, implying that the approach motive was totally unimportant. The model advanced by Iso-Ahola (1980) approaches motivation as a cognitive process, where the individual selects goals to accomplish by deciding the relative importance of each of the two motives at a given time and for a given experience. However, Iso-Ahola's model seemed to deal with the needs that are associated with travel rather than with the particular content of those needs.

Plog's (1991) study with potential travellers found five motives to be related to travelling: "excitement and stimulation", "self-discovery", "relaxation", "ego-support or enhancement" and "life is too short". The last motive was described as individuals' increased feeling of how temporal life was and the need to see or do things that were not part of the everyday routine environment. According to Plog (1991) "deeper" motives such as "ego-support" or "self-discovery" were mentioned only by a small proportion of people. The majority of participants (92%) were differentiated according to simpler motives such as relaxation or excitement. The author argued that this did not necessarily imply that these motives were rare; they might have acted as the underlying basis of the other motives. Pearce (1982), for example, found that "self-actualisation" or "self-esteem" needs that resemble Plog's (1991) "self-discovery" or "ego-enhancement" motives were also the least frequent in his study.

In terms of the content of tourism motivation, the findings or suggestions of the studies or theories reviewed so far can be summarised as follows. While most of the authors accept that the reasons for travelling to a particular destination relate to the "pull" motives, only Crompton's (1979) study provided an indication of what these "pull" motives might be. Considering the "push" motives, the various concepts proposed can be synthesised in some broader categories shown in Table 2. 1.

Concerning the results obtained in the different studies, Crompton's (1979) findings seem to provide the more holistic picture of tourism motivation in terms of its content. The list of motives identified in his study was the most extensive as it included most of the motives found in the other studies (Table 2. 1). Additionally, "push" motives, such as "education" and "novelty" emerged only in Crompton's (1979) study.

Table 2. 1 Classification of the motives that emerged in tourism motivation studies into broader categories

"PUSH" MOTIVES	SOURCE
1. escape	escape: Crompton (1979) avoidance: Iso-Ahola (1982)?
2. relaxation	relaxation: Crompton (1979) relaxation: Plog (1991) physiological needs: Pearce (1982); Pearce and Caltabiano (1983); Moscardo and Pearce (1986)
3. self discovery	exploration and evaluation of self: Crompton (1979) self actualisation: Pearce (1982); Pearce and Caltabiano (1983); Moscardo and Pearce (1986) self discovery: Plog (1991)
4. ego enhancement	prestige: Crompton (1979) ego-enhancement : Dann (1977) self-esteem needs: Pearce (1982); Pearce and Caltabiano (1983); Moscardo and Pearce (1986) ego-support or enhancement: Plog (1991)
5. need for social interaction	facilitation of social interaction: Crompton (1979) anomie: Dann (1977) love and belongingness needs: Pearce (1982); Pearce and Caltabiano (1983); Moscardo and Pearce (1986)
6. enhancement of kinship relationships	Crompton (1979)
7. regression	Crompton (1979)
8. safety needs	Pearce (1982); Pearce and Caltabiano (1983); Moscardo and Pearce (1986)
9. approach	Iso-Ahola (1982)
10. excitement and stimulation	Plog (1991)
"PULL" MOTIVES	SOURCE
1. education	Crompton (1979)
2. novelty	Crompton (1979)

While tourism motivation studies describe the needs associated with pleasure travel, it remains unclear how pleasure travellers are differentiated in relation to these needs. A clear consensus concerning the number of motives associated with travel does not seem to exist. Although in the majority of the theories reviewed a

multi-motive perspective was suggested, Dann (1977) argued that one motive was effective at a time. Therefore, it is uncertain whether travellers are differentiated in relation to one need or a combination of needs. Further, it remains unclear as to the relationship between different types of motive. In general the distinction between "push" and "pull" motives has been accepted. The former are considered as energising the person to travel, while the second as attracting people to particular destination environments. However, the relationship (if any) between those two has not been given much attention.

The existence of a relationship between "push" and "pull" motives would suggest that different types of pleasure traveller might correspond to different combinations of motivational needs. Before presenting research investigating this relationship, some final remarks about the work reviewed in this section are made.

i. Tourism motivation research aims to explain why people travel in general. However, some of the existing theories on tourism motivation were based on research conducted with tourists while being at a particular destination. The results might have reflected only a part of the motives associated with travelling. Therefore, they can not be generalised as applicable to every tourist experience. It is thought that future research on tourism motivation should pay special consideration to the context and time of measurement. Participants should be potential travellers who are not planning to visit a particular destination.

ii. Tourism motivation is grounded in the assumption that travel is associated with some deeper psychological needs. In order to explore those needs, the use of qualitative methodologies (interviews) has been favoured in most of the studies. However, the use of qualitative methodologies did not always guarantee that the actual motives of the traveller were identified. For example, some of the studies on tourism motivation have not eschewed criticism concerning the method used to interpret participants' responses. Pearce (1982) suggested that it was doubtful if the motives identified in Dann's (1977) study corresponded to the views of tourists and not to some a priori assumptions of the researcher. However, Pearce was also subjected to the same criticism. In his first attempt to employ Maslow's model (Pearce 1982) he inferred people's motives from descriptions of their past

holiday experiences. This approach was criticised by Cohen (cited in Pearce 1995) as being highly interpretative and subjective.

The use of qualitative methodologies in the majority of tourism motivation studies was probably the reason that the relationship between motives remained unclear. In an interview procedure it is difficult, for example, to assess whether the difference between primary or secondary motive(s) has the same meaning for all participants. Also, the statistical manipulation of the data is limited while the content interpretation of verbal responses might be biased by some a priori assumptions of the researcher. In short, the use of a qualitative methodology does not necessarily imply that the motivation of traveller would be revealed more accurately than when using a structured methodology. Further, when the relationship between motives is of interest, the use of a scale might be more appropriate.

3. 2. 2 The interplay of "push" and "pull" motives

The tourism motivation theories, reviewed previously, suggested that pleasure travel might be associated with a variety of motives. Tourism motives were described as socio-psychological needs or "push" motives or as characteristics of tourist environments or "pull" motives. There is an ambiguity, however, of how people were differentiated according to these motives. Crompton (1979), for example, suggested that "push" motives might play the predominant role in choosing a particular destination. Therefore, pleasure travellers to a place should be differentiated according to their "push" motives alone. On the other hand, Dann (1981) argued that the decision travel to a particular destination might be associated with both "push" and "pull" and in some cases only with "pull" motives.

Recent research has suggested that the socio-psychological motivation of people is most of the times accompanied by the preference for a particular destination environment or attributes. Uysal and Jurowski (1994) found that some socio-psychological motives tend to correlate with characteristics of the destination. They identified four "push" motives (escape, family togetherness, cultural experience and sports) and five "pull" motives (entertainment/resort, outdoor/nature,

heritage/culture and rural/inexpensive). The results showed a correspondence between "push" and "pull" motives. People with escape motivation preferred rural environments rather than cities, resorts or amusement parks (grouped under the entertainment/resort "pull" motive). On the other hand, "sports" (defined by the need for adventure or physical actualisation) motivation was highly associated with the "entertainment/resort" and "outdoor/nature" "pull" motives. "Sports" was found to have a negative relationship with heritage or cultural attractions. An interesting finding was that "cultural experience" was correlated highly with all "pull" motives. The authors interpreted this finding as suggesting that cultural experience is not accompanied by a preference for a particular type of destination and it could be related to all of them. However, the authors did not explain how "cultural" experience was defined in their study. If it was defined in terms of the "education" motive as described by Crompton (1979), then it seemed that it was used as a "push" while actually being a "pull" motive.

Oh et al (1995) also found a relationship between the general motivation for travel and preference for certain destination attributes. They identified six main "push" motives: "escape/relaxation", "prestige/entertainment", "kinship/social interaction", "sports", "adventure/novelty", "knowledge/intellectual". As in the previous study, these authors defined the last two as "push" factors while in Crompton's (1979) terminology they should have rather been classified as "pull". The five "pull" factors identified in this study were: "historical/cultural attractions", "nature/outdoor", "sports/activity", "safety/upscale" and "inexpensive/budget". By using a canonical correlation analysis, the authors were able to "match" some of the "push" and "pull" motives and identified five groupings of tourists or "bundles". People with intellectual or educational motives had a preference for cultural facilities and attractions. Natural or outdoor environments were preferred by those having "novelty/ adventure" and "escape" motives. "Sports" motivation was related to sport as well as entertainment activities and facilities. The "kinship/social interaction", "prestige/entertainment" and "escape/relaxation" motives were not found to be related to particular destination attributes. Some of the statements grouped under the last two motives were, however, correlated to the preference for high standard of accommodation, entertainment and restaurant facilities. The authors

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described this segment of tourists as "luxury seekers" not being bound to a specific type of "push" motivation. It was rather shared as a preferred aspect of the destination across people having different motives for travelling.

Pyo et al (1989) investigated the motivation and preferred destination attributes of tourists travelling in touring trips in the States. Travellers with social interaction or stimulation motives were found to prefer outdoor environments, amusement parks and nightlife activities or facilities. Intellectual motives were associated with the availability of cultural facilities at the destination area. People with relaxation motives were mostly interested in the perceived safety of destinations. As in the previous study the present authors, also, identified a segment of tourists that, irrespective of their motivation, had a high preference for a good standard of accommodation, entertainment and nightlife facilities at the destination environment.

Despite their conceptual ambiguities, the studies reviewed in this section revealed that people with different socio-psychological needs or "push" motives tend to prefer different destination characteristics or "pull" motives. Therefore, it may be argued that distinct combinations of "push" with "pull" motives correspond to different types of pleasure traveller to a place.

3. 2. 3 Research on urban visitors

Tourism motives as described in the previous sections were applied to people who travel for pleasure. However, in the urban context are likely to be found people who travel for instrumental reasons like for business. As argued in Section 3. 2, instrumental reasons imply limited freedom over the choice of destination. Therefore, business visitors are not, in general, expected to have "pull" motives. Business travel has also been applied to conference visitors. However, Opperman (1996) argued that "business" might reflect only one aspect of the motivations of conference delegates. For many of them the reunion with old friends or colleagues or the visit to a novel environment might also act as motives for attending the conference held at a particular city (Law 1993).

In the urban context, a usual differentiation of pleasure visitors is made between those who visit relatives and friends (VFR) and those who travel for leisure. There is a confusion whether the first category of visitor corresponds also to a distinct type of pleasure motivation or not. The argument is that VFR might be the reason for travelling but the actual travel might be related to motives similar to those of other leisure travellers (Seaton 1994). Support to this is given by the fact that most VFR visitors are involved in activities quite similar to leisure visitors during their travel. It is thought that this confusion is caused by the way reasons for a visit have been (and still are) usually measured.

In most of the research conducted visitors were constrained to describe their trip in terms of one dominant purpose of motive (Morrison et al 1995). It is argued here that by changing this to a multimotive perspective, it would be possible to see whether VFR travel is either inseparable from other leisure motives or reflects a distinct type of motivation. Furthermore, as Seaton (1994) pointed out, VFR is used as an aggregation for two categories of tourists, visiting friends or visiting relatives, while each of these categories might be associated with different travel motives. Seaton (1994) found that VR (visiting relatives) compared to VF (visiting friends) travel was much more a person than a destination-oriented activity. In other words, the needs associated with VR travel were much more likely to be related to social interaction rather than to the interaction with destination characteristics. As there is little research that examines these two categories separately in terms of their motivation, VF and VR travel will be discussed here as a unified category. Though a unified perspective will be used, this does not a priori preclude the possibility of differences between the two VFR categories.

Yuan et al (1995) found that the main benefit associated with VFR travel was "being together as a family". The last was described as the opportunity to do things or share time with family and friends. This dual expression of "togetherness" could be related to Seaton's and Tagg's findings cited earlier. VF tourists might focus on doing things with the others while the VR ones on sharing time with them. In terms of tourism motivation theories, the need of "togetherness" and "sharing" seems to be conceptually similar to the "enhancement of kinship relations" "push" motive

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(Crompton 1979). Although Crompton (1979) applied this motive on pleasure travel and excluded from his suggestions VFR travel, it is thought that VFR should be treated as part of pleasure travel. As Fisher and Price (1991) argued "enhancement of kinship relationships" should be conceptualised as being related not only to members of the family travelling together but also to people at the destination.

Whereas the motives of business and at least partially of VFR and conference visitors might not be related to attributes of the destination, leisure motives are, usually, described in terms of "pull" factors of the city. As these factors or attributes are not the same across cities, "pull" motives can only be discussed here in general terms.

Asworth (1989) and Jansen-Verbeke (1986) argued that for leisure visitors a visit to a city was usually a multi-motive travel. One of the core reasons for visiting a city was usually referred to as "cultural sightseeing", to see or visit places. Cultural sightseeing was typically described in terms of visiting historic sites or museums. Jansen-Verbeke (1986) suggested that it should, additionally, incorporate activities such as attending a theatre or a concert as well as special art events or festivals. Although "education" (Crompton 1979) could be proposed as the possible motivation for these activities, Law (1993) asserted that, at least for some city visitors, "sightseeing" was closely linked to relaxation or "escape" push motives. In terms of leisure theories relaxation is defined as the need to pursue activities of interest.

For at least some leisure visitors "cultural sightseeing might describe exactly the activities they would like to pursue during their free time. "Escape", on the other hand, may be described as the need for change from the routine environment. Fache (1994) found that the main motive for a short-break holiday, which constitutes a substantial part of leisure travel to a city, was "to get away" or "change of scene". Change could relate either to the need to be in a novel environment or to a behavioural change; to do or see things. This was the second most popular motive in Fache's study cited earlier. Jansen -Verbeke (1986) obtained similar results in relation to day leisure visitors to a city.

A "day out" which can be described in terms of a break or a change from the familiar home environment was closely associated with "sightseeing" as motives for visiting a city. Jansen-Verbeke's (1986) study showed that except for "sightseeing" a visit to a city was also linked to other "pull" motives like entertainment or nightlife and shopping. The extent to which the last three can be considered as motives rather than as activities depends on the particular city. Jansen-Verbeke (1986) argued that "nightlife" or "entertainment", for example, might be considered quite important motives for visiting cities such as London or Paris.

Shopping might, initially, be perceived as an instrumental rather than a leisure activity. However, research (Kent et al 1983; Jansen-Verbeke 1990) has shown that not only is it one of the most popular activities during travel but it might also express deeper socio-psychological needs. Leisure shopping, according to Bak (1992), could be used as a means to overcome boredom, loneliness, personal displeasure and curiosity.

Although leisure motives were discussed separately, most of the times a visit to a city is associated with a variety of them. According to Asworth (1989), it would be mistaken to attempt to categorise tourists in a city according to only one motive. It is exactly their interrelationship that defines and also differentiates them from other types of motive. Furthermore, it is on the basis of the relative significance assigned to them that leisure visitors are differentiated from other types of urban visitor. Although some "pull" leisure motives may be relevant to VFR or conference visitors, their relevance should be examined in association with the primary motives these groups of visitors have.

Research suggests that urban visitors could be classified according to their reasons for travel into three categories: business, VFR and leisure. As the first category corresponds to an instrumental reason for travel, it is not expected in general to relate to "pull" motives. The extent to which visitors who attend a conference may be classified also as business visitors was not very clear.

Visitors travelling for VFR and leisure may be similar to each other in terms of the general purpose of their trip: pleasure. However they are differentiated in both their "push" and "pull" motives. For VFR visitors the main "push" motive may be suggested to be the strengthening of their relationship with the people they visit. The "push" motives of leisure visitors were found to be the need for relaxation and escape from the daily routine. Leisure visitors' "pull" motives refer to various facilities or attractions of the city. The specific content of these motives depends on the particular city considered. The "pull" motive of VFR visitor may be argued to be the people they visit. While characteristics of the destination were so far described in terms of facilities or attractions, Echtner and Ritchie (1991) argued that social or psychological attributes should also be considered as destination attributes.

3. 2. 4 Individual and group differences in motivation

Most of the studies or theories reviewed so far suggested that tourist motives correlate with particular characteristics of either the individual or the trip. Therefore, visitors to a place might be further differentiated according to these characteristics.

Cohen (1974) argued that motivation was associated with the duration of the trip. People on a day or a short trip had different motivations than those on a long holiday. Although Cohen (1974) stated that this differentiation was not concrete but it depended on the cultural characteristics of the traveller or the particular circumstances, he did not explain what type of similarities might exist between people undertaking a trip of a different duration.
Cohen (1974) suggested that motives relate also to the distance travelled. For example, international tourists might have different motivations than domestic ones. However, Cohen (1974) pointed out that distance should not be seen simply in terms of geography but further in terms of psychological or cultural distance. For example, a distinction between international or domestic visitors might not correspond to a clear-cut differentiation of their motives. Nevertheless, people who travel a longer distance tend to be sightseers while those travelling shorter distance vacationers. According to Cohen (1974), motivation should be seen as the main

classificatory device to distinguish between different groups of traveller rather than other characteristics of the trip. In other words, differences in the initial motivation were reflected in the trip characteristics rather than the latter that produced the former.

Differences in motivation have been also proposed to exist between first time and repeat visitors to a place. Cohen (1974) and Gitelson and Crompton (1984) suggested that the first-time visitors to a place were more likely to be motivated by the need for novelty while the repeat visitors by the need for relaxation. Fakeye and Crompton (1992) developed this idea further. In their study the need for escape, novelty and enhancement of kinship relationships were more important motives for the first-time visitors. On the other hand, repeat visitors were motivated by the need for social contact and interaction. According to the authors, this could be explained by the fact that repeat visits to a place were usually accompanied by the development of a social network of friendships or relationships. Fisher and Price (1991) linked differences in motivation between repeat and first-time visitors to an area to cultural differences. Their findings showed that tourists on a previous visit to an area and those belonging to the host culture were more likely to be motivated by the education motive.

Mayo and Jarvis (1981) discussed the role culture plays in travel motivation. They proposed that travel motives are influenced by the general attitudes shared within a culture concerning leisure experiences and behaviours. As cultural values change so travel motives might also change or be modified. The authors further explored differences in motivation between Americans and Mexican-Americans. Their findings showed that travelling for the first was related to educational or self-esteem needs while for the second to relaxation or social interaction needs. These differences were, furthermore, manifested in the activities that the two nationalities preferred to pursue during travel and the type of vacation taken.

While Majo and Jarvis (1981) argued that people who belong to different cultures are differentiated in their motivation for travel, Jafari (1989) proposed that this differentiation is not so extensive. According to Jafari (1989), the globalisation of

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tourism has led to the formation of a tourist culture that is shared across different nationalities. Tourist culture refers among other things to the needs or goals people wish to satisfy by travel and to people's behaviour while on vacation. Except for the motivational or behavioural similarities that a common tourist culture generates across different nationalities, each nationality has also its own "residual" culture that differentiates it from other nationalities. This differentiation might be reflected in all aspects of tourist behaviour including the reasons for travel.

Yuan and McDonald (1990) looked at differences and similarities between different nationalities in the reasons for travelling abroad and in the choice of destination. They compared the motivations of four nationalities: United Kingdom, Japan, France and West Germany. Five general motives for travelling were identified: "escape", "novelty", "prestige", "enhancement of kinship relationships" and "relaxation/hobbies". The reasons for choosing a destination were: "budget", "culture and history", "wilderness", "ease of travel", "cosmopolitan environment", "facilities" and "hunting". Although both the general motives and reasons for choosing a destination were similar across the different nationalities, the level of importance assigned to each one of them as well as their relationship with each other differed. For example, in order of importance "escape" and "novelty" were ranked by all nationalities first and second motive respectively. However, cultural differences were apparent in the ratings of the other "push" motives. Concerning the "pull" motives, "budget" was considered the most important motive by all nationalities but again differences were evident in the degree of importance assigned to the other motives. According to the authors, their results indicated that a universal structure of tourism motivation could not be suggested.

Demographic variables such as age and gender have also been found to have an effect on the motivation for travel. In Dann's study (1977) "ego-enhancement" tourists were more often female and older. In Pearce's study (1982) older tourists and those with a more extensive travelling experience were more likely to be motivated by self-actualisation and love and belongingness needs than younger or less experienced travellers. For the last type of traveller, travel was predominantly associated with the satisfaction of physiological or safety needs.

Variations in leisure motivation and behaviour have been linked to gender differences. The study by McGehee et al (1996) showed that family togetherness and enhancement of kinship relations, prestige and education were considered more important motives for travelling by women than by men. On the other hand, the need for adventure or the participation in sports was more important to men than to women. Regarding the reasons for choosing a destination, "budget" and "comfort" were more critical factors for women than for men. Hirshman's (1984) study revealed gender differences in the participation in leisure activities. In this study men were motivated to a higher degree than women towards experiences providing a sense of adventure or competitiveness.

In summary, particular factors were suggested to affect the content of or the relationship between tourist motives. These factors refer to either the individual or the type of his or her travel. The main factors referring to the individual are his or her cultural context, age and gender while factors referring to the type of his or her travel are the length of travel, distance travelled and previous experience of the destination.

With regard to urban visitors, research on the role the individual or trip characteristics of the traveller play in his or her reasons for visiting a city is lacking. Seaton and Tagg (1995) looked at differences within the two categories of VFR travel. They found that VF visitors were usually younger than VR visitors. Also, VF was usually a short-break travel while VR a longer trip, especially, for international travellers.

Based on a number of case studies in Dutch cities, Jansen-Verbeke (1988) established that leisure visitors were relatively young (mean age: 30) and more frequently male. However, in Jansen-Verbeke's studies VFR visitors were included in the leisure visitors. Also leisure visitors were compared with visitors coming from the city-region and not with other travellers to the city such as business or conference visitors.

3. 3 Experiences and activities during travel

The literature reviewed so far suggests that people are differentiated in their motivation for travel. However, if this initial differentiation of people remains during their travel has not systematically been investigated. The studies reported in this Section dealt with variations in people's experiences or activities during travel. Whether these variations were linked to motivational differences was discussed in few of the studies.

Variations in the on- site experiences or activities of travellers have been approached from different perspectives.

The sociological perspective focused on the "authenticity" (McCannell 1976) of tourist experiences. McCannell (1976) proposed that tourist experiences were differentiated according to their degree of authenticity. The desire for authentic or genuine experiences should be seen as the universal motivation for travelling. However, people's "quest" for authenticity is not always satisfied; particular conditions or characteristics at the destination environment foster or allow different levels or types of authentic experience. Using Gofman's (1959) dramaturgical notion of "frontstage" and "backstage", McCannell (1976) classified tourist experiences into two categories. "Authentic" experiences when travellers observe or experience the real way of life or culture in the place visited and "staged" when travellers are presented by the tourist establishment with false recreations of the local culture and way of life.

Cohen (1979) developed and modified McCannell's suggestions. The need for authentic experiences might vary according to the type of traveller considered. For Cohen (1979) travel experiences could be classified along a continuum according to the level of authenticity reached or achieved. The lowest level was defined as the recreational mode where travelling was associated with mere pleasure while the highest level as the existential mode where travelling was related to the need for discovering a spiritual meaning. Pearce and Moscardo (1986a; 1986b) showed that authenticity was not a universal motive applicable to every tourist experience.

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Particular experiences or activities (e. g. gambling, shopping, eating) were not motivated by the need to achieve a true authentic experience.

Concerning the concept of authenticity, the fact that, at least in its initial formulation by McCannell (1976), it was proposed to be the sole motivation for travel contradicts what many other authors have suggested so far. Further, both McCannell's (1976) and Cohen's (1979) propositions are theoretical and it remains unclear how the concept or its different stages are operationalised in simple terms. Pearce and Moscardo (1986a), for example, were not able to identify in their data all of the authenticity stages that were proposed by Cohen (1979).

Cohen's (1979) suggestions, however, have certain implications. Different degrees for authenticity were suggested to relate to different experiences during travel. If the degrees of authenticity are conceptualised to represent different motivations for travel, variations in travellers' experiences may be seen to correspond to variations in their motivation for travel.

The most common approach to people's activities during travel comes from market survey research. Market survey research usually counts visits to attraction or places of the destination. Differences between people are most likely to be examined in relation to people's demographic characteristics. The fact that these characteristics may reflect motivational differences (Section 3. 2. 4) is usually ignored.

Behavioural segmentation research is a more recent trend in tourism marketing. It classifies potential travellers or actual visitors to a destination into distinct segments according to differences in their activities during travel. Morrison et al's (1994) and Hsieh et al's (1992) studies are two recent examples of this approach.

In a large scale survey of previous visitors to Queensland (Australia), Morrison et al (1994) identified through cluster analysis six behavioural segments ("younger beach resort", "older VFR and sightseeing", "older low activity VFR", "budget-conscious/ outdoor recreation", "family beach and sightseeing", "younger active outdoor recreation"). Although the dominant activity within each segment was different, content similarities were found across segments. The authors, however, did not provide any explanation for these similarities. Different clusters of activity

were found to be associated with different demographic and trip characteristics, such as age, gender and type of holiday (package/ individual trip).

Hsieh et al (1992) researched people's activities during past holidays through an interview procedure. They identified five segments ("VFR", "outdoor sports", "sightseeing", "entertainment" and travellers who participated in most of the previous activities) by means of cluster analysis. As in the previous study, content similarities existed between the different behavioural segments. Further, participation in different activities was found to be associated with differences in the age, gender and length of travel of the traveller.

The behavioural segmentation studies showed variations in people's activities during travel. However, the content similarities between segments that were reported in both studies suggest that some similarities do exist in the activities different people undertake during travel. People seemed to be differentiated not in so much in the type of their activities during travel but in the degree to which they were involved in different types of activity. Demographic and trip characteristics were found to be associated with variations in people's activities during travel. The first were age and gender and the second type of holiday and length of travel.

The behavioural segmentation studies did not clarify what was the factor that accounted for differences or similarities in people's activities during travel. Variations in people's activities were found to be associated with differences in their demographic and trip characteristics. However, most of these characteristics were reported (Section 3. 2. 4) to relate also to differences in people's motivation for travel. It is possible that the motivational and behavioural differences of people according to their demographic and trip characteristics reflect a link between people's motivation and activities during travel.

The limited literature on tourist roles mainly focuses on the behaviours that are undertaken by travellers. Underlying this work, however, is the notion that differences in people's activities during travel reflect differences in their motivation for travel.

3. 3. 1 Tourist roles

Cohen's paper (1974) provided a systematic attempt to clarify the concept of tourist. According to Cohen (1974) tourist was one of the many traveller roles that exist. Each of these roles was associated with particular motivational, behavioural or trip characteristics. The broad distinction between a tourist and the other types of traveller could be seen as a function of the general or dominant purpose the travel was associated with.

Within the tourist role a further differentiation was made between "sightseers" and "vacationers". The first were much more likely to be motivated by the desire to visit a novel environment or see new places while the second by the desire to relax or "unwind". Furthermore, the desire for novelty was related to the cultural or social characteristics of destinations while the desire for change to the availability of facilities or the opportunities they provide for particular activities.

The two sub-categories of tourist were not only differentiated in their motivation but also in their activities during travel. Sightseers tend to visit places or attractions while vacationers to relax or get involved in entertainment activities.

Cohen (1974) pointed out that while for classificatory purposes it is necessary to identify what is at the heart of each traveller role, a clear-cut differentiation between roles refers to idealistic situations. Although the "sightseer" or the "vacationer" can be seen as "fully fledged" bearers of the tourist role, other traveller roles might also have a marginal relationship with the tourist role. According to Cohen (1974), the "conventioneer" role could be an example of a partial tourist. Travelling to another place in order to attend a convention might be also accompanied by some pleasure motives (to see or visit places) and by involvement in touristic activities at the destination. Cohen (1974) did not explain if these motives might act or would be considered by a "conventioneer" as reasons for travelling to the destination. Furthermore, he did not explain if partial membership to another role was applicable to all traveller roles and especially to the two sub-categories of the tourist role.

Yiannakis and Gibson (1992) argued that tourist roles were qualitative different from roles that were defined by instrumental purposes for travel (e.g. business travellers). According to the authors, tourist roles were defined by the freedom to engage in intrinsically satisfying activities, and take pleasure from them, "under conditions of relative freedom from obligations and external constraints" (ibid. page 289). Using a three dimensional solution, Yiannakis and Gibson (1992) found that tourist roles were differentiated along three dimensions: the need for strange or familiar environments, for high or low levels of stimulation and for structured or independent activities or experiences. Some of the roles identified were those of the "drifter", "explorer", "thrill seeker", "escapist", "independent mass tourist" and "organised mass tourist". The drifter, the explorer and the thrill seeker were motivated by the simultaneous need for stimulation and for being in novel environments while the escapist and the independent or mass tourist were motivated by the need to be in novel but more tranquil or relaxing environments.

Yiannakis' and Gibson's (1992) findings revealed similarities between tourist or pleasure-based traveller roles. However, the artificial labelling of the axes showed that the similarities between roles referred mostly to characteristics of the destination environment. Similarities between roles in the content of their activities were not discussed.

Although Yiannakis and Gibson (1992) examined empirically the relationship between tourist or pleasure based traveller roles, they proposed that transition from a non-pleasure to a tourist role might occur during travel. It would be possible a business traveller, for example, to be engaged in leisure activities during travel. However, engagement in the last activities did not relate to the traveller's reasons for travel. Rather leisure activities were pursued for the sheer pleasure of them. Yiannakis and Gibson (1992) did not clarify if there are particular situations that could trigger the transition from an instrumental to a pleasure-based traveller role and further if this transition was selective. In other words, if it would be more likely a business visitor to behave like a specific type of tourist or not.

In conclusion, Cohen (1974) suggested that pleasure travellers were differentiated in their activities during travel according to their motivation. Yiannakis and Gibson

(1992) emphasised similarities between pleasure-based roles but it was unclear how these similarities were reflected in the content of their activities. Both authors suggested that non-pleasure travellers might be involved in pleasure activities during travel. However, they gave two different explanations. The involvement of a non-pleasure traveller in pleasure activities, according to Cohen (1974), implied some leisure motivation while, according to Yiannakis and Gibson (1992), it was not related to travellers' reasons for travel.

The literature reviewed in this section indicated that the initial differentiation of visitors to a place according to their reasons for travel might not be fully reflected in their activities and experiences during travel. However, it remains unclear if this is applicable to all types of traveller and further which specific types of traveller would be more similar in their activities.

3. 3. 2 Urban visitors' activities

The existing research on urban visitors has mainly been concerned with the activities of pleasure travellers. A comparative investigation of non- pleasure and pleasure visitors to a city is lacking.

The activities of leisure visitors to a city are mostly facility-based and relate to the "pull" motives of visitors. According to Jansen-Verbeke (1988), the leisure activities within a city could be sub-divided in terms of how they are associated with particular facilities or aspects of the destination. "Cultural sightseeing" activities relate to cultural facilities but, depending on the particular city, physical characteristics might be also associated with them. Sports activities required either participation in or attendance at them and thus related to the use of sports amenities. Activities associated with amusement facilities can be classified into two groups: those related to nightlife entertainment and those related to special events or festivities. Depending on the type of event some of their associated activities could correspond to one of the previously mentioned types of activity.

The existing research has shown that the dominant activity of VFR visitors is the interaction with friends or relatives at home. However, research (Morrison et al 1995; Seaton and Tagg 1995; Yuan et al 1995) has also shown that VFR travellers might undertake activities that are not primarily associated with their reasons for travel. These activities were "cultural sightseeing" or the use of restaurants or shopping facilities.

The behavioural similarity between leisure and VFR visitors could be explained in two ways. Firstly, leisure motives might also be important to VFR visitors. Second, engagement in leisure activities might be interpreted from different perspectives. While in the city, the VFR visitor might perceive the use of cultural or other facilities as providing the opportunity for sharing or doing things with the friends or relatives he or she is visiting. It has to be noted, however, that the research cited previously did not examine VFR visitors to a specific city. Morrison et al's (1995) study focused on VFR visitors to Northern Ireland, Seaton and Tagg's study (1995) on VFR visitors to Scotland. In Yuan et al's (1995) study, the participants were people who had visited relatives and friends in previous travel. Therefore, it is not clear if VFR visitors to a city exhibit the same pattern of behaviour as VFR visitors in the above studies.

In summary, the differentiation of pleasure visitors to a city into leisure and VFR is reflected in their dominant activities. However, the difference between VFR and leisure visitors in their reasons for travel is not reflected in the whole range of their activities. Research has shown that VFR travellers might be involved in activities that in the present study are expected to be associated with leisure visitors.

3. 4 Post-travel images and satisfaction with the destination

The literature reviewed in Section 2. 3. 1 indicated that people are differentiated in their activities during travel. Experiences and activities during travel were proposed to govern the satisfaction with (Murphy 1985; Pearce 1987) or the evaluation (Echtner and Ritchie 1991; Ross 1991) of the destination environment. Surprisingly, there is a lack of research investigating if differences in tourists' satisfaction with or

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evaluation of the destination environment are the result of differences in their activities. Variations in tourists' evaluation have mainly been explored in relation to differences in their trip characteristics.

De Haan et al (1990) examined the role the length of visit and the type of travel (domestic-international) play in the evaluation of the destination environment. Variations in the length of visit were found to produce only slight differences in the evaluation of a tourist resort. Day - trippers tend to be more negative than those staying longer. Also, domestic and foreign visitors were only marginally differentiated in their evaluations of the resort. The authors proposed that any differences between visitors in their evaluation of the resort were possibly the result of visitors' differences in their activities. However, they did not examine empirically this possibility.

Ryan (1995) supported the idea that differences in activities relate to different patterns of satisfaction with the destination environment. In his study, tourists who were involved in a higher number of activities were more satisfied with the destination than those who were not. Unfortunately, Ryan (1995) did not explain if differences in satisfaction were related to differences in involvement in a particular type or types of activity.

Pearce (1982) linked not only activities but also motivation to tourist satisfaction. He explained satisfaction as the fit between the tourist and the environment. Dissatisfaction results when activities sought by the tourist are not available at the destination environment or they do not conform to his or her motivation. Pearce (1982), furthermore, proposed that the "fit" concept provides a basis for classification of tourist destinations or environments. If tourists can be classified in terms of the type of motives or activities sought, destinations can be categorised in terms of the range of activities they are able to accommodate. This classification will enable to predict the likely satisfaction with a particular type of destination by knowing tourists' motivation. Using Maslow's motivational hierarchy (see Section 3. 2. 1), Pearce (1982) found that particular types of destination are related to different patterns of satisfaction. Self-actualisation needs were better satisfied in

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natural or rural settings while psychological needs in man -made or urban ones. However, the latter settings tend to generate less satisfaction in relation to safety or security needs.

Although Pearce (1982) recognised that different motivations correspond to different patterns of on-site activity, he examined differences in satisfaction only in relation to motivation. Further, he did not explain how people with different motivation for travel were differentiated in their satisfaction with the same destination environment.

All of the studies reviewed so far examined the overall evaluation of the destination environment by tourists. However, the "post-travel" images studies has shown that tourists' evaluation of the destination environment comprises of the evaluations of attributes or characteristics of this environment. According to Echtner and Ritchie (1991) people create an image, an internal representation, of the destination environment before their travel. This image is further modified or enriched by the actual experience of the destination.

Fakeye and Crompton (1992) established that trip characteristics such as the length of travel and whether the tourist was a repeat visitor to the destination or not produce differences in the evaluation of certain attributes of the environment visited. Those staying longer evaluated the infrastructure, the local people and the attractions at the destination more positively than those on a shorter visit. Repeat visitors evaluated the social opportunities as well as the attractions provided at the destination higher than first-time visitors did. However, the main motive of repeat visitors in this study (Section 3. 2. 4) was the need for social contact or interaction. If, as Pearce (1982) suggested, satisfaction relates to motivation, repeat visitors might have been found to evaluate more positively the social opportunities provided at the destination because these aspects were associated with their motivation for travel.

Variations in tourists' evaluation of the environment visited were also found to relate to the type of destination environment attributes. In both Ross (1991) and

Pizam et al's (1978) studies, tourists evaluated negatively the services and the infrastructure (e. g. transportation system) and positively the attractions, the local people or physical characteristics of the destination environment.

Activities and to some extent motives were suggested to relate to the satisfaction with the destination environment. However this relationship has not been examined in detail. Clearly more systematic work is needed to assess if variations between tourists in their activities and/or motivation correspond to different degrees of dis/satisfaction with the destination environment.

3. 5 The tourist experience: tourism employees' perspective

The experience of the environment visited has mainly been explored from the perspective of the tourist. Little research exists that attempts to investigate this experience from the perspective of the local people or those occupied in tourism. The existing studies conducted on this subject explore the perception of the recreation experience at a particular setting by its visitors and by the people responsible for the management of that setting. In a few of these studies, however, the managerial staff were asked directly to express their views not simply in relation to the experience but as to how they believed that the actual visitors view this experience.

Lucas (1964) explored the perception of the "wilderness" experience in a National Forest (in the United States) by different type of visitors to the area and by its managers. This exploration was made in relation to the type of activities associated with "wilderness", the areas offering such an experience and its qualities as perceived by the other users. The findings revealed similarities in the activities associated with "wilderness" between visitors and managers and between the different types of visitor. However, there were differences across groups in the qualities valued and in the places within the National Forest related to this experience.

Similar results were obtained in Hendee's and Harris' (1970) study on the perception of "wilderness" by recreational managers and by visitors to areas offering such an experience. Managers' personal views were similar to those of the visitors' concerning the behaviours associated with a visit to a forest. However, managers perceived inaccurately visitors' views concerning management and policy issues. The managers underestimated visitors' agreement with control measurements of particular behaviours and with development of a "wilderness" area. Overall managers "assigned" to visitors more purist philosophies than the visitors actually had. This difference, however, might be related to the sampling procedure used in the study. The managers' sample consisted of foresters who were not necessarily working at the same areas the visitors' sample had visited. It is possible that managers were found to hold inaccurate perceptions of visitors' views because they did not have any interaction with the visitors sampled in the study.

Differences between visitors and managers in the evaluation of a recreational environment emerged in the study by Clark et al (1971). Recreation managers in a number of National Parks and Forests (in the United States) underestimated the importance of or the preference for environmental related attractions by campers to these areas. Further, there was also disagreement about the problems encountered in these settings. Noise and litter were evaluated more negatively by the managers than by the visitors. As with the previous study, the managers sample consisted of people who were not necessarily working in the same places the visitors were sampled.

Differences between employees and visitors in their evaluation of a recreational setting were less apparent in Merriam et al's (1972) study. Both campers and employees in two Minnesota State parks and forest areas agreed on the provision of educational facilities as the most preferred improvement in the area. However, a conflict between the two groups was evident concerning the goals the camping areas were associated with. Campers perceived them in relation to recreational activities and opportunities. On the other hand, forest administrators were focusing on the role the areas served in the preservation of the natural environment.

In Peterson's (1974) study differences between canoeists and managers in a National Park (in the United States) were evident in both the evaluation of the setting as well as in the activities perceived as being associated with a visit to this setting. However, both groups were quite similar in the objectives or motivations to which the visit to the Park was related.

The studies reviewed so far showed that visitors and employees to a recreational setting might be differentiated in their perception of the goals or activities that could be pursued at this setting as well as in their evaluation of these settings. However, the degree of this differentiation was not the same across the different studies. Wellman et al's (1982) study provided an interesting interpretation. In their study, visitors' motivation at two National parks (United States) was compared with managers' perception of that motivation. In the park where visitors' motives were more traditional and less diverse managers were able to predict correctly visitors' motives. On the other hand, in the park where the motives of visitors were more disparate managers tend to hold inaccurate perceptions of them. In that Park, managers overestimated visitors' needs for "meeting new people" and "exercise" and underestimated their needs for "escaping personal and social pressure", "pleasant scenery" and "social contact".

Wellman et al's (1982) study suggests that the degree of differentiation between employees' perceptions of visitors' experiences and visitors' actual experiences depends on the diversity of visitors to a setting. Pearce (1982) established that this differentiation relates to the work responsibilities of employees. He compared managers' and visitors' views on Green Island in Australia's Great Barrier Reef. Both groups were asked to rate nine tourist activities on a set of bipolar scales according to their pleasantness, control, dominance and authenticity. Considerable differences between the two groups were established in their ratings of activities that were not managed by the tourism staff. The differences between the two groups were less pronounced in the rating of activities that were managed by managers. However, managers tend to overestimate the actual appeal the last activities had to visitors. Using a multidimensional solution, the author illustrated that the last differences were not simply differences in the individual ratings of activities in the

different scales, but in the overall perspective within which these activities were interpreted. The multidimensional analysis showed differences in the dimensions according to which activities were conceptually clustered and experienced by each group.

In summary, research in various recreational settings showed that tourism staff tend to be comparatively more accurate in their perception of tourists' or visitors' motives rather than in their perception of visitors' activities and especially evaluations of these settings. The present study is concerned with tourism employees' perception of visitors' activities and evaluation in relation to the overall destination context. Therefore, it would be of interest to see to what extent the differences found in the above studies are also found when visitors' activities and evaluations are perceived by tourism employees in relation to the whole destination environment.

3. 6 Summary

The extent to which people's differences in their reasons for travel are reflected in their experiences and evaluations of the environment visited has not been systematically investigated.

People are differentiated according to their reasons for travel into two broad groups: those who travel for pleasure and those who travel for instrumental reasons. Pleasure reasons refer to both socio-psychological needs ("push" motives) of the individual and aspects of the destination environment ("pull" motives). Further, variations in the "push" motivation tend to relate to variations in the "pull" motives. Therefore, different types of pleasure traveller to a place should correspond to different combinations of "push" with "pull" motives. Instrumental reasons are not in general associated with pleasure motives for travel. Occasionally, people who have instrumental reasons for travel may also have some "pull" motives. However, this seems to depend on the type of traveller as well as on the characteristics of the specific destination environment.

Pleasure reasons for visiting a city are expected to be differentiated into two distinct categories: leisure and VFR. The extent to which both categories of VFR travel will be differentiated from leisure reasons is open to the empirical investigation of the study.

The reasons for travel may be modified by factors related to the individual or the type of his or her trip. Therefore, these factors may account for variations between people in their reasons for travel. Factors related to the individual are culture, gender and age while factors related to the type of his or her trip are length of travel, distance travelled and previous visit to the area.

It is not possible to propose some specific hypotheses about the effect individual or trip characteristics might play in urban visitors' reasons for visit. The exact nature of cultural differences, for example, depends on the specific cultures that are compared. The lack of research on urban visitors makes also difficult to predict the precise relationship between the other variables and the reasons for visiting a city.

In Chapter 2, it was suggested that the reasons for being at a place modify the type of activities someone pursues at that place. Therefore, people who have different reasons for being at a place should be differentiated in their activities. Kaplan's (1983) suggestions that this differentiation might not be so concrete in recreational settings were supported by some of the work reviewed in this chapter. It was argued that people might undertake during travel to some extent activities that are not directly associated with their reasons for travel. Whether this is applicable to all types of traveller or what are the factors that may cause similarities in activities between different types of traveller remains unclear. These issues will be explored in the study. It is assumed, however, that people who have different reasons for travel will be differentiated if not in the type of their activities at least in the degree to which they are involved in different types of activity during travel.

With regard to variations in urban visitors' activities, business and probably conference visitors are hypothesised to be quite distinct from both leisure and VFR visitors. The former visitors are primarily expected to undertake instrumental rather

than pleasure-based activities. Based on the findings of previous research, some similarities are expected to exist between leisure and VFR visitors in their activities.

Variation in visitors' activities are expected to correspond mainly to variations in visitors' reasons for travel. However, the tourism segmentation research suggests that differences in activities may also relate to differences in demographic or trip characteristics. Two alternative hypotheses can be proposed concerning the role these characteristics play in activities during travel. First, differences in demographic or trip characteristics do produce differences in visitors' activities. Second, these differences are the result of the relationship these characteristics have with the reasons for travel.

The relationship between reasons for travel, activities and satisfaction with the destination environment has little been investigated. The literature reviewed in Chapter 2 suggests that the evaluation of a place is modified by the activities in which someone is engaged at that place. Therefore, it is hypothesised that variations between visitors to a place in their activities would result in variations in visitors' evaluation of the place visited. Further, it is possible that differences in evaluation relate to differences in the reasons for visiting the place. It was argued (Chapter 2, Section 2. 7) that people might evaluate the attributes of a place according to the degree to which these attributes contribute to the satisfaction of their purposes for being at a place. However, some attributes of a place might not contribute to the same degree to the satisfaction of different purposes. Therefore, differences in the evaluation of some place attributes could exist between people who have different reasons for visiting the place.

The extent to which variations in travellers' activities result in variations in their evaluations may depend on the type of attributes of the destination environment. For example, the evaluation of accommodation facilities possibly depends on whether someone has used or not these facilities and not on whether he or she has been involved in a specific type of activity during his or her travel.

In Section 3. 4, it was argued that the evaluation of a destination environment consists of the evaluations of a set of attributes of this environment. The lack of

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research on urban visitors as well as the methodological deficiencies of the existing tourist "images" studies makes it difficult to predict the content dimensions of visitors' evaluation of a city. Jansen-Verbeke (1988) provided a classification of the aspects that make up the experience of a city by visitors. She classified attributes of the city into three groupings: those related to the leisure function of the city and those related to the infrastructure and services of the city. Jansen-Verbeke's (1988) classification of city's elements according to their function shares some similarity with the findings of the two studies cited in Chapter 2 (Section 2. 4. 2. 2). As argued then, function seems to be the criterion according to people classify places that may be found in an urban environment into distinct categories.

PRIMARY ELEMENTS	
Activity place	Leisure setting
CULTURAL FACILITIES	**PHYSICAL CHARACTERISTICS**
•Theatres	•Historical street pattern
•Concert halls	•Interesting buildings
•Cinemas	•Ancient monuments and statues
•Exhibitions	•Ecclesiastical buildings
•Museums and art galleries	•Parks and green areas
	•Water, canals and river fronts
	•Harbours
SPORTS FACILITIES	
•Indoor and outdoor	
AMUSEMENT FACILITIES	**SOCIO-CULTURAL FEATURES**
•Casinos	•Liveliness of the place
•Bingo halls	•Language
•Night clubs	•Local customs and costumes
•Organised events	•Folklore
•Festivities	•Friendliness
	•Security

SECONDARY ELEMENTS
•Hotel and catering facilities
•Shopping facilities
•Markets

ADDITIONAL ELEMENTS
•Accessibility and parking facilities
•Tourist facilities: information offices, signposts, guides, maps and leaflets, e.t.c.

Figure 3. 1 A model for urban tourism according to Jansen-Verbeke (1988)

By using the above model, it may be hypothesised that business visitors will be differentiated from leisure and VFR visitors in the evaluation of the leisure function of the city. The leisure function is not related to business visitors' reasons for travel or the typical activities associated with their role. However, within the business visitors' group differences in the evaluation of the leisure function of the city should be expected between those who will undertake some leisure or entertainment activities during their visit and those who will not.

Leisure and VFR visitors are assumed to be more similar in their evaluation of the leisure function of the city. Leisure visitors' activities and reasons for visit relate to the leisure provisions of a city. VFR visitors may see the use of these provisions as an opportunity to spend time with their friends or relatives.

All groups are hypothesised to be similar in their evaluation of city's services or infrastructure. These aspects are not centrally related to the satisfaction of a particular reason for visiting the city, therefore, in aggregate terms all groups are hypothesised to be similar in their evaluations. Any difference will be the product of individual variation. Across all groups it is hypothesised that those who have a direct experience of any of these aspects will be differentiated from those who have not.

Differences in the evaluation of the destination environment may be linked to differences in visitors' individual or trip characteristics. The role of the last characteristics in evaluation may be independent or it may be by-product of their relationship with visitors' activities and/or reasons for visit.

People occupied in tourism are expected to have some knowledge of visitors' activities and evaluation of the destination environment. The extent to which employees' perception of visitors' activities or evaluation corresponds to visitors' actual activities and evaluation can not be predicted.

The concept of "place identity" or "community attachment" may be used to explain possible differences in tourism employees' perception of and visitors' actual evaluation. It is hypothesised that the emotional ties and the affective association tourism employees have with the city will have an effect on how employees believe that visitors evaluate the city. It is expected that employees will "assign" to visitors

more positive evaluations than the latter actually have. It is, furthermore, hypothesised that the way in which employees believe that visitors evaluate the city will be similar to the way in which they personally evaluate the city.

Variations in the evaluation of the city are also expected to exist between employees who are originally from the city and those who have moved there from another place. The last differentiation is assumed to correspond to differences in the degree of attachment to the city. Therefore, the former sub-group of employees is hypothesised to be more positive in their evaluation of the city than the latter sub-group.

CHAPTER FOUR

THE STUDY: METHODOLOGY AND DATA COLLECTION

Dann et al (1988) defined methodology as a rational process according to which research is conducted. This process is broken down in the following stages: conceptualisation, operationalisation, measurement, data gathering and data analysis. Conceptualisation can be seen as the formulation of the theoretical framework of a study and operationalisation as the identification of the variables that would be measured empirically. With respect to the present study, Chapters 2 and 3 focused on the conceptualisation and operationalisation stages. In this Chapter the measurement and data collection stages are discussed.

In the first Section of this Chapter information about the city in which the study was conducted is provided. The next three Sections deal with the development of the research instrument that was used in the main part of the study. The data collection procedure and the characteristics of the sample are described in the relevant Sections. Finally, this Chapter concludes with a discussion of the main mode of analysis employed.

4. 1 The context of the study

The location chosen for the study was the city of Liverpool. Liverpool is a large (population: 479.000, Regional Trends, Central Statistical Office, 1994) urban centre of Northwest England and administrative centre of Merseyside region.

Merseyside attracts approximately 19 million visitors each year. Visitors' spending was estimated to generate £46 million income for the local economy and to approximately support 14,000 jobs. Liverpool is the centre of tourist activities in the Merseyside region. The most popular attraction of Liverpool is associated with its long maritime history. The area around the old port of the city has been redeveloped and transformed into a successful leisure and commercial setting (the Albert Dock complex). Other important built attractions of the city are the Royal Liver Building

which is found close to the waterfront, the Anglican Cathedral (the largest Cathedral in the UK), the Metropolitan Cathedral and neo-classical buildings such as the St. George' Hall, the Liverpool City museum and the Walker Art Gallery.

In Liverpool are found Art Galleries such as the Tate, the Walker and the Lady Lever Gallery that house collections of international significance as do museums such as the Liverpool City museum and the Maritime museum. The city is also known internationally as the homeland of Beatles, the pop group that dominated the music scene during the '60s. Additionally, Liverpool has a sporting tradition with two leading football clubs (Liverpool and Everton) and two famous racecourses.

Research that has been conducted by the local authorities has been concerned with visitors to Merseyside region. Research focusing on visitors to Liverpool is lacking. Further, the existing research has mainly been concerned with leisure and VFR visitors. Business and conference visitors to Merseyside have not been studied in detail. The results of two large surveys (Merseyside Information Services 1986; 1991) showed that the majority of visitors to Merseyside are pleasure (82%) and day (89%) visitors. Pleasure visitors included both leisure and VFR visitors. Seventy-two percent of the day and fifty percent of the pleasure staying visitors were on a repeat visit. The average length of stay of the staying visitors was 3-4 days.

For the pleasure day visitors the most important reasons for their visit were "sightseeing" (50%) and "a change" (22%) while for the staying visitors to visit relatives and friends (56%) and "sightseeing"(24%). Although the majority of pleasure visitors to Merseyside were from other parts of the UK, a considerable number (25%) of them were from overseas. International visitors were quite diverse in terms of their origin. Despite their diversity, international visitors were broadly segmented in terms of their origin and reasons for visit into the following: visitors from Japan, USA and Canada visited Merseyside mainly for the "Beatles connection" of Liverpool, visitors from Europe for the Beatles as well for other leisure reasons and visitors from Ireland for shopping and for going to a football match.

The majority (9 out of 14) of the most popular places visited were within Liverpool while 46% of the staying visitors visited places outside Merseyside. In terms of the

type of places visited, another survey (Merseyside Tourist Board 1987) classified visitors into the following groups: cultural/heritage attractions, sporting attractions (mainly relating to football), music (Beatles attractions), leisure shopping, conference/ business.

The most positively evaluated aspects by visitors were: specific attractions, the variety of either cultural attractions or things to do during their visit and the shopping, entertainment and restaurant facilities. The most negatively evaluated aspects by visitors were: the litter, the crime problem, and the lack of car parking facilities.

Liverpool was found to be an appropriate location for the present study for reasons related to the aims of the study as well as for practical reasons.

The aim of the study is to investigate if different types of traveller are differentiated in the way they experience and evaluate a city. As discussed in Chapter 3, the main types of traveller to a city are business, VFR and leisure. Urban tourism is most often associated with capital or small historical cities. The study was not possible to be conducted in a capital city such as London due to time and financial constraints. In a small historical city such as Oxford or Chester business and to some extent VFR visitors may be underrepresented. Visitors to those cities are more homogeneous concerning their reasons for visit. These reasons mainly refer to "cultural" sightseeing activities.

Research on visitors to Liverpool could be also useful for practical reasons. Although Liverpool is the centre of tourist activities in the Merseyside region, the existing studies have not focused on visitors to the city. It was thought that the exploration of the way visitors experience and especially evaluate the city could help in planning decisions concerning the improvement or better marketing of the city for tourism. Further, research on a less traditional destination such as Liverpool was thought that it would be useful because across Europe and the United States cities that were not regarded as tourist destinations have tried or attempt to increase their tourist industry (Law 1993). According to Aswhorth (1989) in the last two decades a reorientation of tourism policies has occurred in many Western countries. In order to counterbalance the economic decline of their traditional industries, old industrial cities have tried to develop their tourist industry through the development of new

attractions. Liverpool is such an example and it shares similarities in terms of its history, landscape and types of visitor to cities such as Manchester, Glasgow and Baltimore. Therefore, the results obtained in the study may to a certain extent be applicable to other cities.

4. 2 Methodological considerations

The key variables of the study are:

i) visitors' reasons for coming to the city

ii) visitors' intended and actual activities during their visit

iii) visitors' evaluation of the city

The investigation of each of these of variables requires the identification of their constituents. However, the content of each variable is not a simple array of isolated components. It is hypothesised that in each variable, there is a pattern in the way components relate to each other. With regard to the reasons for visit, for example, leisure "pull" motives rather than instrumental reasons were hypothesised to correlate to leisure "push" motives. In order to explore adequately the pattern of relationships within sets of variables a structured methodology, such as a questionnaire, was thought to be the most appropriate. A qualitative method would generate a vast amount of material that would be difficult to interpret or analyse it. Further, the quantitative nature of two of the sets of variables (reasons for visit and satisfaction) requires the use of a clearly ordered scale that is difficult to be standardised in an open procedure.

The selection of a questionnaire is also based on the very practical difficulties associated with sampling or data collection in tourism research (Pearce 1977; 1982) and the nature of the population in the present research. A substantial number of visitors in the city are on a day-visit. As interviews are time-consuming, the use of a qualitative method would have constrained participation in the research. Further, different nationalities of visitor are found in Liverpool. The translation of a vast amount of material would be necessary, if a qualitative method were used. The use of a structured method requires a rational for the selection of items. Questionnaires have been used extensively in research on tourists. However, in most of the cases,

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their content was derived exclusively from a general literature review. This review was based on studies conducted at destinations different from the one in which the questionnaire was intended to be used. Not only information about the specific destination but especially information elicited by the specific population under study has rarely been used in the construction of questionnaires in tourism research. It is thought that the last type of information is essential in order to be able to investigate and measure people's experience of a particular destination. The use of a structured method is based on the assumption that the response framework of the instrument adequately represents the content of people's experiences. In order for this assumptions to be valid, the set of items included in a questionnaire should not only "capture" the range of participants' experiences but also items should be worded in the language that the actual participants use to describe their experiences.

A general literature review provides an aggregate description of observations across different studies and it is useful at the level of the conceptualisation of the phenomenon under investigation. However, in order to measure a phenomenon in a specific context, it is important to have a detailed account of how this phenomenon is manifested within the particular context. Although "to attend a conference", for example, might be in general an important reason for visiting cities, the importance of this particular reason varies across different cities. At a particular destination conference facilities might not be available or their organisation might be rare.

Further, the range of visitors' activities might be manifested differently across different destinations. Some cities might be geographically in close proximity to or they might provide easy access to other tourist destinations. In those cities, "sightseeing" activities might refer to visits to cultural attractions within the city but also to visits to places outside the city area.

Finally, the specific mix of attributes according to which the destination is represented and evaluated varies across different cities. Mansfeld (1992) suggested that destination images might evolve around similar attributes for similar type of destinations, which is defined by their size or function. According to Mansfeld (1992), universal attributes might exist when we think about countries or regions as destinations. However, when we think about places of a smaller scale such a city, some of the attributes associated with their images might be unique.

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Based on the above arguments, it was decided that the items of the questionnaire should be generated after pilot study with visitors to and tourism employees in Liverpool.

4. 3 Pilot study

The aim of the pilot study was to identify the content of visitors' reasons, activities and evaluation of Liverpool. It was thought that the content of these variables would be clearly revealed if the participants were not only visitors but also tourism employees. When discussing the transactional perspective, it was pointed out that in order to understand the experience of a place it may be useful to examine the views of the main participants in as well as of the observers of this experience (Chapter 2, Section 2. 1). With respect to the present study, visitors were regarded as the main participants in the experience of visiting the city while those occupied in tourism as observers of this experience.

4. 3. 1 Participants

There were ninety-four participants in the pilot study. Sixty were visitors to Liverpool and thirty-four had tourism related occupation. Fifty -five percent of the visitors were British while the remaining forty five percent were from overseas. The overseas visitors' sub-sample consisted of eleven different nationalities. From the overall employees' sample, 41% were working in hotels, 38% in museums and galleries, 9% in the tourist information centre and, 11% in the Merseyside Tourism and Conference Bureau (MTCB).

4. 3. 2 Data collection procedure

The interview procedure was considered to be the most appropriate method for this stage of the research. The verbal information elicited by such a method was thought to be important in order to clarify the content of visitors' experience of Liverpool and the way this content was described by the population of the study.

The study was conducted during Summer 1995. Visitors were sampled in three museums, three hotels, one of the two tourist information centres of Liverpool, the Albert Dock area and through personal contacts of the researcher. The interview schedule consisted of the following questions:

i. What are (were) your main reasons for visiting Liverpool?

ii. What are the things you have done or are you planning to do during your visit?

iii. Which places have you visited or planning to visit during your visit?

iv. What do you thinking about Liverpool?

v. Which things from your visit do (did) you like the most and which things did you like the least?

The aim of (i) was to obtain information about visitors' reasons for visiting the city, (ii) & (iii) to elicit information about visitors' activities, (iv) & (v) to obtain information about the attributes that made up visitors' representation and evaluation of the city.

The interviews with those occupied in tourism were carried out with people working in the same museums and hotels that were used for sampling the visitors and in one tourist information centre. Additionally, people occupied in the Merseyside Tourism and Conference Bureau (MTCB) participated. The sampling of tourism employees was not random. The participants and the interview sessions were prearranged after contacting the Head of the organisation in which participants were employed. The interview schedule consisted of the following questions:

i. What do you think are the main reasons visitors have for coming to Liverpool?

ii. What things do you think that visitors do during their visit?

iii. Which places do you think that they visit during their stay?

iv. What do you think visitors think about Liverpool?

v. Which things do you think that visitors like the most and the least from their visit?

4. 3. 3 Analysis

The data from the interviews were content-analysed. Based on the content of the verbal descriptions of each of the three variables (reasons for visit - activities - evaluation of the city) and previous research on urban visitors and on visitors to Merseyside a set of content categories were devised. Then the frequency of occurrence of each content category within the total, the British and the international visitors' sample was calculated. The results from these analyses are presented in the following. Since the main interest of the pilot study was in elaborating the content of the three variables, differences between the two groups of participants are not discussed.

Reasons for visiting Liverpool

The results of the content analysis of the reasons for visit were consistent, at the general level, with the findings of previous studies conducted in the area as well as of existing research on urban visitors (Chapter 3, Section 3. 2. 3). The nine groupings of reasons for visit (Table 4. 1) could be further integrated into four broad categories: "leisure", "VFR", "sports" and "business/conference".

The leisure category of reasons for visit consists of the following groupings: 4, 5, 6, 7, & 8. Except for the two "novelty" categories, all the other content categories represent the main "push" and "pull" motives that were suggested to be associated with a leisure visit to a city (Chapter 3, Section 3. 2. 3). In the context of a city the need to visit a novel environment might express implicitly the desire for a change (associated with a short-break holiday to a city). In the context of the present study the novelty motive acquired also a social dimension: the desire to meet new people.

Table 4. 1 Content categories of reason for visiting Liverpool and percentage of participants that used each category

	Visitors %	T. employees %	Both groups %
1. Sports			
1. 1 to go to a football match	14%	56%	29%
1. 2 to attend sport events	0%	11%	4%
2. Business/conference			
2. 1 for business	8%	9%	8%
2. 2 to attend a conference	3%	15%	7%
3. VFR			
3. 1 to visit friends	12%	12%	12%
3. 2 to visit relatives	7%	18%	11%
4. Sightseeing/visit places			
4. 1 for sightseeing	5%	18%	16%
4. 2 to visit a specific attraction	13%	44%	22%
5. Novelty			
5. 1 to visit a new place	12%	20%	15%
5. 2 to meet new people	12%	3%	8%
6. Relaxation			
6. 1 to relax	10%	9%	9%
6. 2 for a day out	9%	9%	8%
7. Shopping			
7. 1 for shopping	5%	20%	11%
8. Entertainment			
8. 1 for the nightlife	9%	9%	8%
8. 2 to go to theatres/ concerts	3%	12%	6%
9. Emotional/nostalgia			
9.1 the "Beatles connection"	18%	65%	35%
9. 2 to renew memories	10%	0%	6%
9. 3 to trace my roots	5%	18%	8%

The "enhancement of kinship relationships" that was hypothesised to be the "push" motive of VFR visitors did not emerge in the pilot study. The "push" motivation of VFR visitors seemed to relate to the "emotional/nostalgia" reasons. "To renew memories" was described by visitors as the desire to return to their home place. As the home environment is not simply a place but also the people who are living there, "to renew memories" might be the underlying reason for visiting relatives or friends.

The "nostalgia" concept was also used by tourism employees in relation to visitors who were born or grown up in Liverpool. Additionally, it was used in terms of reviving ties and relationships with people living at the destination. "To trace my roots" was, furthermore, associated with VFR and especially VR travel. Tourism employees applied the "to trace my roots" reason mainly to international visitors from the States or the Commonwealth countries. Liverpool is historically linked with emigration to those countries. It is, therefore, not surprising that the motivation for visiting the city of some of the visitors was explained as the desire to see either the place their ancestors came from or their distant relatives.

The third category classified into the grouping of "emotional" reasons is "the Beatles connection". This category was the most difficult to classify in terms of its content. Visiting places associated with the Beatles could be categorised under the "sightseeing" grouping and, therefore, be classified as a purely leisure reason. However, in the context of the interviews the Beatles connection (as a reason for visiting Liverpool) had strong emotional connotations. For older visitors coming to the birthplace of the Beatles was not merely seen as a chance to visit specific attractions but rather as a nostalgic return to the era of their lives the Beatles represented. Also, visiting the city for the Beatles was not described by some young visitors as a simple interest in a particular attraction. The pop group was seen as symbol of a whole period and the visit to Liverpool as a kind of tribute to the role they played in music history. These affective descriptions were not, however, present in all visitor interviews. Also, the tourism employees did not assign such emotional undertones to the Beatles connection.

In the context of Liverpool, "sports" did not seem to be an ancillary leisure "pull" motive. Based on the results from the pilot study as well on previous studies on visitors to Merseyside, the attendance of sports was thought to describe the motivation of a distinct type of pleasure traveller. It has to be noted that research on travel has mainly been concerned with the motivation of those who travel in order to participate in sports. The motivation of those who travel in order to attend a sport event remains unexplored. It was thought that the interest in sports would be the "push" motive of a "sport" visitor. Except for attending a sport event, "sports" may relate to other "pull" motives. In two of the studies on the relationship between "push" and "pull" motives, sports was found to correlate with preference for entertainment facilities (Chapter 3, Section 3. 2. 2). However, in one of these studies "sports" reasons referred to participation in sports rather than to attendance of a sport event. Nevertheless, it would be of interest to see in the main study if entertainment facilities are associated with leisure "push" motives or with "sports" reasons for visiting the city.

"To attend a conference" was classified together with "for business" because the "reunion with old friends" or other reasons that would differentiate conference from business visitors did not emerge in the pilot study (see Chapter 3, Section 3. 2. 3).

Visitors' activities

The results concerning visitors' activities (Table 4. 2) represent a summary of the analyses of the information elicited by questions ii. and iii. of the interviews.
Most of the categories of visitors' activity have been found in previous research on urban visitors (Chapter 3, Section 3. 3. 2). Two new categories of activity emerged from the content analysis. "Visiting Beatles attractions" that represented activities that were uniquely associated with the specific context of Liverpool and "visit other places" that might be applicable to other cities.

Table 4. 2 Content categories of visitors' activity and percentage of participants
that used each category

	Visitors %	T. employees %	Both groups %
1. "Cultural" sightseeing			
1. 1 visit museums/galleries	90%	100%	94%
2. Visit places outside Liverpool	10%	32%	28%
3. Visit Beatles attractions	20%	79%	41%
4. Entertainment			
4. 1 going to the cinema	3%	11%	10%
4. 2 going to a theatre	0%	11%	7%
4. 3 dining out	9%	32%	27%
5. Nightlife			
5. 1 going for a drink	18%	26%	33%
5. 2 going to night-clubs	10%	15%	12%
6. Shopping			
Shopping	35%	59%	44%
7. working			
Working	13%	12%	13%
8. spectator sports			
Going to a football match	10%	15%	12%
9. Socialising			
Spend time with people I visit	9%	9%	8%

The decision to distinguish between "visiting Beatles attractions" and "cultural sightseeing" was based on the fact that these two types of activity were found in previous studies (Section 4. 1) to correspond to two distinct behavioural segments of visitor to Liverpool. It was further based on the findings concerning the reasons for visiting the city. Since the "Beatles connection" was not clearly associated with the "sightseeing" reason for visit, it was thought that the activities related to each of these types of reason would be also different.

It was decided that visiting various identifiable places within Liverpool and visiting places outside the city to be treated as two distinct categories of activity. Visiting places outside the city has a less focused character compared to visiting a specific location or attraction.

Based on the review of urban tourism literature (Chapter 3, Section 3. 3. 2), the groupings of activities were classified as follows: "entertainment" (defined by "entertainment", "nightlife" and "shopping"), "socialising", "working", "sports" and "cultural sightseeing". "Visiting Beatles attractions" and "visit places outside the city" were also classified as two distinct categories of activity. "Visiting Beatles attractions" was classified as a separate category on the basis of previous research on visitors to Merseyside and the previously discussed results from the pilot study. "Visiting places outside the city" was classified as a distinct category because a visit to another place might be associated with different types or range of activity. Finally, it should be mentioned that at this stage it was not possible to classify a specific place (the city centre) in a particular category of activities.

As mentioned, the interviews included two types of questions: places visited and activities that visitors intended to or already had been undertaken. The city centre was not associated by the participants with a specific activity and it did not represent a specific location but a whole area within the city. Therefore, it was not easy to classify it in any of the categories of activity created. Only tentatively can it be assumed that "visiting the city centre" would be associated with "visit places outside Liverpool" because both imply a generality in terms of the activities someone could be involved in.

Visitors' evaluation of the city

The analyses concerning the way visitors thought about and evaluated the city showed that both were structured around similar aspects (Tables 4. 3 & 4. 4). Attributes that in previous studies (Section 4. 1) in Merseyside had been found to be the most positively and the most negatively by visitors emerged also in the present study.

Table 4. 3 Content categories of visitors' description of the city and percentage of participants that used each category

	Visitors %	T. employees %	Both groups %
1. the local people	59%	73%	63%
2. specific attractions	22%	54%	33%
3. spatial/physical aspects	13%	47%	25%
4. the shops	20%	20%	20%
5. the pollution	23%	13%	19%
6. the variety of experiences	20%	7%	18%
7. rundown environment/ dereliction	8%	7%	7%
8. safety/crime problem	14%	3%	9%
9. the football matches	9%	0%	5%
10. the nightlife	6%	7%	6%
11. the poverty	5%	2%	4%
12. the hotel staff	3%	4%	4%
13. a cultural centre	4%	4%	4%
14. the size of the city	5%	0%	3%
15. the transportation system	4%	0%	2%
17. the entertainment	0%	3%	1%
18. the restaurants	0%	3%	1%
19. the weather	2%	0%	1%

Table 4. 4 Content categories of visitors' evaluation of the city and percentage of
participants that used each category

	Visitors %	T. employees %	Both groups %
Positive evaluation			
1. specific attractions	31%	69%	42%
2. the local people	13%	29%	19%
3. the nightlife	10%	23%	15%
4. spatial/physical aspects	16%	13%	15%
5. the atmosphere	10%	17%	14%
6. the shops	14%	12%	13%
7. the Beatles industry/ connection	3%	26%	12%
8. improved from the past/ better than expected	12%	3%	8%
9. the football matches	10%	5%	8%
10. the accommodation	5%	6%	5%
11. the variety of experiences	0%	6%	2%
12. the cultural attractions	0%	6%	2%
13. the restaurants	3%	3%	3%
14. the cost of visit	3%	3%	3%
16. the facilities, in general	0%	3%	1%
17. the history of the city	0%	3%	1%
18. the roads	1%	0%	1%
Negative evaluation			
1. the litter	30%	35%	32%
2. the derelict buildings	19%	12%	16%
3. the transportation system	26%	0%	16%
4. the traffic congestion	8%	9%	8%
5. the safety/crime problem	8%	9%	8%
6. the lack of parking facilities	6%	8%	7%
7. opening hours of tourist attractions	6%	6%	6%
8. the one-way system	3%	12%	6%

9. "shops/restaurants should be open on Sundays"	4%	9%	5%
10. the shops	1%	11%	5%
11. the attractions	0%	9%	3%
12. the accommodation	0%	9%	3%
13. the restaurants	0%	9%	3%
14. the local people	0%	8%	3%
15. information provision (museums/galleries)	6%	0%	4%
16. the poverty	0%	3%	1%
17. the architecture	2%	0%	1%
18. the signposting	1%	0%	>1%
19. the price of drinks	1%	0%	>1%

Except for "the opening hours of facilities" and the "physical maintenance of the surroundings", most of the content categories could be assigned into the three broad groupings identified in the general model of urban tourism (Chapter 3, Figure 3. 1). The basis for this assignment was the functional association of the attributes that the different content categories represented. As argued in Chapter 2 (Section 2. 4. 2. 2), the different types of place found in large-scale environments may be cognitively unified into broader groupings. This mode of cognitive classification may not be limited to the representation of a large-scale environment at the level of locations. It might further operate at the level of the attributes that are associated with a visit to a large-scale environment.

Using the distinction between primary, secondary elements and additional elements (Chapter 3, Figure 3. 1), the content categories of people's description and evaluation of Liverpool were classified into three groupings. The first grouping encompassed attributes that in functional terms defined the leisure experience within a city. The following content categories were classified as primary elements: the local people, the atmosphere (or liveness of the place), the spatial/physical aspects, the football matches, the Beatles connection, the nightlife, the entertainment, the variety of experiences, the cost of visit, the shops and the restaurants. Shopping and

restaurants facilities were classified as secondary elements in Jansen-Verbeke's model. However, the distinction between city's elements here was not based on the general role restaurant and shopping facilities play in a city but on the subjective interpretation of this role by visitors to a city. As shopping was found to be one of the reasons for visiting Liverpool, it was thought that the shopping facilities would be conceptualised by visitors in terms of their leisure function. The use of restaurants could also be seen as a leisure activity of visitors.

The following content categories were grouped as secondary elements: the accommodation and the hotel staff. "The transportation system", "the car parking facilities", "the traffic congestion, and "the provision of information" were grouped in the additional elements.

The opening hours of facilities (categories 7 & 9 of the negative evaluation) were difficult to classify in any of the three groupings as they were not included in the model we used. The dereliction and the litter in terms of their content refer to physical or spatial aspects of the city environment and therefore they could be classified into the grouping of primary elements. However, as dereliction and litter do not exactly serve the leisure function of a city, they are hypothesised to form a separate subgroup. Finally, although the safety or crime problem are grouped in Jansen Verbeke's model into the primary elements (sociocultural aspects: security), in functional terms both crime or safety are antithetical to the leisure function of the city. It is argued that conceptually they will form a separate group.

A final note should be made about the content categories that were not retained in the above classification. Categories number 18 & 19 of the negative and 17 & 18 of the positive evaluation had very low frequencies and were excluded. Categories number 17 of the negative and 12 & 16 of the positive evaluation were very general and they were covered by other categories. Finally, categories 14, 15, 19 & 21 from the analysis of the way visitors think about the city (Table 4. 3) were excluded as they were not used by visitors to evaluate the city. Category number 13 was also not retained because the percentage of people who used this category was very low.

4. 3. 4 Summary of the pilot study

The pilot study helped to elaborate the content of visitors' reasons, activities and evaluations in the specific context the main study would be conducted.

With regard to the reasons for travel, most of the content categories have been found in previous research on urban visitors. However, some new findings also emerged.

The need for novelty has been proposed (Cohen 1974; Crompton 1979) to be a motivation for travel. This motive has not been emerged in previous studies on urban visitors. The findings of the pilot study suggest that the novelty motive is applicable to leisure visitors to a city.

For VFR visitors their "push" motivation was found to be defined by the need to regain a sense of belonging rather than by the need to enrich their relationship with the people visited.

In the context of Liverpool "sports" was found to correspond to a distinct type of pleasure traveller. Although the attendance of sports is a reason for visiting cities (Law 1993), there is a paucity of research on the motivation or the on-site activities of those who travel to a city primarily for this reason. There is some evidence that sports may be associated with "pull" leisure motives. This would be fully explored in the main part of the study.

With regard to visitors' activities, in the context of Liverpool two additional types of activity emerged. Activities related to a specific attraction of the city (Beatles attractions) and those related to visits to places outside the city area. The last type of activity might be applicable to other cities that are in close proximity to other tourist destinations.

Finally, except for the three general grouping of city's attributes as identified in Jansen Verbeke's model, certain facilities or services were found to be significant in visitors' experience and evaluation of Liverpool. These were: the amenity opening hours and the physical maintenance of the surroundings.

4. 4 Questionnaire construction

Based on the results from the pilot study, two questionnaires were constructed; one for the visitors and one for the tourism employees. Both versions are given in Appendix 1. The rational behind the design of each one of them is given in the following.

4. 4. 1 Visitors' questionnaire

Visitors' questionnaire consisted of four sections. The first Section investigated visitors' reasons for visiting Liverpool. It included all content categories of reason for visit that were identified in the pilot study. Although the range of provided responses was broad, it could not cover very specific or personal reasons. Therefore, an open option was additionally provided. The response range was expressed as a rating scale. The labelling of the 7-point scale intervals represented a gradation of level of importance: not important at all to the most important reason for visiting Liverpool.

The second Section of visitors' questionnaire examined visitors' activities. The provided set of responses represented the groupings of activity that were identified in the pilot study. The decision to word most of the responses in association with a specific place corresponded to the way the participants in the pilot study described their activities. The set of places used derived from the analysis of the most frequently mentioned places during the interviews as well as from the results of previous studies (Appendix 2). The list of places included in the questionnaire was not exclusive. However, the pattern of relationships between activities rather than the significance of specific activities would be of interest in the main study.

Finally, the response range provided was categorical and was expressed in dual terms: involvement and intention to be involved in an activity. As visitors in the main study could be sampled during the first hours of their visit, they might not have been involved in all of the activities they were planning to undertake. "Intention for" does not necessarily mean that the visitor would actually undertake a planned activity or that the range of his or her intended activities will correspond to

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his or her actual activities. However, visitors' overall pattern of behaviours would be of interest in the main study.

Finally, the third Section of visitors' questionnaire explored visitors' satisfaction with their visit. It was decided to keep the wording of statements close to the descriptions given by visitors during the interviews of the pilot study. All the items included in this Section expressed the content categories of the three broad groupings of city's attributes (Section 4. 3). The evaluation of attributes was embedded in the statements. Two questions were added: number one and thirty-three. The second was identified as a content category of the way people think about the city (Table 4. 3). The rationale for including question number one was the interest in exploring visitors' general satisfaction from their visit and the particular attributes of the city that influence this satisfaction. The reasons for including question thirty three was the interest in discovering which type of destination attributes affects the image of the destination in terms of pre-travel expectations.

The response range was expressed as a quantitative scale of degrees of agreement with the evaluative statements. The intervals of the 7-point scale were labelled from "very strongly agree" to "very strongly disagree". The direction of evaluation (positive-negative) was reversed in some of the items in order to assure consistency in the use of the scale.

The last part (Section 4) of the visitors' questionnaire elicited information about visitors' demographic and trip characteristics. Age, gender, length of visit, nationality, distance travelled, previous visit to the destination and type of trip were suggested (Chapter 3, Sections 3. 2. 4, 3. 3 & 3. 4) to affect the motivation for travel, activities during travel and evaluation of the environment visited. Questions 6, 7 and 8 were added in order to be able to assess if possible differences in the evaluation of the "secondary" or "additional" elements were linked to differences in visitors' experience of them (Chapter 3, Section 3. 6).

4. 4. 2 Questionnaire for tourism employees

The design of employees' questionnaire was more complex than the design of the visitors' questionnaire (Appendix 1).

The first Section examined the perception of visitors' activities by tourism employees. Most of the tourism employees, in the pilot study, pointed out that different types of visitor undertake different activities. They classified visitors into different types according to their perception of the activities of each of these types of visitor. Four visitor's characteristics were used as classificatory schemes: age, length of visit, nationality and general reason for visit. It was, therefore, decided that the perception of visitors' activities by tourism employees should be explored in relation to these four variables. In order to keep the questionnaire to a reasonable size, it was decided that different people within each section of the tourism industry were to be questioned only about one of these variables. The list of visitors' activities was the same as in Section B of the visitors' questionnaire.

The second Section of the questionnaire investigated employees' evaluation of Liverpool as a travel destination. The inclusion of this Section was necessary in order to be able to explain differences between visitors' actual evaluations and employees' perception of these evaluations. As suggested in Chapter 3 (Section 3. 6), employees' perception of visitors' evaluations of the city was expected to be similar to their personal evaluations of Liverpool.

The same response categories and range as in Section C of the visitors' questionnaire were used.

The third Section was concerned with tourism employees' perception of visitors' evaluation. Instead of asking tourism employees' about the evaluations held by visitors in general, it was decided to assess the accuracy of employees' perception in more detail. Since visitors' evaluations might be differentiated according to their reason for visit, employees' perception of visitors' evaluation was thought that it could be explored in relation to employees' perception of visitors' reasons for visit. Each response item represented the degree to which employees believed that a particular type of visitor would positively or negatively evaluate certain aspects of

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Liverpool. Except for the first and fifth items of this Section, in all other items the type of visitor was defined by one of the reasons for visit included in Section A of the visitors' questionnaire. In the first item, employees' perception was examined in relation to all types of visitor. The first evaluative statement included in this item was chosen because of its generality. The other two statements were chosen because they represented the attributes that employees mentioned more frequently to describe visitors' description and evaluation of Liverpool (Tables 4. 3 & 4. 4).

In the fifth question, both VF and VR reasons defined the type of visitor for visit. It was thought that both reasons could be investigated in relation to the same evaluative statements.

The rational for combining certain evaluative statements with certain reasons for visit was that the destination attributes to which the statements were referring could be easily perceived by the employees to be part of the experience of the type of visitor the reasons represented. This relationship was assessed according to the activities, length of stay or use of particular facilities a reason for visit could be perceived to be associated with by the tourism employees. If the combinations were more ambiguous, in other words if the relation between attributes and reasons was not so evident, it could be difficult for tourism employees to answer the questions of this Section.

The response range was a 7-point scale with the intervals labelled from "very strongly agree" to "very strongly disagree".

Finally, the last Section elicited information about the demographic characteristics, the type and length of employment and whether the employee was originally from Liverpool or not.

4. 5 Main study

4. 5. 1 Participants

Four hundred and thirty-five visitors and seventy-four tourism employees participated in the study.

The visitors' sample consisted of twenty-six nationalities. Two hundred and eighty of them were British while one hundred and fifty five were from overseas. Fifty two percent of the visitors were male and forty eight percent were female. Ages ranged from 16 to 70, with a mean of 31 and a standard deviation of 12.15. The visitors' sample was divided almost equally into first time and repeat visitors to the city. The majority of visitors (77%) were on a stay visit with a mean length of stay 6.46 days. Hotels were the most popular type of commercial accommodation used by the staying visitors (39.5%). Twenty five percent of the visitors stayed at relatives/friends. Almost half (45.4%) of the visitors used private transportation (car) during their visit to the city. Public transportation was used by thirty four percent of the visitors. Finally, the majority of visitors (71%) were on an individual and twenty one percent on an organised trip.

The full demographic and trip characteristics of visitors are presented in Table 4. 5.

In Table 4. 5, it can be seen that differences did exist between British and international visitors in their demographic or trip characteristics. Therefore, it was decided to investigate whether the differences between the two sub samples of visitor were statistically significant. In the following is given a summary of the analyses carried out while the full results of these analyses are presented in Appendix 3.

International compared to British visitors spent more time in the city. There were significantly ($p < 0.05$) more day visitors in the British than in the international visitors' sub-sample. Also, the international staying visitors were found to stay longer in the city compared to British staying visitors (Mann-Whitney U Test, 2-tailed $p < .01$ Corrected for Ties). Domestic compared to international visitors were more often repeat visitors to the city. British visitors used private (car) transportation more often while international visitors were more likely to use public transportation.

Table 4. 5 Demographic and trip characteristics of British visitors' sample, international visitors' sample and composite total sample of visitors

	BRITISH VISITORS N (%)	INTERNATIONAL VISITORS N (%)	TOTAL SAMPLE OF VISITORS N (%)
GENDER			
Male	144 (51.4%)	84 (54.2%)	228 (52%)
Female	135 (48.2%)	71 (45.8%)	206 (48%)
AGE			
Mean, (S.D), Median	33.83,(11.704) 31.00	35.05,(12.964), 31.00	34.91,(12.15), 31.00
FIRST/ REPEAT VISIT			
First time visitors	96 (34.3%)	123 (79.4%)	219 (50.7%)
Repeat visitors	181 (64.6%)	32 (20.6%)	213 (49.3%)
LENGTH OF VISIT			
Day visitors	76 (26.5%)	23 (14.9%)	99 (22%)
Staying visitors	204 (73.5%)	132 (85.1%)	336 (77%)
LENGTH OF VISIT OF STAYING VISITORS			
Mean, (S.D), Median	5.24,(11.981), 3.00	8.33,(15.48), 4.00	6.46,(13.53), 2.00
ACCOMMODATION USED			
Hotel	90 (32.4%)	62 (40%)	172 (39.5%)
B&B	42 (15.1%)	16 (10.3%)	58 (13.3%)
Youth hostel	5 (1.8%)	9 (5.8%)	14 (3.2%)
friends/relatives	64 (22.9%)	46 (29.7%)	110 (25.2%)
day visitors	77 (27.7%)	23 (14.2%)	100 (22.9%)
TRANSPORTATION MODE			
Car	154 (55.6%)	42 (27.1%)	196 (45.4%)
Public transportation	75 (27.1%)	72 (46.5%)	147 (34.0%)
On foot	48 (17.3%)	41 (26.5%)	89 (20.6%)
TYPE OF TRIP			
Individual trip	223 (79.9%)	115 (74.2%)	338 (77.9%)
Organised trip	56 (20.1%)	40 (25.8%)	96 (22.1%)

International compared to domestic visitors used more often hotel accommodation or stayed at relatives or friends during their visit. However, this difference might be caused by the fact that there were more staying visitors in the international rather than in the British' visitors sub-sample.

Significant (p < 0.05) differences were not found between domestic and international visitors in relation to the gender, age and type of trip variables.

The tourism employees' sub-sample was homogeneous in terms of the gender variable. The majority (65%) of employees was originally from Liverpool. Except for a small part (8%), tourism employees work experience ranged from one to more than ten years. The full characteristics of the employees' sample are presented in the following.

Table 4. 6 Characteristics of the tourism employees sample

TOURISM EMPLOYEES SAMPLE (N=74)	N (%)
GENDER	
Male	36 (49%)
Female	38 (51%)
AGE	
Mean, (S.D.), Median	39.5 (9.807), 40.00
ORIGIN	
From Liverpool	45 (65%)
Not from Liverpool	29 (35%)
TIME IN TOURISM EMPLOYEMENT	
Less than a year	6 (8%)
1-5 years	22 (30%)
5-10 years	22 (30%)
More than 10 years	24 (32%)

4. 5. 2 Data collection procedure

The main study was launched at the end of March 1996 and continued until the beginning of August 1996. The sampling of visitors took place at the following locations or tourist facilities: seven museums/galleries, the two Cathedrals (Metropolitan and Anglican), the Albert Dock area, the two tourist information centres, during the "Magical tour of Beatles" and the organised city tour, the Mersey Ferries, two hotels and the venue of two conferences. Except for the English translated (French, Japanese, German, Spanish, and Greek) versions of the questionnaire (Appendix 4) were used. Table 4. 7 gives a detailed account of the number as well as of the version of the questionnaire used with each nationality of visitor.

The conditions under which the sampling took place were not without difficulties. Two of the museums and the two tourist information centres did not permit the sampling of visitors to take place within their facilities. At the Metropolitan Cathedral, also, the administration of the questionnaire was allowed to take place only at the entrance of the building. As the weather conditions, especially during the first two months of the study, were not always good, this had an effect on visitors' participation in the research.

Table 4. 7 Number of participants and version of the questionnaire used with each nationality of visitor

Nationality	No. of participants	Version of the questionnaire used
1. British	280	English
2. Irish	23	English
3. American	20	English
4. Japanese	15	Japanese
5. German	14	German
6. French	11	French
7. Belgian	10	French
8. Dutch	10	English
9. Australian	8	English
10. Swedish	8	English
11. Swiss	5	4 German 1 French
12. Greek	4	Greek
13. Spanish	4	Spanish
14. Canadian	3	English
15. S. African	2	English
16. Finnish	2	English
17. Turkish	2	English
18. Italian	2	English
19. Malaysian	2	English
20. Austrian	2	German
21. Czech	2	German
22. New Zealander	1	English
23. S. Korean	1	English
24. Thai	1	English
25. Ghanaian	1	English
26. Brazilian	1	Spanish
27. Romanian	1	English

The co-operation of tourism organisations within Liverpool in the sampling of their employees was disappointing. Although the researcher contacted several organisations only a few of them agreed to help in this part of the study. Those that participated were: the NMGM (National Museums and Galleries in Merseyside), the Tate Gallery, the Association of Merseyside tourist guides, the Metropolitan Cathedral, two hotels, one taxi company and the MTCB (administratively responsible for also the two tourist information centres of the city). Copies of the questionnaires for tourism employees were mailed to these organisations and distributed internally by their administration. As it can be seen in Table 4. 8 the tourism employees' sample had a variety of occupations.

Table 4. 8 Break down of the tourism employees' sample according to the type
Of their occupation

Tourism employees sample (N=74)	%
HOTELS	20%
4 receptionists	
4 general/assistant managers	
2 porters	
5 bar/waitress personnel	
MUSEUMS/GALLERIES	35%
12 information assistants	
10 curators	
4 managerial staff	
MERSEYGUIDES	16%
12 Blue badge guides	
MTCB	11%
5 Tourist information centres	
3 managerial/marketing staff	
METROPOLITAN CATHEDRAL	12%
8 guides/curators	
1 manager	
TAXI COMPANY	5%
4 taxi drivers	

4. 6 Selecting the form of analysis: General considerations

Although a variety of techniques was employed in the analysis of the data, the majority of analytic techniques belonged to a particular type of analytic procedure. Multidimensional Scaling (MDS) was selected as the main form of analysis since it was found to be the most appropriate for the current research investigation.

In Section 4. 2, the hypotheses of the study were stated as the exploration of the content and the relationship of three variables: reasons for visit, activities during the visit and evaluation of the city. Regarding their content, variables were described to consist of a range of categories while each category was hypothesised to consist of a number of elements. For example, the reasons for visit were defined in terms of four categories (leisure, VFR, sports and business/ conference) and each category by a number of reasons. Furthermore, these categories are interrelated. VFR reasons were suggested to be more closely related to leisure reasons rather than to business/ conference (Chapter 3, Section 3. 2. 3). In order to be able to test the hypotheses of the study, the form of analysis employed should correspond to the operational definition of variables. In other words, the mode of analysis should be able to deal with the multi-attribute nature of variables and to reveal their internal structure. A form of multivariate analysis was, therefore, found as the most appropriate, since it examines simultaneously the relationship between a large number of variables or components describing a variable and reveals their structure or dimensions.

Multivariate techniques are classified in two broad categories: metric and non-metric. Each of these categories of techniques makes particular assumptions concerning the nature and the structure of relationship between variables (Fenton and Pearce 1988). The most popular of the metric procedures is factor analysis whilst of the non-metric MDS. Factor analysis assumes that the relationship between the elements of a variable is continuous or linear while MDS attempts to reveal this relationship without making a priori assumptions concerning its structure. Because of the demands for a particular type of structure, factor analysis needs more dimensions in order to represent the data while MDS needs fewer. Finally, factor

analysis deals with the differences between the extremes, while MDS with the rank order of differences between elements. In comparing these two techniques factor analysis was found to be the least appropriate for the present study. The assumptions of linearity assumed a particular structure of the elements and of the categories of variables that did not correspond to the nature of the variables of the present study. For example, "visiting a museum" is not something less or more from "working". They are different types of activity rather than different degrees of the same aspect. In the same sense, "sightseeing" and to "attend a conference" express different types of reason for visit rather than different degrees of the same type.

As mentioned, MDS analysis operates on the rank differences between elements or variables. This is expressed in the output of this analysis as a spatial configuration of points with each point representing elements or variables while the distance between points the difference or similarity between them. Points that appear closer in space represent elements that are conceptually more similar to each other rather than to those located further apart.

If the research investigation is based on specific hypotheses concerning the relationship between elements, these are examined in the MDS output by identifying clusters or regions of points that represent the categories that elements were hypothesised to form. In the present study, for example, the various leisure reasons for visiting the city are expected to appear in space closer to each other than to instrumental reasons.

More detailed discussion of the MDS analysis will be made in the following Chapters where the particular techniques used will be presented.

CHAPTER FIVE
VISITORS' REASONS FOR VISITING LIVERPOOL

The purpose of this Chapter is twofold. First, it explores the underlying structure of the reasons for visit with the aim of identifying the different types of visitor to the city. Distinct combinations of "push" and "pull" motives are expected to correspond to different types of pleasure visitor. Instrumental reasons for travel are expected to be differentiated from both "push" and "pull" pleasure motives. Second, it investigates if variations in the demographic and trip characteristics of the travellers relate to differences in their reasons for visiting the city.

The structure of reasons is explored through MDS analysis while the relationship between visitors' background characteristics and their reasons for visit through bivariate statistics.

5. 1 Considering the data: Level of aggregation employed in the analysis

In order to utilise the whole data potential, prior to the analysis, consideration was given to the level of aggregation that would be used. As the data consisted of a set of individual cases, a decision had to be made whether all cases would be examined simultaneously or they would be divided into groups and then analysed separately. As "cases" in the present study were the actual participants, an initial division in terms of the two groups of the study -the visitors and the tourism employees - was found appropriate. Based on the nature of the data collected, it was, furthermore, decided to split the visitors' group into two groups: the British and the overseas visitors. In Table 4. 7 (Chapter 4, Section 4. 5. 2), it is apparent that the British visitors were the majority of the visitors' sample. If all visitors' data were analysed together, British visitors' views or experiences would have been reflected in the results since they were over represented in the sample. Furthermore, the British visitors in the present study represented the domestic while the overseas the international visitors. It was thought that this differentiation corresponded to different types of relationship with the destination. As the city was part of their own country, domestic visitors probably had been exposed to much more information about it than international travellers had. In psychological terms, a domestic

compared to an international visitor feels more familiar with the place he or she visits. Although "domestic-international" was a rough distinction and therefore intra-group variations might exist, it was thought that it could be used for analysing the data at a more meaningful level. Prior to this analysis, the data was examined in terms of its homogeneity in the meaning it was supposed to represent or express. As mentioned (Chapter 4, Section 4. 5. 2), six language versions of the questionnaire were used: English, German, French, Japanese, Spanish and Greek. If the content of the questionnaire, due to the translation, represented different things in different languages, it would have been misleading to analyse together the whole data from the international visitors. Analysis of data that is derived from questionnaires of different language versions presupposes that it operates across responses that are expressed for conceptually similar items. In order to test this assumption, it was decided to analyse separately data that was collected through different versions of the questionnaire. The data from the Greek and Spanish questionnaires was not used at that stage since the number of these questionnaires was quite small. Based on previous arguments, the analysis of the data from English questionnaires was made separately for those completed by British and those completed by overseas visitors. The analytic technique employed was SSA (Smallest Space Analysis). Since this procedure was used extensively in the overall analysis of the present study, it is briefly described in the following.

SSA analysis

SSA analysis is a MDS procedure that refers to a family of programs. The SSA-1 (Lingoes 1973) program that was used in the current study is part of the Guttman-Lingoes MDS procedures. The program operates on the rank order between variables or items by "translating" this rank into a matrix of coefficients of dissimilarity or similarity of the variables or items. The output of this analysis is a spatial configuration of points that represent the variables. The inter-correlation of variables is expressed as the inverse of the distance between points in the spatial representation. The closer the points appear in space the more conceptually related are the elements or variables that the points represent. The interpretation of the

resulting plot is based on the identification of regions that correspond to categories of conceptually similar items (Brown 1985).

5. 2 The structure of reasons: Consistency across the language versions of the questionnaire

The SSA-1 analysis for testing the conceptual correspondence of the content of the questionnaire in different languages was at the same time a test of the validity of the instrument. As validity can be assessed in different ways, the type of measurement employed should be congruent with the way validity is conceptualised or defined in a particular study. The selection of the SSA procedure carried particular assumptions about what constituted validity in the present instrument. As argued in Chapter 4 (Section 4. 2), the items of the questionnaire did not express isolated concepts. A pattern of relationships was assumed to exist between them and in that sense related concepts were expected to form superordinate categories. Although "to trace my roots" and to "renew memories", for example, expressed two particular reasons, both of them described through different terms an affective reason. Similarly, "to relax" and "for sightseeing" were describing two specific reasons and, at the same time, were instances of a leisure reason for visit. Items that described a superordinate category of reasons were expected to correlate well together and less with those describing other categories. This pattern of correlation between items should remain consistent even if the way the items were described altered in different languages. In other words, validity in the present study was not assessed in terms of the precise correspondence of the verbal description of individual items in different languages. Rather, it was measured in terms of the inter-item correlation that should not alter even if the description of items was not identical in different languages.

As an MDS procedure SSA deals with the relationships that exist between items by revealing their inherent structure. As explained, the points in the SSA plot represent the items or variables used in the analysis. The spatial configuration of points is based on the correlation between items. Items that are grouped in the same region of the SSA plot correlate more with each other than with items from other regions.

With respect to the present analysis, the four groupings of reasons for visit identified in the pilot study were expected to form four distinct identifiable regions in space. Further, the inter-item correlation should be congruent with the way the content categories of reason were classified into different groupings. If the inter-item correlation within similar regions were replicated across analyses of questionnaires completed in different language versions then the concepts that the different items represented had the same meaning in the different versions of the questionnaire.

Five SSA analyses were carried out by using separately the data from the questionnaires of the following language versions: English (international visitors), English (British visitors), French, German and Japanese. The outputs from these analyses are given in Figures 5. 1, 5. 2, 5. 3, 5. 4 & 5. 5 respectively. The points in all plots represent the eighteen reasons for visiting Liverpool (Section A of the visitors' questionnaires).

Reasons

1. for business
2. to attend a conference
3. to shop
4. to visit relatives
5. to visit friends
6. for general sightseeing
7. to visit places of personal interest
8. to attend a sport event
9. to attend a football match
10. to enjoy the nightlife
11. to go to theatres
12. to trace my roots
13. to renew memories
14. to relax
15. for a day out away from home
16. to visit a place I have never been to before
17. to meet new people
18. to pay a tribute to the Beatles

Figure 5. 1
SSA-1 for English questionnaires of international visitors plotting 18 reasons for visiting Liverpool
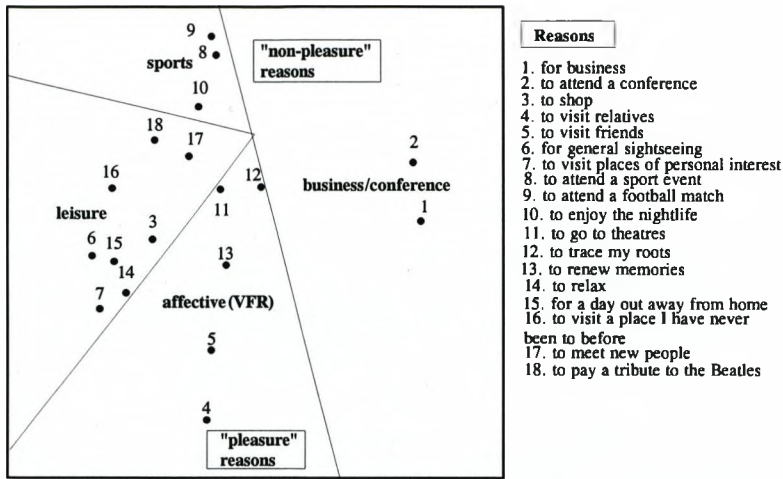
Figure 5. 2

SSA-1 for British visitors plotting 18 reasons for visiting Liverpool
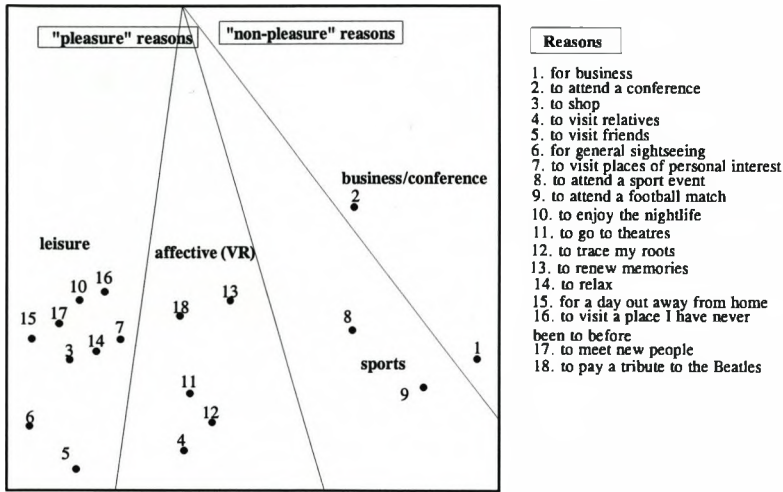
Figure 5. 3

SSA- 1 for French questionnaires of international visitors plotting
18 reasons for visiting Liverpool
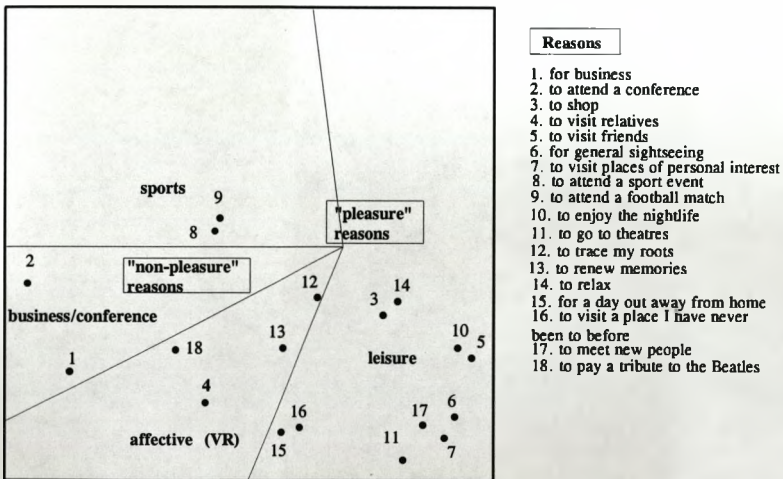
Figure 5. 4

SSA-1 for German questionnaires of international visitors plotting
18 reasons for visiting Liverpool

Reasons

1. for business
2. to attend a conference
3. to shop
4. to visit relatives
5. to visit friends
6. for general sightseeing
7. to visit places of personal interest
8. to attend a sport event
9. to attend a football match
10. to enjoy the nightlife
11. to go to theatres
12. to trace my roots
13. to renew memories
14. to relax
15. for a day out away from home
16. to visit a place I have never been to before
17. to meet new people
18. to pay a tribute to the Beatles

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Figure 5. 5
SSA-1 for Japanese questionnaires of international visitors
plotting 18 reasons for visiting Liverpool

Reasons in figure:
1. for business
2. to attend a conference
3. to shop
4. to visit relatives
5. to visit friends
6. for general sightseeing
7. to visit places of personal interest
8. to attend a sport event
9. to attend a football match
10. to enjoy the nightlife
11. to go to theatres
12. to trace my roots
13. to renew memories
14. to relax
15. for a day out away from home
16. to visit a place I have never
been to before
17. to meet new people
18. to pay a tribute to the Beatles

In all plots the same structure in the interrelationship of the items is evident. As hypothesised, items that express conceptually each of the general categories ("business/conference", "leisure", "sports", "affective") of reasons are clustered together and form distinct regions in the plots. The only exception is the Japanese questionnaires' plot (Figure 5. 5). Except for the "business/conference" all the other categories of reason are not represented as distinct regions in this plot. This suggests that instrumental reasons (i. e. "for business", "to attend a conference") are quite differentiated from any other type of reason. The configuration of points shows only a distinction into two broad types of reasons; those dealing with pleasure travel, in general, and those dealing with non-pleasure travel. Although in the other plots it is possible to identify regions that correspond to each of the main categories of pleasure travel, this is not possible in the Japanese plot. The difference between instrumental and all the other reasons is so extensive that "masks" any differences that exist within "pleasure" reasons. The same analysis, therefore, was carried out with the Japanese questionnaires without items 1, 2 & 11 (the last item was taken out, as its frequency was 0). The resulting plot from this analysis is given in Figure 5. 6. The three regions identified correspond in terms of their content to regions found in the plots produced by the analyses of the other questionnaires.
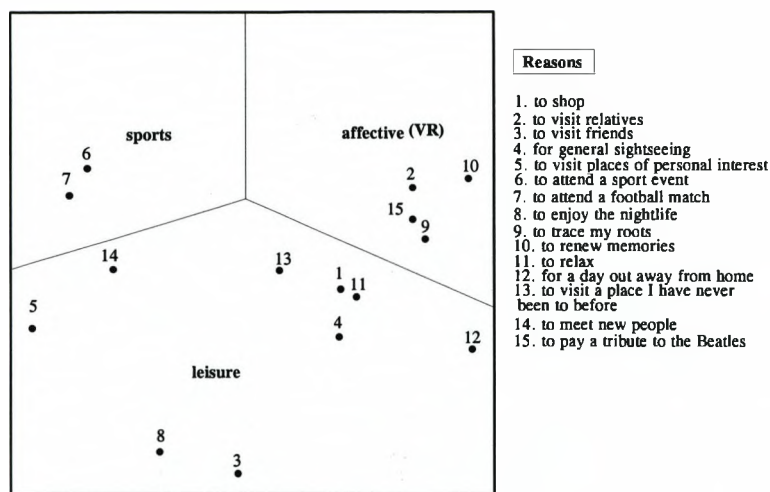
Figure 5. 6
SSA-1 for Japanese questionnaires plotting 15 "pleasure" reasons
for visiting Liverpool

As argued in the previous Section, the purpose of this analysis was primarily to establish whether all the international visitors' questionnaires could be used in the same analysis. The results suggested that this was possible since the interrelationship of items was quite consistent in the plots of the different language versions of the questionnaire.

Additionally, it provided a justification for the decision to analyse the data from the British and the data from the international visitors separately. A close inspection of the plots showed that in all the international visitors plots' the VF (visiting friends) reason was differentiated from VR (visiting relatives) one. The first was found in the "affective" reasons' region while the second in the "leisure" reasons' region. For the British visitors both items were located in the "affective" region of their plot.

Further, item 18 in the British visitors' plot was grouped in the "leisure" region while in almost all international visitors' plots in the "affective" region. The difference in the location of the two items was not thought to relate to the translation of the questionnaire. As argued in Chapter 3 (Section 3. 2. 3), VF as a reason is not always identical to VR. Similarly, it was suggested (Chapter 4, Section 4. 3) that item 18 might relate to both "leisure" and "affective" reasons.

The results from the SSA analyses helped to validate the decision to process data from questionnaires completed in different languages in the same analysis. Therefore, support was given to the level of aggregation chosen for analysing

visitors' data. All the international visitors' plots were more similar to each other than to the British visitors' plot.

Except for few differences in the content of regions, overall the inter-item correlations were quite similar irrespective of the language in which items were worded or described. According to Hammond (1995), correspondence between a hypothesised relationship between items and the structure of inter-item correlations in the analysis supports the validity of the instrument. Therefore, the retrieval of the hypothesised relationship between the different reasons for visit across questionnaires of different language versions may be proof of the validity of the questionnaire.

5. 3 The structure of reasons: Relationship between pleasure and instrumental reasons for visit

Since the data from the British visitors' questionnaires have already been analysed (Figure 5. 2), the first step was to analyse the data from all the international visitors' questionnaires together. The output of the SSA-1 analysis carried out is given in Figure 5. 7.
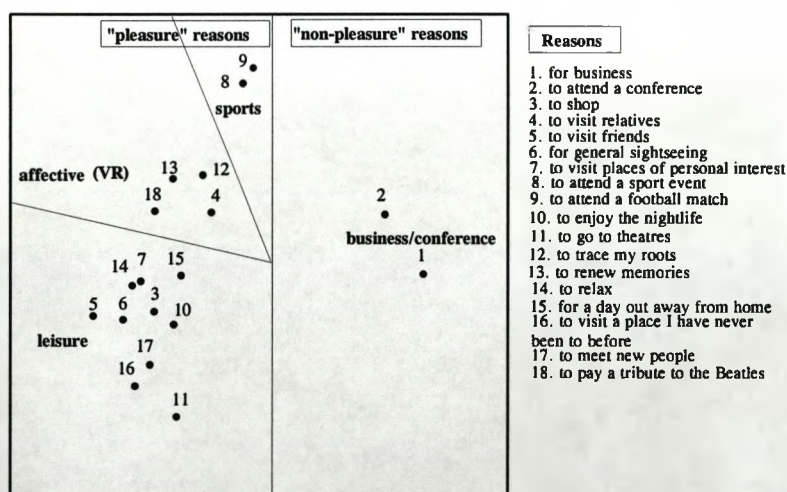
Figure 5. 7
SSA-1 for international visitors plotting 18 reasons for visiting Liverpool

Comparing the British' and the international visitors' plots, the same asymmetry in the spatial arrangement of points can be observed. The right half part of both plots is occupied by only two items while the rest of the items are all concentrated in the

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left half part. As discussed in the previous Section, this arrangement implies that there is a strong differentiation between the items that are found at the opposite parts of the plot.

The fact that both points on the right part represent "non-pleasure" or instrumental reasons for visiting the city while the points on the left part represent different types of pleasure reason is not surprising. As a group the different types of pleasure traveller were expected to be differentiated from those who travel for instrumental reasons. As argued (Chapter 3, Section 3. 2. 3), whereas "pleasure" visitors may be differentiated in their "push" and "pull" motivation, they are similar in their the general motivation.

Although the literature review suggested that business travel can be seen as a purely instrumental reason, "to attend a conference" was argued that it might be associated with pleasure "pull" motives (Chapter 3, Section 3. 2. 3). The results (Figures 5. 2 & 5. 7) reveal that, for the conference visitors in the specific city the research was conducted, the attendance of a conference is defined as an instrumental activity and is not associated with any "pull" motives.

Though "non-pleasure travel" was associated with only one category of reasons, "pleasure" travel was defined by three distinct categories ("leisure", "sports" and "affective"). It was thought that the spatial representation of the items and categories related to "pleasure" travel would become much clearer, if the items describing "non-pleasure" travel were not used in the next part of the analysis.

5. 4 The structure of pleasure reasons

Two SSA-1 analyses were carried out plotting the sixteen (questions 2-18 in Section A of the visitors' questionnaire) "pleasure" reasons. In both plots (Figures 5. 8 & 5. 9) three regions were identified: "leisure", "affective" and "sports". The first two regions represent distinct combinations of both "push" and "pull" motives while the last region is defined by only "pull" motives.

In the British visitors' plot, the "leisure" region contains all the items that were classified under the "leisure" category of reasons after the analysis of the pilot study (Chapter 4, Section 4. 3. 2). The only possible exception is question 16 ("to pay a tribute to the Beatles"). We say possible because, as argued (Chapter 4, Section 4. 3. 2), the "Beatles connection" might act as both an "affective" and a "leisure" reason for visiting Liverpool.

Reasons

1. to shop
2. to visit relatives
3. to visit friends
4. for general sightseeing
5. to visit places of personal interest
6. to attend a sport event
7. to attend a football match
8. to enjoy the nightlife
9. to go to theatres
10. to trace my roots
11. to renew memories
12. to relax
13. for a day out away from home
14. to visit a place I have never been to before
15. to meet new people
16. to pay a tribute to the Beatles

Figure 5. 8
SSA-1 for British visitors plotting 16 "pleasure" reasons for visiting Liverpool

Based on the interrelationship of this item with the other leisure reasons in the British' plot, it is suggested that for the domestic visitors the "Beatles connection" as a reason for visit does not have an emotional meaning.

The dotted line in the "leisure" region of the same plot indicates that two possible sub groupings of leisure reasons may exist. In the review on urban tourism (Section Chapter 3. Section 3. 2. 3), "relaxation" and "escape" were proposed to be the main "push" motives of leisure visitors to a city. The destination aspects or "pull" motives were discussed in terms of visiting attractions or places at the destination. The cluster of items found in the lower part of the leisure reasons' region of the British' plot represents this association; "To relax" and "a day out" (escape) are clustered together with "for sightseeing" and "to visit places of personal interest". "Escape" was discussed in dual terms; either as a behavioural change or the need to be in a novel environment. "Novelty" is the common aspect between two (questions 14 & 15) of the three items found in the upper part of the leisure reasons' region of

the British' plot. "Novelty", as mentioned in Chapter 4 (Section 4. 3. 2), was not simply defined by the desire to be in a new environment. It had a social dimension in the context of the study: "to meet new people". As novelty implies that the visitor is not familiar with the destination, there are particular aspects of the destination that act as "pull" motives. Assuming that "novelty" is a strong motivation of first-time visitors to an area, in the context of Liverpool the "Beatles connection" seems to be the most important "pull" motive of the first-time domestic visitors; Item 16 is the only one that refers to a destination attribute and is found close to the "novelty" items (14 & 15 in the plot).

In the "affective" region of the British plot (Figure 5. 8), both categories of VFR travel are clustered together with the "emotional/ nostalgia" reasons. The last reasons in the pilot study were hypothesised to be the underlying motivation of those visiting relatives and friends. Previous research indicated that the two categories of VFR travel may be differentiated (Chapter 3, Section 3. 2. 3). This does not seem to be applicable to the domestic visitors in the present study. Both those who visit relatives and those who visit friends have the same underlying motivation.

Except for the two "sports" items, items referring to night entertainment (questions 8 and 9) are also found in the "sports" region of the British visitors' plot. Based on previous work on urban visitors, the last items were expected to represent "pull" motives of leisure visitors. The present findings seem to confirm the results of two studies on the relationship between "push" and "pull" motives (Chapter 3, Section 3. 2. 2). In those studies participation in sports was found to be accompanied by preference for entertainment facilities or activities.

The international visitors' plot (Figure 5. 9) is quite similar to the British' one in terms of the overall structure of items. However, there are some differences in the content of particular regions.
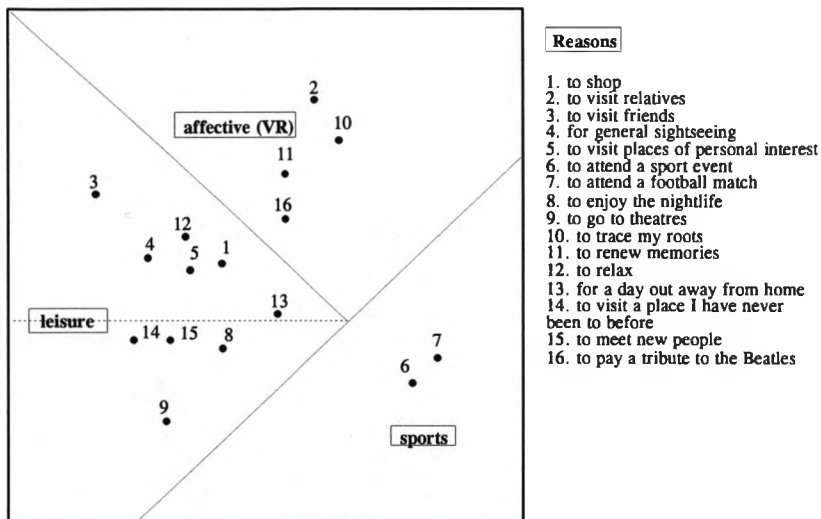
Figure 5. 9
SSA-1 for international visitors plotting 16 "pleasure" reasons for
visiting Liverpool

In the "affective" region is included the reason (item 16 in the plot) which refers to the "Beatles connection". The point by which this reason is represented in the plot is found close to the point that represents reason 11 ("to renew memories"). The latter item possibly describes the "push" motivation of international visitors who travel to the city for the "Beatles connection". The item representing the visiting relatives (VR) reason (number 2 in the plot) is quite close to the item representing the "to trace my roots" reason (number 10 in the plot). As discussed in the pilot study (Chapter 4, Section 4. 3. 2), the latter reason for international visitors is a strong motivation for visiting the city and/or relatives they might have there.

In the "leisure" region of the international visitors' plot, it is possible to identify the same sub groupings of reasons found in the British visitors' plot. In the upper part of this region are clustered the "relax"-"sightseeing" items while in the lower part the "novelty" ones. It is interesting that the VF (item 3) reason is found in the area of the former region. For the international visitors in Liverpool the two categories of VFR travel do not act as a unified market. Those who visit friends seem to have primary leisure motivation.

The "novelty" questions (lower part of the leisure region in Figure 5. 9) are clustered together with two reasons (items 8 & 9 in the plot) that refer to destination aspects. It is suggested that the last aspects (night entertainment) might be perceived

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by the international visitors to provide them the opportunity to satisfy the social aspect of their "novelty" needs: "to meet new people".

Finally, "sports" for the international visitors is a very "focused" reason for travel; the two "sports" items are not associated with any other reasons. For international visitors, the interest in the sport event is the sole reason for travelling to the city. For the British visitors the night entertainment questions were also grouped in the "sports" reasons' region of their plot (Figure 5. 8).

The results concerning the relationship between pleasure reasons confirm to a great extent the hypothesis that pleasure reasons are structured into distinct combinations of "push" and "pull" motives. The only exception was the "sports" reasons. However, this probably relates to the construction of the questionnaire. As argued (Chapter 4, Section 4. 3. 3), the "push" motivation of sports visitors was assumed to be their interest in sports. However, an item describing specifically this interest was not included in the questionnaire.

Concerning the other two categories, leisure reasons were found to be defined by a multiplicity of both "push" and "pull" motives. This supports previous research on leisure visitors to a city. As Asworth (1989) and Jansen -Verbeke (1986) suggested a leisure visit to a city is a multi-motive trip. In the limited literature on the relationship between "push" and "pull" motives, a "push" motive usually correlated to more than one "pull" motives. Further, "push" motives did not correlate with each other. This did not seem to be applicable to the leisure visitors in the present study. In the leisure region of both plots were clustered together different "pull" as well as "push" motives. The novelty items (including the need for social interaction) were forming a sub-region and possibly they could be distinguished from the other leisure reasons. However, both "relaxation" and "a day away from home" which represent "push" motives were found very close to each other.

In the "affective" region the emotional or nostalgia items represented "push" while the people visited "pull" motives. In the case of international visitors, an item representing a particular attraction of the destination was also included in the

"affective" region. This issue will be discussed when the two groups of visitor will be compared in more detail. The fact that both categories of VFR travel are not located in the affective region of the international visitors' plot supports Seaton's (1994) argument that visiting relatives and friends do not always have the same underlying motivation.

Overall the content of the different sets of pleasure reason was similar between domestic and international visitors. However, some differences did exist between the two groups of visitor in the "push" motives to which certain "pull" motives were related.

With respect to VFR travel, for the British both VF and VR reasons have an emotional or affective quality. This applies only to the VR reason for international visitors while VF travel seems to be associated with leisure goals or motivations. This implies that in domestic travel visiting people is always interpreted according to the "emotional" benefits the individual will gain by the time spent with the people visited. In international travel the degree to which "emotional" benefits act as the sole reason for travelling depends on the type of people visited. A possible explanation is that international compared to domestic travel requires a higher travel cost. Therefore, an international traveller might undertake the expenditure of the trip by considering only the emotional benefits from his or her visit only when he or she visits relatives. When visiting friends international visitors seem to approach their travel as a leisure trip. This supports partially Seaton's (1994) findings that VF travel is a destination oriented while VR is a people oriented activity.

A further difference between British and international visitors is the "Beatles" connection of Liverpool. For domestic visitors it is associated with leisure "push" motives while for the overseas with "affective". This suggests that a specific attraction may acquire different meanings and therefore appeal to travellers with different "push" motivations. It, further, suggests that the meaning a specific attraction has may vary between domestic and international visitors.

A final difference between the two groups of visitor is the entertainment "pull" motives. For the international visitors they correlate to leisure motives while for the

international to "sports" reasons. The concept of "tourist" and "residual" culture proposed by Jafari (1989) might be used to explain these differences. "Sports" in the present study refer to the attendance of football matches. The results may imply that the ancillary motivation or activities associated with the "football" culture varies between British and other nationalities of visitor.

In summary, both groups were quite similar in the overall structure of their reasons for visiting Liverpool. Concerning the content of this structure some differences, however, did exist. These differences referred to certain "pull" motives. For British visitors both categories of VFR travel while for the international only the VR reasons were associated with "affective" reasons. Entertainment for the British was associated with sports reasons while for international with leisure reasons. Finally, a specific attraction of Liverpool was associated with leisure motives for domestic visitors while for overseas with "affective" motives.

5. 5 Background variables and reasons for visit

As suggested in Chapter 3 (Section 3. 2. 4), the reasons for travel may relate to characteristics of the individual or his or her trip. Therefore, the different types of visitor to a place may be differentiated according to these characteristics. Visitors' reasons for visit were suggested to be differentiated according to the following variables: age, gender, repeat visit, length of travel, distance travelled and culture. The findings reported in the previous Section were discussed and linked to the last two of these variables. In this Section we will refer to the remaining variables. Additionally, the relationship between the type of trip of traveller and his or her reason(s) for travel will be explored. The type of trip was found to relate to differences in activities during travel (Chapter 3, Section 3. 3). As discussed, these differences might have been by-product of differences in the reasons for travel. Therefore, it was decided to also investigate if the type of trip produces differences in the reasons for visiting the city.

The effect of the length of visit on the reasons for visit was explored through one-way analysis of variance (ANOVA), while the effect of age, gender, repeat visit and type of trip through T-Tests analyses. Both analyses were carried out separately for the British and the international visitors. The value of each category of reasons for visit for an individual was calculated by adding up his or her ratings of the reasons of which the category consisted and then dividing the sum by the number of reasons. Since the content of each of these categories is not identical between the two groups of visitor, groups' comparison can be made at a general level. The results from these analyses are presented in the following.

Age and reasons for visit

By using the median of age, visitors were split into two groups: younger and older. The use of the median rather than of the mean was chosen because the standard deviation was quite high (Chapter 4, Section 4. 5. 4, Table 4. 6). For both groups of visitors the median was 31.

Table 5. 1 T-Test analysis for British visitors comparing the categories of their reasons for visit by age

	YOUNGER (N=145) >31 years		OLDER (N=135) <31 years		
Categories of reason	Mean	S.D.	Mean	S.D.	t-value
business/ conference	2.53	2.10	2.22	1.77	1.29 (p>0.05)
sports & nightlife	2.36	1.53	1.90	1.35	3.49 (p<0.05)
"affective" (VFR)	2.02	1.19	1.89	1.18	.91 (p>0.05)
leisure	2.97	1.20	3.12	1.36	1.62 (p>0.05)

Table 5. 2 T-Test analysis for international visitors comparing the categories of their reasons for visit by age

	YOUNGER (N=86) >31 years		OLDER (N=69) <31 years		
Categories of reason	Mean	S.D.	Mean	S.D.	t-value
business/conference	1.86	1.61	3.03	2.18	-3.73(p<0.05)
sports	2.40	2.23	2.02	1.86	1.11 (p>0.05)
"affective" (VR)	1.79	1.11	2.05	1.35	-1.31 (p>0.05)
leisure	3.41	1.14	2.55	1.08	4.77 (p<0.05)

The results show (Tables 5. 1 & 5. 2) that age differences exist in the reasons for visit for both groups of visitors. However, these differences are not the same for both groups of visitor. For British visitors, younger visitors rather than older visitors are found to visit the city for sports. For the international visitors, leisure reasons are more important to younger than to older visitors. The last results support partially the findings of Jansen-Verbeke's (1986) studies that leisure visitors to a city are relatively young (mean age: 30). However, the present findings suggest that it is mainly to international travellers that a city (or the particular city) has a greater appeal as a leisure environment to younger people.

Gender and reasons for visit

Table 5. 3 T-Test analysis for British visitors comparing the categories of their reasons for visit by gender

	MALE (N=145)		FEMALE (N=135)		
Categories of reason	Mean	S.D.	Mean	S.D.	t-value
business/conference	2.58	1.98	2.18	1.90	1.74(p>0.05)
sports & nightlife	2.34	1.62	1.90	1.23	2.54(p<0.05)
"affective" (VFR)	2.07	1.32	1.84	1.02	1.66(p>0.05)
leisure	2.98	1.33	3.10	1.23	-.75(p>0.05)

Table 5. 4 T-Test analysis for international visitors comparing the categories of their reasons for visit by gender

	MALE (N=85)		FEMALE (N=70)		
Categories of reason	Mean	S.D.	Mean	S.D.	t-value
business/conference	2.82	2.02	1.78	1.58	3.59(p<0.05)
sports	2.55	2.24	1.84	1.73	.2.17(p<0.05)
"affective" (VR)	1.80	1.19	2.06	1.25	-1.32(p>0.05)
leisure	2.83	1.20	3.21	1.14	.-1.99(p>0.05)

Concerning gender differences in the reasons for visiting the city, British and international visitors are quite similar. "Sports" are more important to male than to female visitors. In McGehee et al's (1996) study (Chapter 3, Section 3, 2. 4) similar findings were reported. However, in that study gender differences were found in the participation in sports and not in the attendance of sporting events. Similar results were also found in Hsieh et al's study (1992). The male participants were more likely to travel in order to participate in sports' activities than the female ones.

Repeat visit and reasons for visit

Table 5. 5 T-Test analysis for British visitors comparing the categories of their reasons for visit by first time-repeat visit

	FIRST VISIT (N=96)		REPEAT VISIT (N=181)		
Categories of reason	Mean	S.D.	Mean	S.D.	t-value
business/conference	2.46	1.98	2.36	1.94	.42(p>0.05)
sports & nightlife	2.11	1.33	2.15	1.53	-.25(p>0.05)
"affective" (VFR)	1.55	.94	2.18	1.25	-4.68(p<0.05)
Leisure	3.30	1.34	2.91	1.23	2.39(p>0.05)

Table 5. 6 T-Test analysis for international visitors comparing the categories of their reasons for visit by first-time-repeat visit

	FIRST VISIT (N=123)		REPEAT VISIT (N=32)		
Categories of reason	**Mean**	**S.D.**	**Mean**	**S.D.**	**t-value**
business/conference	2.45	1.95	1.90	1.68	1.59(p>0.05)
Sports	2.35	2.17	1.80	1.48	1.65(p>0.05)
"affective" (VR)	1.84	1.14	2.25	1.50	.31(p>0.05)
Leisure	2.98	1.19	3.14	1.17	-.67(p>0.05)

For the British visitors, differences between first-time and repeat visitors are found in the "affective" (VFR) reasons. Significant (p<0.05) differences are not found between international first-time and repeat visitors in their reasons for visiting the city.

Length of visit and reasons for visit

Participants were categorised into three groups according to their length of stay: day and two groups of staying visitors. As with age, the median rather than the mean of the length of visit of staying visitors was used to classify staying visitors into two groups. For the British visitors the median was 3 while for the international was 4.

Table 5. 7 One-way analysis of variance (ANOVA) for British visitors comparing the categories of their reasons for visit by the length of visit

	LENGTH OF VISIT				
	1 day (N=76)	2-3 days (N=140)	more than 3 days (N=64)		
Categories of reason	Mean	Mean	Mean	F ratio	P value
business/conference	*, ** 1.44	* 2.66	** 2.90	13.459	.000
sports & nightlife	*,**1.59	* 2.33	** 2.30	7.283	.000
"affective" (VFR)	1.64	2.08	1.95	.045	.955
leisure	3.31	2.89	3.14	2.666	.071

(NOTE: *, ** denote significant differences between pairs of means)

Table 5. 8 One-way analysis of variance (ANOVA) for international visitors comparing the categories of their reasons for visit by the length of visit

	LENGTH OF VISIT				
	1 day (N=23)	2-4 days (N=72)	more than 4 days (N=60)		
Categories of reason	Mean	Mean	Mean	F ratio	P value
business/conference	*,**1.50	*2.34	**2.85	4.030	.019
sports	1.95	2.60	1.93	1.905	.152
"affective" (VR)	1.55	1.84	2.14	2.047	.132
leisure	2.96	3.02	3.03	.031	.968

(NOTE: *, ** denote significant differences between pairs of means)

Differences in the reasons for visit between visitors of a different length of stay are more apparent for British visitors. Both "business/ conference" and "sports" visitors are more likely to be staying than day visitors to the city. The last is applicable only to international "business/ conference" visitors. These results are interesting because VFR travel, especially international, was found (Chapter 3, Section 3. 2. 3) to be a longer trip. The present findings may suggest that, for a part of international VR visitors to Liverpool, the city is not the sole destination of their travel. These

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visitors might have travelled to another place in the UK and visit relatives in Liverpool only for a day.

Type of trip

Table 5. 9 Results from T-Test analyses for British visitors comparing the categories of their reasons for visit by the type of trip

	ORGANISED TRIP (N=56)		INDIVIDUAL TRIP (N=223)		
Categories of reason	Mean	S.D.	Mean	S.D.	t-value
business/conference	2.87	2.18	2.26	1.87	1.91(p>0.05)
sports & nightlife	2.89	1.80	1.94	1.29	3.71(p<0.05)
"affective" (VFR)	1.87	1.32	1.98	1.15	-.66(p>0.05)
leisure	3.33	1.41	2.96	1.24	1.95(p>0.05)

Table 5. 10 Results from T-Test analyses for international visitors comparing the categories of their reasons for visit by type of trip

	ORGANISED TRIP (N=40)		INDIVIDUAL TRIP (N=115)		
Categories of reasons	Mean	S.D.	Mean	S.D.	t-value
business/conference	2.46	1.90	2.35	1.99	.29(p>0.05)
sports	3.21	1.57	1.89	1.76	2.99(p<0.05)
"affective" (VR)	1.56	.92	2.02	1.30	-.42(p<0.05)
leisure	2.67	1.18	3.15	1.17	-.21(p<0.05)

For both groups of visitor those who visit the city for sports are on an organised trip. The association of sports reasons with an organised travel is not surprising at least for the domestic visitors. The two football teams of Liverpool have associations of fans in other parts of the UK, which organise for their members trips to Liverpool in order to attend a football match of their favourite team.

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The fact that international leisure visitors are mostly on an individual trip possibly relates to the fact that Liverpool is not one of most popular places of organised tour trips to the UK.

In summary, most of the demographic or trip characteristics were found to relate to particular reasons for travel. However, this relationship was not the same for both groups of visitor.

Both domestic and international sports visitors were found to be mostly male and on an organised trip. The sports domestic visitors were additionally found to be relatively young and on a stay visit.

For both groups of visitor business/conference travel was found to be a longer trip. International business/ conference visitors were additionally found to be mostly male and relatively old.

International leisure visitors were found to be relatively young and on an individual trip.

Domestic VFR visitors were mostly repeat visitors to the city while international VR visitors on an individual trip.

The relationship between demographic or trip characteristics and the reasons for visit seems to reflect differences in the degree of importance a particular reason has for rather than differences in their reasons for travel between the different types of visitor. If, for example, "sports" visitors were found to be more likely male, female visitors were not found to have another predominant reason for travel. In order to argue that the reasons for visiting the city depend on the gender of visitor, one reason should be more important to male and another one to female visitors. The same argument can be made also for the role the other variables were found to play in the reasons for visit. A possible exception is the effect the type of trip has on international visitors' reasons for visit. The international visitors on an organised trip had more often "sports" reasons for visit while those on an individual trip had more often affective reasons.

5. 6 Summary of the findings

A clear-cut differentiation of instrumental from pleasure reasons for travelling to the city was established to exist. Further, distinct sets of pleasure reason were identified. These sets most of the times represented different combinations of "push" with "pull" motives.

Some differences between domestic and international visitors were found in the content of these combinations. These differences mainly related to "pull" motives and are proposed to reflect differences in the type of travel and cultural differences.

Some of the reasons for travel were found to be associated with particular demographic or trip characteristics. However, the last characteristics were not found to produce differences between the reasons for travel.

CHAPTER SIX
VISITORS' ACTIVITIES

This Chapter investigates if visitors' differentiation in their reasons for visiting the city corresponds to a similar differentiation of visitors in their activities. Further the role personal or trip characteristics play in visitors' activities is examined. The aim it to clarify if these characteristics have an independent effect on activities or they have an effect on activities because of their relationship with the reasons for visit.

6. 1 The structure of visitors' activities

In Chapter 3 (Section 3. 6), it was hypothesised that visitors who have different reasons for visiting the city would be differentiated in the degree to which they are involved in different types of activity. In order to identify types of activity and therefore be able to compare different groups of visitor the pattern of relationship between individual activities was examined. By looking at this pattern, distinct types of activity were expected to emerge. The types of activity were further expected to correspond to the categories into which activities were classified in the pilot study (Chapter 4, Section 4. 3. 3). SSA was found to be the most appropriate form of analysis since it allows to examine the underlying structure of a set of items or variables.

The data from visitors' activities (Appendix 1, visitors' questionnaire, Section B) was analysed for domestic and international visitors separately. This data consisted of both the activities that the participants' intended to undertake and those that they had already been involved in. As explained in Chapter 4 (Section 4. 4. 1), although the latter activities are not identical to the former, the overall pattern of relationship between them is likely to be very similar.

The outputs from the two SSA analyses are given in Figures 6. 1 and 6. 2. The points in both plots represent the thirty-five activities included in the second Section of the visitors' questionnaire.

Most of the categories into which activities were classified in the pilot study emerged as distinct regions in the plots. The only exception is the "socialising" activity (item 35). In both plots this activity is grouped together with the entertainment (and nightlife activities for the international visitors) activities.

Although the regions identified are the same in both domestic and international visitors' plots, the content and especially the structure of regions differ.
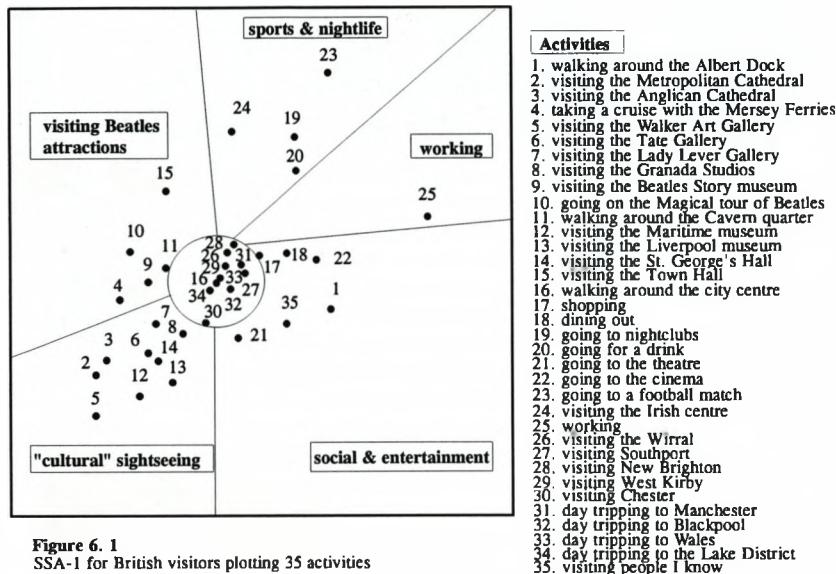
Figure 6. 1
SSA-1 for British visitors plotting 35 activities

Activities
1. walking around the Albert Dock
2. visiting the Metropolitan Cathedral
3. visiting the Anglican Cathedral
4. taking a cruise with the Mersey Ferries
5. visiting the Walker Art Gallery
6. visiting the Tate Gallery
7. visiting the Lady Lever Gallery
8. visiting the Granada Studios
9. visiting the Beatles Story museum
10. going on the Magical tour of Beatles
11. walking around the Cavern quarter
12. visiting the Maritime museum
13. visiting the Liverpool museum
14. visiting the St. George's Hall
15. visiting the Town Hall
16. walking around the city centre
17. shopping
18. dining out
19. going to nightclubs
20. going for a drink
21. going to the theatre
22. going to the cinema
23. going to a football match
24. visiting the Irish centre
25. working
26. visiting the Wirral
27. visiting Southport
28. visiting New Brighton
29. visiting West Kirby
30. visiting Chester
31. day tripping to Manchester
32. day tripping to Blackpool
33. day tripping to Wales
34. day tripping to the Lake District
35. visiting people I know

In the British visitors' plot (Figure 6. 1), the following regions were identified: "cultural sightseeing", "visiting Beatles attractions", "sports and nightlife", "working", "social and entertainment" and "visiting other places". Interestingly, "nightlife" activities (items 19 & 20) are not found to relate to entertainment activities. Their association with "sports" activities reflects the association of "sports" with "night entertainment" reasons in the British' plot of the pleasure reasons for visit (Chapter 5, Figure 5. 8).

"Working" forms alone a distinct region which corresponds to the differentiation of instrumental from "pleasure" reasons in the British visitors' plot of the reasons for visit (Chapter 5, Figure 5. 2).

The close association of the dominant activity of VFR visitors (item 35) with shopping and entertainment activities is interesting. Although the last activities

represent "pull" motives of leisure rather than VFR visitors, they seem to be undertaken to a greater extent by the VFR visitors.

As expected in the "cultural sightseeing" region are included activities which refer to visits to museums or galleries.

One of the clusters identified in a previous behavioural segmentation study of visitors to Merseyside was visiting Beatles related places or attractions (see Chapter 4, Section 4. 1). This finding is supported by the present results. The items describing visits to Beatles attractions are grouped together and form a distinct region in the British visitors' plot.

The activities clustered at the centre of the plot refer mainly to places outside the city. However, it is not the distance from the city that conceptually unifies these activities. A close inspection of the plot shows that item 16 ("walking around the city centre") is also included in this region. This is congruent with a hypothesis raised in Chapter 4 (Section 4. 3. 3). Visiting other places and the city centre may have the same meaning because both of them may be associated with all the other types of activity. This argument is supported by the location of the "visiting other places" region.

According to Brown (1985) items that are clustered together and form a distinct region at the centre of a plot correlate to items of all the other regions. In relation to the present analysis each of the activities of the central region might accommodate and therefore relate to activities that are represented by all the other regions. A day trip to Manchester, for example, might be associated with a business meeting, a visit to a museum, shopping or the attendance of a football match.

In comparing the international visitors' plot (Figure 6. 2) with the plot of British' visitors (Figure 6. 1), differences are apparent in both the content and the structure of regions. The content differences correspond mainly to differences between the two groups in the structure of their reasons for visit (Chapter 5, Figures 5. 8 & 5. 9).
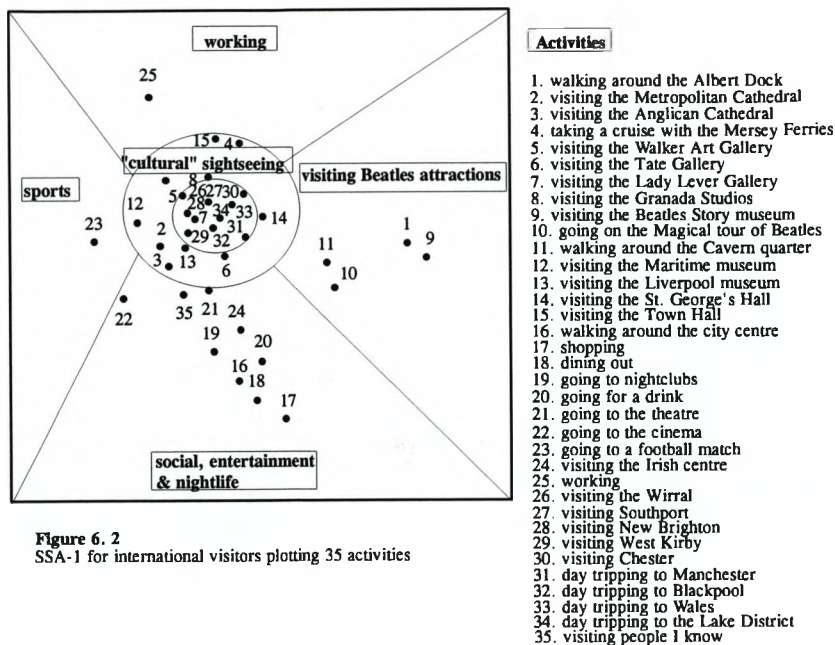
Figure 6. 2
SSA-1 for international visitors plotting 35 activities

Activities

1. walking around the Albert Dock
2. visiting the Metropolitan Cathedral
3. visiting the Anglican Cathedral
4. taking a cruise with the Mersey Ferries
5. visiting the Walker Art Gallery
6. visiting the Tate Gallery
7. visiting the Lady Lever Gallery
8. visiting the Granada Studios
9. visiting the Beatles Story museum
10. going on the Magical tour of Beatles
11. walking around the Cavern quarter
12. visiting the Maritime museum
13. visiting the Liverpool museum
14. visiting the St. George's Hall
15. visiting the Town Hall
16. walking around the city centre
17. shopping
18. dining out
19. going to nightclubs
20. going for a drink
21. going to the theatre
22. going to the cinema
23. going to a football match
24. visiting the Irish centre
25. working
26. visiting the Wirral
27. visiting Southport
28. visiting New Brighton
29. visiting West Kirby
30. visiting Chester
31. day tripping to Manchester
32. day tripping to Blackpool
33. day tripping to Wales
34. day tripping to the Lake District
35. visiting people I know

In Chapter 5 (Section 5. 4),"sports" was found to be a very "focused" reason for the international visitors. It was not associated with any other reason for visiting the city. This is reflected in the content of the "sports" region in the international visitors' plot (Figure 6. 2). As an activity "sports" is also found to form alone a distinct region.

In the international visitors' plot of the reasons for visit (Chapter 5, Figure 5. 9), the VF reason was grouped together with "night entertainment" reasons in the "leisure" region. This association is also reflected in the activities associated with these reasons. The dominant activity of VF visitors (item 35) is clustered together with "nightlife" activities (items 19, 20, 24) in the "social and entertainment" region.
In the same region is also included item 16 ("walking around the city centre") which is found close to items 18 and 19 that represent "nightlife" activities and item 17 that represents "shopping". This grouping suggests that in contrast with the British the international visitors relate the city centre not to a variety but to a specific type of activities.

The content of the "visiting Beatles attractions" regions is quite similar in both groups' plots. Some differences exist in the "non-Beatles" activities found in these

regions. These activities are "visiting the Town Hall" and "taking a cruise with the Mersey Ferries" for the British visitors while for the international visitors "walking around the Albert Dock".

As in the British' plot, the "visiting other places" activities form a distinct region at the centre of the international visitors' plot. However, this arrangement does not seem to imply a distinction between general-specific activities. A close inspection of the items included in the central region (Figure 6. 2) shows that item 7 (visiting the Lady Lever Gallery) refers to a specific activity. The place associated with this activity is located outside the city. The activities represented by the other items of this region refer also to places outside Liverpool. It seems therefore that the geographical distance from the city differentiates the activities represented by the items in the inner circle of the plot from the activities represented by the rest of the items.

The central ring arrangement of the "cultural" sightseeing region in the international visitors' plot is interesting. In the British visitors' plot the same region represented a particular type of activity that was distinct from all the others types of activity. For the international visitors, however, it seems that the "cultural" sightseeing activities relate to the other types of activity. In other words, the international visitors are more homogeneous concerning their participation in "cultural sightseeing" activities. This implies that all international visitors rather than a particular segment or group of them are doing some sightseeing during their visit.

In summary, distinct clusters or types of activity were identified by looking at the relationship between individual activities.
Differences between domestic and international visitors were established in the content of and especially the relationship between the different types of activity. The content differences most of the times reflect differences between the two groups of visitor in the content of the categories of their reasons for visit (Chapter 5, Figures 5. 2, 5. 7, 5. 8 & 5. 9)

The differences in the structure of regions, however, have certain implications. They suggest that the activities in which visitors to a city engage can carry quite different meanings between domestic and international visitors. For example, instrumental activities ("working") are not completely differentiated from "sightseeing" activities for the international visitors. In order to test this possibility, it was decided firstly to investigate if the different types of visitor are differentiated in the activities they undertake at the destination and secondly to explore if there are differences between domestic and international visitors that have the same reason(s) for visiting the city in their activities.

6. 2 Variations in activities between different types of visitor

In order to explore if different types of visitor are differentiated in their activities, participants were classified into four types. These types corresponded to the four categories of reasons for visit which were identified in Chapter 5 namely "business/conference", "sports", "affective" (VFR or VR) and "leisure". The criteria used for this classification were the following. First, an individual was "assigned" to a category if he or she has rated (in the first part of the questionnaire) one of the reasons belonging to this category with a score of 6 or higher. Second, the sum of individual's ratings of the other reasons comprising the category into which he or she was initially classified should have been greater than the sum of his or her ratings of the reasons comprising any of the other categories. This classification was made separately for British and international visitors. For each group of visitors the content of the categories of reason corresponded to the content of the regions of their SSA plot of the reasons for visit (Chapter 5, Figures 5. 2, 5. 7, & 5. 8, 5. 9).

"Working" for both groups of visitor and "sports" for the international visitors were categorical variables as they were defined by only one activity (Figures 6. 1 & 6. 2). Therefore, in order to investigate the relationship between participation in these activities and the reasons for visit, a chi-square based measure of association was found to be appropriate.

Differences in the degree to which the different types of visitor were involved in the other types of activity were explored through one-way analysis of variance

(ANOVA). This mode for analysis was found to be the most appropriate because the types of activity consisted of a number of individual activities (Figures 6. 1 & 6. 2). A person might have participated in one, few or all of the activities of a particular type of activity. Therefore, the types of activity represented a scale rather than a categorical variable. The following procedure was used in order to calculate the degree to which an individual has been involved in a type of activity: participant's responses in the individual activities of each type of activity were added up and then the sum was divided by the number of individual activities. The values of each type of activity ranged from 0 that represented that a person has not participated in any of the activities that comprised the type of activity to 1 that represented that a person had participated in all activities of that type. The results from these analyses follow.

British visitors

Table 6. 1 One Way Analysis of Variance (ANOVA) based on a multiple comparison procedure (Bonferroni Test) comparing the degree to which the different types of visitor are involved in the different types of activity

	Type	of	visitor			
	business/ conference (N=80)	sports (N=33)	"affective" (VFR) (N=59)	leisure (N=108)		
Type of activity	Mean	Mean	Mean	Mean	F ratio	P value
"cultural" sightseeing	*,** .14	***,**** .12	*,*** .28	**,**** .32	11.684	.000
visiting Beatles attractions	*.11	.23	.21	*.26	6.021	.001
social & entertainment	*.14	.35	*,**.48	**.25	7.514	.000
sports & nightlife	*.26	*,**,*** .57	**.25	***.18	21.380	.000
visiting other places	*,**,***.00	*.11	**.12	***.13	4.434	.005

(NOTE: *, **, ***, **** denote significant differences between pairs of means)

Table 6. 2 Cross tabulation of "working" by type of visitor and chi-square based measure of association (Cramer's V)

		Type	of	visitor			
		Business/ conference (N=80)	sports (N=33)	"affective" (VFR) (N=59)	Leisure (N=108)		
	Intend to /participated	Observed Expected Column %	Observed Expected Column %	Observed Expected Column %	Observed Expected Column %	V	p
"working"	Yes	53 67.7 66.2%	4 5.3 12.4%	10 10.7 16.9%	8 18.7 6.6%	.31	.000
	No	27 14.4 33.8%	29 26.8 87.6%	49 50 83.1%	100 88.3 93.4%		

The results presented in Tables 6. 1 and 6. 2 show that there are extensive differences in the participation in different types of activity between visitors. In all analyses significant ($p < 0.05$) results were obtained. The main differentiation is between "business/conference" visitors and the other types of visitor. As expected the former visitors are mainly involved in instrumental activities while the latter in pleasure based activities. This finding suggests that the broad distinction of visitors between those who travel for instrumental reasons and those who travel for pleasure corresponds to a similar distinction of visitors in their activities.

Interestingly, differences in activities are less pronounced between the different types of pleasure visitor. Differences between pleasure visitors in their reasons for visiting the city are not fully reflected in the activities in which they are involved during their visit.

Although "cultural sightseeing" activities correspond to the reasons for visit of leisure visitors, VFR visitors are not found to be significantly ($p < 0.05$) differentiated from leisure visitors in the degree to which they undertake "cultural sightseeing" activities. Also, no significant ($p < 0.05$) differences exist between

leisure and both VFR and sports visitors in the degree to which they visit Beatles attractions. However, the Beatles connection of Liverpool was a reason that the leisure rather than the other two types of visitor had for visiting the city. Finally, no significant (p < 0.05) differences are found between sports and VFR visitors in their involvement in social and entertainment activities.

The reason for the similarities in activities between the different types of pleasure visitor is that some visitors are engaged in activities that do not directly relate to their reasons for visit. The last is applicable to sports and VFR but not to leisure visitors. Sports visitors seem to be more similar in their activities to VFR visitors and VFR visitors to leisure visitors.

International visitors

Table 6. 3 One Way Analysis of Variance (ANOVA) based on a multiple comparison procedure (Bonferroni Test) comparing the degree to which the different types of visitor are involved in the different types of activity

	Type	of	visitor			
	business/ conference (N=47)	sports (N=18)	"affective" (VR) (N=15)	leisure (N=75)		
Type of activity	Mean	Mean	Mean	Mean	F ratio	P value
"cultural" sightseeing	*.24	.28	.35	*.36	3.196	.025
visiting Beatles attractions	*.36	**.37	*,**.65	.47	3.086	.029
social, entertainment & nightlife	*.24	.34	*.46	.30	3.485	.017
visiting other places	*.10	.14	*.29	.13	2.786	.043

(NOTE: *, ** denote significant differences between pairs of means)

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Table 6. 4 Cross tabulation of "working" and "sports" by different types of visitor and chi-square based measure of association (Cramer's V)

		Type	of	visitor			
		Business/ Conference (N=47)	sports (N=18)	"affective" (N=15)	leisure (N=75)		
	Intend to/ participated	Observed Expected Column %	Observed Expected Column %	Observed Expected Column %	Observed Expected Column %	V	p
"sports"	Yes	10 5.5 21.3%	15 13.6 83%	3 2.9 20%	8 14.5 10.7%	.30	.002
	No	37 41.5 78.7%	3 4.4 17%	12 12.1 80%	67 60.5 89.3%		
"working"	Yes	30 24.1 63.8%	4 2.6 22.2%	2 3.4 13.3%	6 16.9 8%	.42	.000
	No	17 12.9 36.1%	14 15.4 77.8%	13 11.6 86.7%	69 58.1 92%		

Similarities between pleasure visitors in their activities become more apparent when international visitors' activities are examined. Except for "sports", no significant (p<0.05) differences exist in the degree to which the different types of pleasure visitor are involved in the other types of activity. Differences between pleasure visitors in their reasons for visit do not seem to result in a similar differentiation of visitors in their activities.

Although "cultural sightseeing" refer to leisure visitors' reasons for visiting the city, significant (p<0.05) differences do not exist between leisure visitors and those who visit the city for sports and "affective" reasons in the degree to which they are involved in "cultural sightseeing" activities. Also, significant (p<0.05) differences are not found between VR and sports visitors in the degree to which they visit

Beatles related attractions. However, the Beatles attractions were more important to VR rather than to sports visitors for visiting Liverpool. Finally, significant (p < 0.05) differences do not exist between leisure, sports and VR visitors in their involvement in entertainment, social and nightlife activities although these activities represented reasons for visit of leisure visitors.

As with the British visitors, international visitors who have instrumental reasons for visit are differentiated from visitors who have pleasure reasons for visit. However, a difference between domestic and international "business/ conference" is apparent. If the mean scores of the two groups are compared (Tables 6. 1 & 6. 3), international "business/ conference" visitors are found to be involved to a higher degree than their British counterparts to pleasure based activities.

The results reveal that when a person is a pleasure visitor to a place, the relationship between his or her reasons for visiting the place and his or her activities at that place is not so strong. The reasons for visit of a pleasure traveller correspond to his or her dominant activities during his or her visit. However, a pleasure traveller is also involved in activities that do not relate to his or reasons for visit. As a result variations between pleasure travellers in their reasons for visiting a place do not result in similar variations in their activities.

These findings support Yiannakis' and Gibson's (1992) suggestions that behavioural similarities exist between different pleasure based roles. They also support authors' argument that behavioural similarities are not necessarily accompanied by motivational similarities between these roles.

Cohen's (1974) argument that the boundaries between different traveller roles are not clear-cut is found to be applicable mainly to pleasure travellers to a city. The dominant activities of each pleasure visitor role do correspond to his or her reason for visit. However, visitors undertake also activities that are not primarily associated with their reasons for visit. The ancillary activities of one type of visitor are the dominant activities of another type of visitor. This was applicable only to sports and VFR domestic visitors and to all types of international visitor. The fact that differences in activities were less apparent between the different types of

international visitor might imply that the behavioural definition of traveller roles might differ according to the type of travel.

In order to investigate this possibility in a more systematic way, it was decided to compare British and international visitors who had the same reasons for visiting the city in their activities.

6. 3 Domestic-international travel: Variations in activities within the same type of visitor

Differences in activities between domestic and international visitors who had the same reasons for visit were explored through T-Test analysis. As mentioned, the content of the types of activity was not identical between domestic and international visitors. Therefore, in the present analysis the types of activity consisted only of those activities that were found in similar regions of the SSA plots of the two groups of visitor (Figures 6. 1 & 6. 2). For example, "sports" consisted only by activity twenty-three (Appendix 1, visitors' questionnaire, Section B). The results are presented and discussed in the following.

"business/conference" visitors and their activities

Table 6. 5 T-Test analysis comparing the degree to which "business/ conference" visitors are involved in the different types of activity by their nationality

	"business	conference"			
	British (N=80)		International (N=47)		
Type of activity	Mean	S.D.	Mean	S.D.	t-value
"cultural" sightseeing	.15	.21	.24	.26	-2.22 (p<0.05)
visiting Beatles attractions	.11	.28	.36	.35	-4.15 (p<0.05)
social & entertainment	.14	.16	.22	.24	-1.04 (p<0.05)
visiting other places	.01	.05	.10	.22	-2.76 (p<0.05)

Table 6. 6 Cross tabulation of "working" and "sports" by nationality of "business/ conference" visitors and chi-square based measure of association (Cramer's V)

		"business/	conference"		
		BRITISH VISITORS (N=80)	**INTERNATIONAL VISITORS (N=47)**		
	Intend to /participated	**Observed** **Expected** **Column %**	**Observed** **Expected** **Column %**	**V**	**p**
"sports"	Yes	4 9.5 6.1%	10 5.5 21.3%	.22	.009
	No	76 72.5 93.9%	37 41.5 78.7%		
"working"	Yes	53 49.9 66.2%	30 24.1 63.8%	.13	.130
	No	27 31.1 33.7%	17 12.9 36.1%		

As expected "working" is the dominant activity of both domestic and international "business/ conference" visitors. However, important differences between the two groups of visitor are found in the degree to which they are involved in activities that are not associated with their instrumental reasons for visit. The comparison of the two groups in all types of pleasure based activities produced significant (p < 0.05) results. Both Cohen (1974) and Yiannakis and Gibson (1992) have argued that people who travel for instrumental reasons might undertake some pleasure-based activities during their travel. The present results suggest that the type of travel modifies the extent to which someone who has instrumental reasons for travel will be involved in pleasure based activities during his or her travel.

Table 6. 7 T-Test comparing the degree to which "sports" visitors are involved in the different types of activity by their nationality

	"sports"		visitors		
	British (N=33)		International (N=18)		
Types of activity	Mean	S.D.	Mean	S.D.	t-value
"cultural" sightseeing	.13	.22	.27	.34	-1.55 (p<0.05)
visiting Beatles attractions	.23	.29	.37	.37	-1.34 (p<0.05)
social & entertainment	.31	.32	.33	.29	-.16 (p>0.05)
visiting other places	.10	.28	.14	.31	.47 (p>0.05)

Table 6. 8 Cross tabulation of "working" and "sports" by nationality of sports visitors and chi-square based measure of association (Cramer's V)

		"sports"	visitors		
		BRITISH VISITORS (N=33)	INTERNATIONAL VISITORS (N=18)		
	Intend to /participated	Observed Expected Column %	Observed Expected Column %	V	p
"sports"	Yes	25 22.4 75%	15 13.6 83%	.23	.101
	No	8 10.6 25%	3 4.4 17%		
"working"	Yes	4 4.4 13%	4 2.6 22.2%	.16	.245
	No	29 27.6 87%	14 15.4 77.8%		

Differences between domestic and international "sports" visitors are not found in the degree to which they are involved in activities that are primarily associated with their reasons for visit. Also, both groups are similar in their involvement in social and entertainment activities that do not relate to their reasons for visit. However, differences in activities between British and international "sports" visitors are found in the degree to which they undertake "cultural" sightseeing and "visiting Beatles attractions" activities (Table 6. 7). This suggests that international compared to domestic "sports" visitors participate to a higher degree in activities that are not associated dominantly with their reasons for visit.

Visitors who travel for "affective" reasons and their activities

Table 6. 9 T-Test analysis comparing the degree to which visitors who have "affective" reasons for visit are involved in the different types of activity by their nationality

	"affective"		visitors		
	British (N=33)		International (N=18)		
Types of activity	Mean	S.D.	Mean	S.D.	t-value
"cultural" sightseeing	.31	.20	.35	.35	-1.70 (p>0.05)
visiting Beatles attractions	.18	.26	.64	.34	-4.93 (p<0.05)
social & entertainment	.37	.24	.41	.31	-.56 (p>0.05)
visiting other places	.12	.16	.30	.33	-2.60 (p<0.05)

Table 6. 10 Cross tabulation of "working" and "sports" by nationality of
visitors who have "affective" reasons for visit and chi-square based
measure of association (Cramer's V)

		"affective"	visitors		
		British visitors (N=59)	International visitors (N=15)		
	Intend to /participated	Observed Expected Column %	Observed Expected Column %	V	p
"sports"	Yes	55 53.8 93.2%	3 1.8 20%	.12	.275
	No	4 5.2 6.8%	12 13.2 80%		
"working"	Yes	9 8.6 15.3%	2 2.4 13.3%	-.03	.770
	No	50 50.4 84.7%	13 12.6 86.7%		

Significant (p<0.05) differences between domestic and international visitors who have "affective" reasons for visit exist in the degree to which they are involved in "visiting Beatles attractions" and "visiting other places" activities. The differences in the first type of activities could be explained by the fact for the international visitors the "Beatles connection" was one of their reasons for visiting the city. The differences in the second type of activities might be associated with Seaton and Tagg's findings (Chapter 3, Section 3. 2. 4). International compared to domestic VR travel is usually a longer trip. If this holds true in the present study, then the international compared to the domestic visitors visit places outside Liverpool more frequently because they stay longer at the city.

Table 6. 11 T-Test analysis comparing the degree to which "leisure" visitors are involved in different types of activity by their nationality

	"leisure"		visitors		
	British (N=108)		International (N=75)		
Types of activity	Mean	S.D.	Mean	S.D.	t-value
"cultural" sightseeing	.32	.23	.35	.25	-1.49 (p>0.05)
visiting Beatles attractions	.26	.33	.47	32	-1.95 (p>0.05)
social & entertainment	.25	.24	.30	.27	-1.93 (p>0.05)
visiting other places	.01	.14	.14	.22	-2.67 (p<0.05)

Table 6. 12 Cross tabulation of "working" and "sports" by nationality of leisure visitors and chi-square based measure of association (Cramer's V)

		leisure	visitors		
		British visitors (N=108)	International visitors (N=75)		
Activity	Intend to /participated	Observed Expected Column %	Observed Expected Column %	V	p
23	Yes	4 6.5 2.8%	8 4.5 10.7%	.16	.028
	No	104 100.5 97.2%	67 70.5 89.3%		
25	Yes	8 8.6 7.4%	6 5.4 8%	.02	.706
	No	100 99.4 92.6%	69 69.6 92%		

Differences between domestic and international leisure visitors exist in the degree to which they undertake "sports" and "visiting other places" activities. International visitors are found to engage in both types of activity to a significantly ($p < 0.05$) higher degree than the British visitors.

The last finding reflects the general difference that seems to exist between international and domestic visitors in the activities in which each type of visitor is involved. If each type of visitor or visitor role has some dominant activities, the differences between domestic and international visitors refer to the importance non-dominant activities acquire in the behavioural performance of each visitor role. In Tables 6. 6, 6. 8, 6. 9 and 6. 11, it can be seen that small differences exist between domestic and international visitors in the dominant activities ("working", "sports", "social & entertainment", "cultural sightseeing") associated with each visitor role. The differentiation of the two groups of visitor becomes apparent when activities that do not directly express the reasons for travel of each visitor role are considered. International visitors tend to be involved in these activities to a higher degree than the British visitors are.

Two factors may account for the fact that variations in activities are less apparent between the different types of international than domestic visitor.

The first factor is the psychological distance of travel and the cost of trip. Since the destination is part of his or her country, the domestic visitor might feel that a visit to the same destination could be easily repeated in the future. Therefore, he or she could be more selective in his or her activities at the destination. The distance from the destination as well as the cost of travel might however decrease the easiness with which an international visitor perceives a repeat visit to the same place. Therefore, an international traveller might try to maximise the benefits from his or her present visit to the destination by engaging in activities that are not primarily associated with his or her reasons for visit. As a result, variations in activities between international travellers who have different reasons for travel might be less clear-cut than between domestic visitors.

The second factor is the time someone spends at the destination. International compared to domestic visitors were found as a group to stay longer at the city (Chapter 4, Section 4. 5). It might be the case that the longer someone is staying at

a place the more likely is that he or she will be involved in activities that not directly associated with his or her reasons for travel. This possibility was explored by comparing the length of visit of domestic and international visitors who had the same reasons for visiting the city. Non-parametric tests (Mann Whitney U) were used because the standard deviation of the length of stay of both domestic and international visitors was quite high (Chapter 4, Section 4. 5, Table 4. 5). The results from the analyses follow.

Table 6. 13 Mann Whitney U comparing the length of stay by the nationality of "business/conference" visitors

"Business/conference"	visitors			
British visitors (N=80)	International visitors (N=47)			
Mean Rank	Mean Rank	U	W	p
53.09	85.78	950.5	4.031	.000

Table 6. 14 Mann Whitney U comparing the length of stay by the nationality of "sports" visitors

"sports"	visitors			
British visitors N=(33)	International visitors (N=18)			
Mean Rank	Mean Rank	U	W	p
23.79	23.06	244	415	.850

Table 6. 15 Mann Whitney U comparing the length of stay by the nationality of visitors who have "affective reasons" for visit

"affective reasons"				
British visitors N=(59)	International visitors (N=15)			
Mean Rank	Mean Rank	U	W	p
34.44	55	210	825	.001

135

Table 6. 16 Mann Whitney U comparing the length of stay by the nationality of leisure visitors

"leisure" visitors				
British visitors (N=108)	International visitors (N=75)			
Mean Rank	Mean Rank	U	W	p
77.06	108.36	252	801	.000

Significant ($p < 0.05$) differences exist between domestic and international visitors in the length of stay of most types of visitor. It could be therefore argued that it is not the type of travel but the length of visit that produces similarities in the activities of the different types of international visitor. However, the length of visit cannot fully account for similarities in visitors' activities. Although significant ($p < 0.05$) differences do not exist between domestic and international "sports" visitors in their length of their stay (Table 6. 14), significant ($p < 0.05$) differences are found in their activities (Table 6. 8). It might be the case that the length of stay modifies the degree to which someone will be involved in certain types of activity. For example, significant ($p < 0.05$) differences between domestic and international visitors were found in the length of stay of "business/ conference", "affective" and "leisure" visitors. Significant ($p < 0.05$) differences were also found between domestic and international visitors in the degree to which they had visited places outside the city. On the other hand, domestic and international "sports" visitors who were not differentiated in length of their stay were not differentiated in the degree to which they had visited other places.

In conclusion, the pattern of activities of each type of visitor does differ between domestic and international travellers while the length of visit modifies further the degree of this differentiation.

6. 4 Background variables and variations in visitors' activities

The behavioural segmentation studies reviewed in Chapter 3 (Section 3. 3) suggested that variations in activities might exist between people who have different demographic or trip characteristics.

In Chapter 5 (Section 5. 5) some of the reasons for visit were found to relate to certain demographic and trip characteristics of the visitor. The purpose of the present analysis was to establish if these characteristics play an independent role in visitors' activities or their role is by -product of their relationship with the reason for visit.

Variations in visitors' activities were examined in relation to the following demographic and trip characteristics: age, gender, repeat-first visit, length of visit and type of trip. The following analytic techniques were employed: T-Test analysis, one-way analysis of variance (ANOVA) and chi-square based measures of association. All analyses were made separately for British and international visitors.

Age and visitors' activities

Table 6. 17 T-Test analysis for British visitors comparing the degree of involvement in different types of activity by age

	YOUNGER (N=145)		OLDER (N=135)		
Types of activity	Mean	S. D.	Mean	S. D.	t-value
"cultural" sightseeing	.21	.23	.23	.21	.51 (p>0.05)
visiting Beatles attractions	.22	.30	.20	.28	4.28 (p>0.05)
social & entertainment	.38	.22	.36	.21	.80 (p>0.05)
sports & nightlife	.30	.25	.22	.25	2.72 (p<0.05)
visiting other places	.10	.16	.10	.16	-.06 (p>0.05)

Table 6. 18 Cross tabulation of "working" by age for British visitors and chi-square based-measure of association (Cramer's V)

		YOUNGER (N=145)	OLDER (N=135)		
	Intend to /participated	Observed Expected Column %	Observed Expected Column %	V	p
"working"	Yes	34 25.3 23.6%	15 23.7 11.1%	.16	.006
	No	110 118.7 76.4%	120 113 88.9%		

Table 6. 19 T-Test analysis for international visitors comparing the degree of involvement in different types of activity by age

	YOUNGER (N=86)		OLDER (N=69)		
Types of activity	Mean	S. D.	Mean	S. D.	t-value
"cultural" sightseeing	.32	.26	.30	.27	.54 (p>0.05)
visiting Beatles attractions	.48	.30	.50	.30	-.23 (p>0.05)
social, entertainment & nightlife	.43	.23	.31	.23	3.01 (p>0.05)
visiting other places	.12	.23	.17	.23	-1.32 (p>0.05)

Table 6. 20 Cross tabulation of "sports" and "working" by age for international visitors and chi-square based measure of association (Cramer's V)

		YOUNGER (N=86)	OLDER (N=69)		
	Intend to /participated	Observed Expected Column %	Observed Expected Column %	V	p
"sports"	Yes	27 22.6 85.2%	7 11.4 7.6%	.10	.086
	No	155 159.4 85.2%	85 80.6 92.4%		
"working"	Yes	37 32.5 20.3%	12 16.5 13%	.08	.137
	No	145 149.5 79.7%	80 75.5 87%		

For domestic visitors, significant ($p < 0.05$) age differences are found in the degree of participation in "social & entertainment" and "sports & nightlife" activities. Younger visitors are involved in both types of activity more often than older visitors are. Differences in the last type of activity reflect age differences in the reasons for visit that are associated with these activities. In Table 5. 1 (Chapter 5, Section 5. 5) it can be seen that "sports" visitors are more often younger than older visitors.

No significant ($p < 0.05$) age differences are found in the degree to which international visitors are involved in the different types of activity.

Gender and visitors' activities

Table 6. 21 T-Test analysis for British visitors comparing the degree of involvement in different types of activity by gender

	MALE (N=145)		FEMALE (N=135)		
Type of activity	Mean	S. D.	Mean	S. D.	t-value
"cultural" sightseeing	.20	.23	.23	.21	-1.24 (p>0.05)
visiting Beatles attractions	.21	.29	.21	.30	-.05 (p>0.05)
social & entertainment	.34	.21	.34	.21	-.17 (p>0.05)
sports & nightlife	.30	.28	.21	.22	3.17 (p<0.05)
visiting other places	.14	.17	.14	.15	.16 (p>0.05)

Table 6. 22 Cross tabulation of "working" by gender for British visitors and chi-square based measure of association (Cramer's V)

		MALE (N=145)	FEMALE (N=135)		
	Intend to /participated	Observed Expected Column %	Observed Expected Column %	V	p
"working"	Yes	34 25.3 23.6%	15 23.7 11.1%	.16	.006
	No	110 118.7 76.4%	120 113 88.9%		

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Table 6. 23 T-Test analysis for international visitors comparing the degree of involvement in different types of activity by gender

	MALE (N=84)		FEMALE (N=71)		
Types of activity	Mean	S. D.	Mean	S. D.	t-value
"cultural" sightseeing	.31	.27	.32	.26	-.34 (p>0.05)
visiting Beatles attractions	.46	.32	.52	.28	-1.17 (p>0.05)
social, entertainment & nightlife	.37	.24	.38	.23	-.42 (p >0.05)
visiting other places	.12	.23	.15	.23	.-77 (p>0.05)

Table 6. 24 Cross tabulation of "sports" and "working" by gender for international visitors and chi-square based measure of association (Cramer's V)

		MALE (N=84)	FEMALE (N=71)		
	Intend to /participated	Observed Expected Column %	Observed Expected Column %	V	p
"sports"	Yes	20 16.3 23.8%	10 13.7 14.1%	.123	.124
	No	64 67.7 76.2%	61 57.3 85.9%		
"working"	Yes	23 19 27.4%	12 16 16.9%	.121	.126
	No	61 65 72.6%	59 55 83.1%		

Gender does not seem to play an important role in visitors' activities. The analysis for international visitors did not produce any significant (p<0.05) results.

On the other hand, the domestic male visitors are found to undertake more frequently than the female visitors "sports & nightlife" and "working" activities. Similar gender differences were found in the reasons for visit that are predominantly associated with the first type of activities (Chapter 5, Section 5. 5 Table 5. 3). Those who visited the city for "sports" reasons were found to be more often male than female visitors.

Repeat visit and activities

Table 6. 25 T-Test analysis for British visitors comparing the degree of involvement in different types of activity by repeat-first time visit

	FIRST VISIT (N=96)		REPEAT VISIT (N=181)		
Types of activity	Mean	S. D.	Mean	S. D.	t-value
"cultural" sightseeing	.25	.23	.20	.21	1.73 (p>0.05)
visiting Beatles attractions	.27	.33	.18	.27	2.41 (p<0.05)
social & entertainment	.34	.18	.34	.22	-.03 (p>0.05)
sports & nightlife	.26	.24	.25	.26	.25 (p>0.05)
visiting other places	.12	.13	.15	.18	-1.14 (p>0.05)

Table 6. 26 Cross tabulation of "working" by first time-repeat visit for British visitors and chi-square based measure of association (Cramer's V)

		FIRST VISIT (N=96)	REPEAT VISIT (N=181)		
	Intend to /participated	Observed Expected Column %	Observed Expected Column %	V	p
"working"	Yes	19 17 19.8%	30 32 16.6%	.040	.504
	No	77 79 80.2%	151 149 83.4%		

Table 6. 27 T-Test analysis for international visitors comparing the degree of involvement in different types activity by repeat-first time visit

	FIRST VISIT (N=123)		REPEAT VISIT (N=32)		
Types of activity	Mean	S. D.	Mean	S. D.	t-value
"cultural" sightseeing	.30	.25	.39	.29	-1.56 (p>0.05)
visiting Beatles attractions	.47	.31	.57	.27	-1.70 (p>0.05)
social, entertainment & nightlife	.36	.23	.43	.25	-1.49 (p>0.05)
visiting other places	.12	.23	.20	.22	-1.67 (p>0.05)

Table 6. 28 Cross tabulation of "sports" and "working" by repeat-first visit for
international visitors and chi-square based measure of association
(Cramer's V)

	Intend to /participated	FIRST VISIT (N=123) Observed Expected Column %	REPEAT VISIT (N=32) Observed Expected Column %	V	p
"sports"	Yes	25 23.8 20.3%	5 6.2 15.6%	.04	.541
	No	98 99.2 79.7%	27 25.8 84.4%		
"working"	Yes	31 27.8 25.2%	4 7.2 12.5%	.12	.121
	No	92 95.2 74.8%	28 24.8 87.5%		

As with gender, previous experience of the city does not seem to produce
significant ($p < 0.05$) differences in international visitors' activities.

On the other hand, domestic first time compared to repeat visitors participate more
frequently in "visiting Beatles attractions" activities. This difference possibly
reflects differences between first time and repeat visitors in their reasons for visit. In
the SSA analysis for the reasons for visit (Chapter 5, Section 5. 3, Figure 5. 1), the
"novelty" reasons were linked to the "Beatles connection" of Liverpool. The novelty
motivation is usually applicable to first-time visitors to an area.

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Length of visit and activities

Table 6. 29 One-way analysis of variance (ANOVA) for British visitors comparing the degree of involvement in different types of activity by the length of visit

	LENGTH	OF	VISIT		
	1 day (N= 76)	2-3days (N=140)	more than 3 days (N=64)		
Types of activity	Mean	Mean	Mean	F ratio	P value
"cultural" sightseeing	.22	*.18	*.29	4.801	.008
visiting Beatles attractions	*.16	.18	*.28	3.715	.025
social & entertainment	*.32	**.36	*,**.45	6.825	.001
sports & nightlife	*,**.12	*.28	**.37	7.283	.000
visiting other places	*.09	**.08	*,**.16	5.575	.004

(NOTE: *, ** denote significant differences between pairs of means)

Table 6. 30 Cross tabulation of "working" by length of visit for British visitors and chi-square based measure of association (Cramer's V)

		LENGTH	OF	VISIT		
		1 day (N=76)	2-3 days (N=140)	more than 3 days (N=64)		
	Intend to/ participated	Observed Expected Column %	Observed Expected Column %	Observed Expected Column %	V	p
"working"	Yes	5 13.5 6.6%	26 24.9 18.6%	18 10.5 30.5%	.21	.001
	No	71 62.5 93.4%	114 115.1 81.4%	41 48.5 69.5%		

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Table 6. 31 One-way analysis of variance (ANOVA) for international visitors
comparing the degree of involvement in different types of activity by
the length of visit

	LENGTH	OF	VISIT		
	1 day (N=23)	2-4 days (N=72)	more than 4 days (N=60)		
Types of activity	Mean	Mean	Mean	F ratio	P value
"cultural" sightseeing	.29	.30	.41	2.480	.087
visiting Beatles attractions	.44	.68	.58	.301	.739
social, entertainment & nightlife	*,**.15	*.37	**.46	16.338	.000
visiting other places	*.07	**.07	*,**.26	11.328	.000

(**NOTE: *, ** ** denote significant differences between pairs of means)

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Table 6. 32 Cross tabulation of "sports" and "working" for international visitors by length of visit and chi-square based measure of association (Cramer's V)

		LENGTH	OF	VISIT		
		1 day (N=23)	2-4 days (N=72)	more than 4 days (N=60)		
	Intend to /participated	Observed Expected Column %	Observed Expected Column %	Observed Expected Column %	V	P
"sports"	Yes	2 4.6 8.7%	14 13.7 20.6%	14 11.7 24.1%	.122	.290
	No	21 18.4 91.3%	54 54.3 79.4%	44 46.3 75.9%		
"working"	Yes	0 5.4 0%	14 16 20.6%	21 13.6 36.2%	.291	.000
	No	23 17.6 100%	54 52 79.4%	37 44.4 63.8%		

Concerning the British visitors, the results show that those who stay longer in Liverpool are involved to a higher degree in all types of activity than those on a shorter visit. Except for "sports and nightlife", participation in activities does not seem to increase progressively (Table 6. 29). It is mainly those who stay more than three days that are differentiated from either day or visitors staying up to three days. The pattern of differentiation in "sports and nightlife" activities corresponds to the pattern of differentiation in sports reasons for visit between visitors of a different length of visit (Chapter 5, Section 5. 5, Table 5. 7). Day visitors compared to both groups of staying visitors were less likely to visit the city for sports.

The pattern of relationship between activities and length of visit slightly changes when differences in international visitors' activities are examined (Tables 6. 31 & 6.

32). Significant (p<0.05) differences are found in the degree of involvement in "cultural" sightseeing", "visiting Beatles attractions" and "sports" activities. This finding may support the argument that differences in activities between domestic and international visitors who have the same reasons for visit are not simply the result of differences between the two groups of visitor in the length of their stay. Irrespective of the time they spent at the destination, all international visitors are involved in the same degree in "cultural sightseeing", "visiting Beatles attractions" and "sports" activities.

Type of trip and activities

Table 6. 33 T-Test analysis for British visitors comparing the degree of involvement in different types of activity by the type of trip

	INDIVIDUAL TRIP (N=223)		ORGANISED TRIP (N=56)		
Types of activity	Mean	S. D.	Mean	S. D.	t-value
"cultural" sightseeing	.22	.27	.21	.21	.25 (p>0.05)
visiting Beatles attractions	.28	.37	.19	.27	1.96 (p>0.05)
social & entertainment	.30	.20	.35	.21	-1.73 (p>0.05)
sports & nightlife	.23	.26	.38	.24	4.02 (p<0.05)
visiting other places	.12	.17	.14	.16	-.81 (p>0.05)

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Table 6. 34 Cross tabulation of "working" by length of visit for British visitors and chi-square based measure of association (Cramer's V)

		INDIVIDUAL TRIP (N=223)	ORGANISED TRIP (N=56)		
	Intend to/ participated	Observed Expected Column %	Observed Expected Column %		
"working"	Yes	10 9.8 17.9%	39 39.2 17.5%	-.00	.948
	No	46 46.2 82.1%	184 183.8 82.5%		

Table 6. 35 T-Test analysis for international visitors comparing the degree of involvement in different types of activity by the type of trip

	INDIVIDUAL TRIP (N=115)		ORGANISED TRIP (N=40)		
Types of activity	Mean	S. D.	Mean	S. D.	t-value
"cultural" sightseeing	.18	.19	.36	.27	-4.62 (p<0.05)
visiting Beatles attractions	.40	.28	.52	.30	-2.19 (p<0.05)
social, entertainment & nightlife	.39	.18	.34	.25	-1.32 (p>0.05)
visiting other places	.07	.17	.16	.25	-2.48 (p<0.05)

Table 6. 36 Cross tabulation of "sports" and "working" by type of trip for international visitors and chi-square based measure of association (Cramer's V)

	Intend to /participated	INDIVIDUAL TRIP (N=115) Observed Expected Column %	ORGANISED TRIP (N=40) Observed Expected Column %	V	p
"sports"	Yes	10 7.7 25%	20 22.3 17.4%	.08	.295
	No	30 32.3 75%	95 92.7 82.6%		
"working"	Yes	8 9 20%	27 26 23.5%	.03	.651
	No	32 31 80%	88 89 76.5%		

The type of trip seems to play a role in visitors' activities. Differences are found for the domestic visitors in the degree of participation in "sports & nightlife" activities. Visitors who are on an organised trip are involved in these activities more often than those who are on an individual trip. These differences seem to be by-product of the role the type of trip plays in visitors' reasons for visit. In Chapter 5 (Section 5. 5, Table 5. 9), it was found that "sports" visitors are more often on an organised than individual trip.

The type of trip for international visitors relates to generally speaking sightseeing activities ("cultural" sightseeing, "visiting Beatles attractions" and "visiting other places"). Visitors on an organised trip are found to participate in these activities more often than those on an individual trip. A possible explanation is that package tours abroad usually involve a tight schedule that incorporates visits to most of the attractions of the place visited.

In summary, except for the type of trip for international visitors and the length of visit for both groups of visitor, individual or trip characteristics do not seem to play an independent role in visitors' activities. The effect of these characteristics on activities is in general by-product of the effect the same characteristics have on the reasons for visit. Further, the relationship between demographic or trip characteristics and the reasons for visit is reflected only in domestic visitors' activities. While for international visitors gender differences were found in the "sports" reasons for visit similar differences were not found in the involvement in "sports" activities. Possibly, because international compared to domestic visitors' activities were less dependent on their reasons for visit.

6. 5 Summary of the findings

The findings concerning visitors' activities can be summarised in the following. Differences between people in their reasons for visiting a place are not fully reflected in their activities during the visit. Further, the extent of these differences depends on the type rather than the content of their motivation for visiting the place. People who have instrumental reasons for visit are less likely to be involved in activities that are not associated with their reasons for visit. On the other hand, people who travel to a place for pleasure reasons are involved to some extent in activities that are not directly associated with their reasons for travel.

The extent to which people who differ in their reasons for visiting a place will be similar in their activities at the place depends also on the type and length of travel. Differences in activities between international pleasure travellers are less apparent than between domestic ones.

Finally, differences in individual or trip characteristics do not seem to result in differences in activities during travel. The effect of these characteristics on activities is most of the times the result of the relationship between these characteristics and the reasons for travel.

CHAPTER 7

VISITORS' EVALUATION

This Chapter examines if variations in visitors' evaluations of the city are linked in any way to differences in visitors' activities or reasons for visit. It also examines if demographic and trip characteristics have an influence on evaluation and if this influence is by-product of their relationship with the reasons for visit and activities.

7. 1 The structure of visitors' evaluation

In Chapter 3 (Section 3. 4), it was argued that the evaluation of the destination environment consists of the evaluations of destination attributes. Further, people cognitively associate and classify these attributes into distinct types. In order to explore possible differences in visitors' evaluation of the city, it was firstly necessary to examine the pattern of relationship between attributes of the city and the way in which they form distinct types.

The mode of analysis employed was SSA analysis that was made for British and international visitors separately. The outputs from these analyses are given in Figures 7. 1 and 7. 2. The points in both plots represent the thirty-six evaluative statements that were included in the third Section of the visitors' questionnaire (Appendix 1).

The interrelationship of items is quite similar in both domestic and international visitors' plots. This implies that both groups of visitor share a common conceptual structure when they evaluate the city. However, some differences do exist between the two groups in the content of this structure.

The partitioning of the British visitors' plot (Figure 7. 1) led to the identification of the following regions: "leisure provisions", "accommodation and transportation system", "football matches", "maintenance of the physical surroundings and crime problem" and "amenity opening hours and traffic provisions".

Almost all (except for item 30) of the items included in the first region represent attributes of the city that were classified as "primary" elements before the construction of the questionnaire (Chapter 4, Section 4. 3. 3). As argued then what conceptually unifies these attributes is that, in functional terms, they are primarily related to the leisure experience of a city.

It is interesting that in the "leisure provisions" region is included item 1 which represents the general evaluation of the city. This suggests that domestic visitors evaluate the city according to what they perceive it to offer in terms of leisure facilities or opportunities.
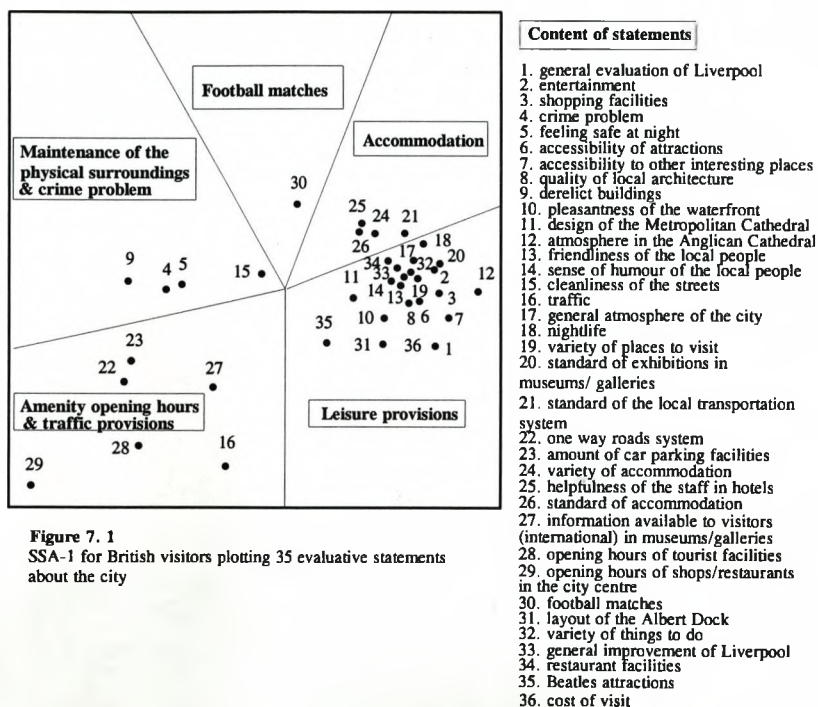
Figure 7. 1
SSA-1 for British visitors plotting 35 evaluative statements about the city

Content of statements

1. general evaluation of Liverpool
2. entertainment
3. shopping facilities
4. crime problem
5. feeling safe at night
6. accessibility of attractions
7. accessibility to other interesting places
8. quality of local architecture
9. derelict buildings
10. pleasantness of the waterfront
11. design of the Metropolitan Cathedral
12. atmosphere in the Anglican Cathedral
13. friendliness of the local people
14. sense of humour of the local people
15. cleanliness of the streets
16. traffic
17. general atmosphere of the city
18. nightlife
19. variety of places to visit
20. standard of exhibitions in museums/ galleries
21. standard of the local transportation system
22. one way roads system
23. amount of car parking facilities
24. variety of accommodation
25. helpfulness of the staff in hotels
26. standard of accommodation
27. information available to visitors (international) in museums/galleries
28. opening hours of tourist facilities
29. opening hours of shops/restaurants in the city centre
30. football matches
31. layout of the Albert Dock
32. variety of things to do
33. general improvement of Liverpool
34. restaurant facilities
35. Beatles attractions
36. cost of visit

Attributes that were categorised as "secondary" elements are found in the "accommodation" region. In the same region is also included item 21 that was classified into the "additional" elements (Chapter 4, Section 4. 3. 3)

The "amenity opening hours" (items 28, 29) are grouped together with items (16, 22, 23 & 27) that represent "additional" elements or attributes.

Finally, the "crime problem" and "the physical maintenance of the surroundings" form a distinct region in the plot. The fact that item 15 is located almost at the

centre of the plot implies that the "cleanliness of the streets" is a central aspect of domestic visitors' evaluation of the city.

Comparing the international visitors' with the British visitors' plot, some changes are evident in the interrelationship of items.

In the international visitors' plot the "secondary" elements (accommodation) do not form a distinct region but are grouped together with the "primary" ones (leisure provisions). This suggests that international visitors do not perceive the leisure experience of the city in relation to leisure facilities or opportunities but also in relation to the quality of accommodation facilities. Using Jansen-Verbeke's model (Chapter 3, Section 3. 6), it is suggested that both "primary" and "secondary" elements are integrated in international visitors' definition and evaluation of the leisure function of the city.
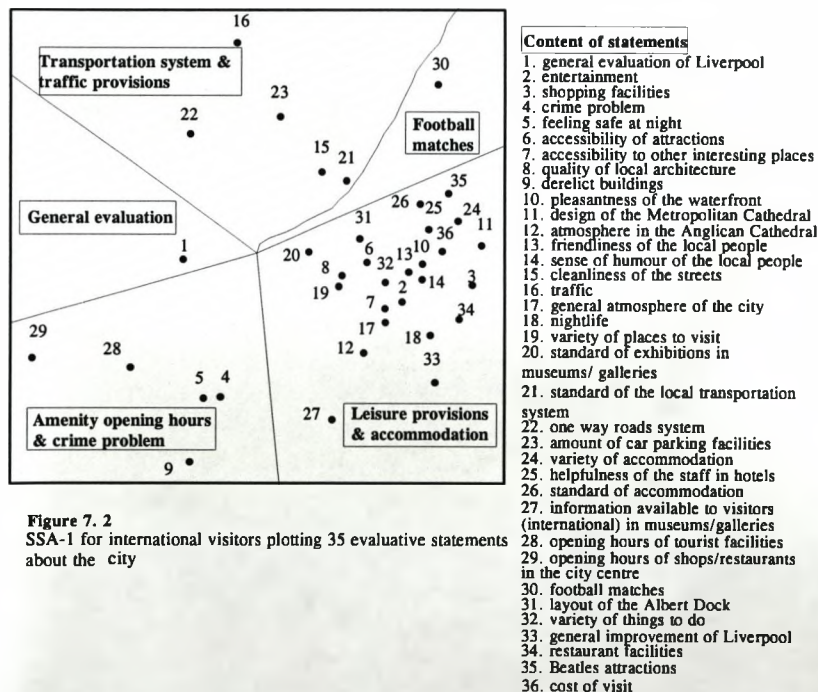
Figure 7. 2
SSA-1 for international visitors plotting 35 evaluative statements about the city

Content of statements
1. general evaluation of Liverpool
2. entertainment
3. shopping facilities
4. crime problem
5. feeling safe at night
6. accessibility of attractions
7. accessibility to other interesting places
8. quality of local architecture
9. derelict buildings
10. pleasantness of the waterfront
11. design of the Metropolitan Cathedral
12. atmosphere in the Anglican Cathedral
13. friendliness of the local people
14. sense of humour of the local people
15. cleanliness of the streets
16. traffic
17. general atmosphere of the city
18. nightlife
19. variety of places to visit
20. standard of exhibitions in museums/ galleries
21. standard of the local transportation system
22. one way roads system
23. amount of car parking facilities
24. variety of accommodation
25. helpfulness of the staff in hotels
26. standard of accommodation
27. information available to visitors (international) in museums/galleries
28. opening hours of tourist facilities
29. opening hours of shops/restaurants in the city centre
30. football matches
31. layout of the Albert Dock
32. variety of things to do
33. general improvement of Liverpool
34. restaurant facilities
35. Beatles attractions
36. cost of visit

In the same plot, attributes assigned to the "additional" elements (Chapter 4, Section 4. 3. 3) are, except for item 15, all found in the "transportation and traffic provisions" region.

Finally, the "amenity opening hours and crime problem" form a distinct region.

In the international visitors' plot item 1 (general evaluation of the city) forms a separate region "nesting" between the "transportation and traffic provisions" and "amenity opening hours and crime problem" regions. In contrast with the domestic the international visitors do not focus exclusively on a specific function in order to arrive at their overall evaluation of the city. The fact that the general evaluation is found close to items that refer to the infrastructure and safety conditions is also important. It implies that these aspects play a critical role in the way the "visit experience" of the city is evaluated by international visitors.

The SSA analysis showed that some differences exist between domestic and international visitors in the structure of their evaluation of the city. It was decided to investigate if the two groups of visitor are also differentiated in the degree of their evaluation. T-Test analysis was carried out comparing the mean scores of evaluation of the two groups of visitor for common groupings of attribute of similar regions of their SSA plots (Figures 7. 1 & 7. 2). The results are presented in the following Tables.

Table 7. 1 Results from T-Test analyses comparing British and international visitors by the categories of their evaluation

	BRITISH (N=280)		INTERNATIONAL (N=155)		
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
leisure provisions	3. 11	.79	3.27	.64	-1.80 (p>0.05)
traffic provisions	4.24	.82	3.99	.54	3.78 (p<0.05)
crime problem	4.80	1.06	4.39	.85	4.33 (p<0.05)
amenity opening hours	4.52	.94	4.60	1.14	-.67 (p>0.05)

Domestic and international visitors are similar in the direction of their evaluation. Both groups of visitor evaluate positively the leisure provisions of the city and hold moderate to slightly negative evaluations of the services/infrastructure and the safety conditions of the city. Concerning the degree of evaluation, domestic visitors are

found to be significantly ($p < 0.05$) more dissatisfied with the safety conditions or the traffic provisions.

In summary, differences between domestic and international visitors are found in the structure and the degree of their evaluation. The differences refer mainly to the services/infrastructure of the city. This finding could imply that people from different cultural backgrounds differ in the way they differentiate in functional terms the services of a city. A similar explanation could be given about the differences between the two groups of visitor in the degree of their evaluation. As argued (Chapter 2,Section 2. 4. 1) people who belong to different cultures might have different criteria to evaluate the attributes of a place.

7. 2 The relationship between reasons for visit, activities and evaluation

In Chapter 3 (Section 3. 6), it was hypothesised that visitors' evaluation of the city relates to visitors' activities during their visit. Differences in the degree of involvement in different types of activity result in differences in the interaction with and evaluation of attributes of the environment visited. It was also argued that differences in evaluation might relate to the reasons for visit. People who have different reasons for visiting the city might differ in the central purposes or objectives they wish to satisfy during their visit. It is possible that some aspects of the city do not contribute to the same extent to the satisfaction of different purposes. Therefore, people who have different reasons for visit might differ in their evaluation. It was therefore thought that variations in visitors' evaluation should be examined in relation to variations in both visitors' activities and reasons for visit.

A two-way analysis of variance (ANOVA) was found to be the most appropriate mode of analysis as it allows examining simultaneously the effect of more than one variable or factor on a dependent variable. In the present analysis, the categories of reason for visit and the types of activity were treated as the main effects while the categories of evaluation as the treatments. The analyses were carried out for British and international visitors separately. The results are presented in the following Tables.

Table 7. 2 Two-way analyses of variance (ANOVA) for British visitors
examining the effect of reasons for visit and activities on evaluations

LEISURE PROVISIONS					
	Sum of squares	df	Mean square	F	p
MAIN EFFECTS	14.702	4	3.676	5.596	.000
Reasons	10.274	3	3.425	5.214	.002
"Cultural sightseeing"	4.429	1	4.429	6.742	.010
2-WAY INTERACTION	3.267	3	1.089	.984	.094
MAIN EFFECTS	11.163	4	2.791	4.129	.003
Reasons	9.758	3	3.253	4.813	.003
"Visit Beatles attractions"	1.404	1	1.404	2.078	.151
2-WAY INTERACTION	5.067	3	1.689	2.499	.060
MAIN EFFECTS	15.620	4	3.905	5.779	.000
Reasons	10.274	3	3.425	5.068	.002
"Social and entertainment"	5.374	1	5.347	7.912	.005
2-WAY INTERACTION	.622	3	.207	.307	.820
MAIN EFFECTS	10.512	4	2.628	3.863	.005
Reasons	10.274	3	3.425	5.033	.002
"Sports and nightlife"	.238	1	.238	.350	.554
2-WAY INTERACTION	4.479	3	1.493	2.194	.089
MAIN EFFECTS	13.993	4	3.498	5.367	.000
Reasons	10.274	3	3.425	5.254	.002
"Working"	3.719	1	3.719	5.707	.018
2-WAY INTERACTION	8.774	3	2.925	4.487	.004
MAIN EFFECTS	11.866	4	2.966	4.309	.002
Reasons	10.274	3	3.425	4.974	.002
"Visit other places"	1.592	1	1.592	2.312	.130
2-WAY INTERACTION	.932	3	.311	.451	.717

FOOTBALL MATCHES					
	Sum of squares	df	Mean square	F	p
MAIN EFFECTS	48.505	4	12.126	4.201	.003
Reasons	46.525	3	15.508	5.373	.001
"Cultural sightseeing"	1.199	1	1.999	.415	.520
2-WAY INTERACTION	.584	1	.195	.067	.977
MAIN EFFECTS	24.255	4	6.064	3.181	.015
Reasons	24.323	3	8.077	4.237	.007
"Visit Beatles attractions"	.002	1	.002	.012	.912
2-WAY INTERACTION	3.266	3	1.089	.571	.635
MAIN EFFECTS	59.836	4	14.959	5.267	.000
Reasons	59.665	3	19.888	7.003	.000
"Social and entertainment"	1.518	1	1.518	.535	.465
2-WAY INTERACTION	13.696	3	4.565	1.607	.188
MAIN EFFECTS	33.505	4	8.376	2.924	.022
Reasons	12.875	3	4.292	1.498	.215
"Sports and nightlife"	2.120	1	2.120	.740	.390
2-WAY INTERACTION	6.927	3	2.309	.806	.491
MAIN EFFECTS	23.018	4	5.755	1987	.097
Reasons	13.863	3	4.621	1.596	.191
"Working"	4.064	1	4.064	1.403	.237
2-WAY INTERACTION	12.844	3	4.281	1.479	.221
MAIN EFFECTS	58.533	4	14.633	5.175	.000
Reasons	57.363	3	19.121	6.762	.000
"Visit other places"	.131	1	.131	.046	.830
2-WAY INTERACTION	16.605	3	5.535	1.957	.121

ACCOMMODATION AND TRANSPORTATION					
	Sum of squares	df	Mean square	F	p
MAIN EFFECTS	3.067	4	.767	1.232	.298
Reasons	2.412	3	.804	1.292	.278
"Cultural sightseeing"	.655	1	.655	1.052	.306
2-WAY INTERACTION	3.982	3	1.327	2.132	.096
MAIN EFFECTS	.391	4	.098	.282	.889
Reasons	.365	3	.122	.350	.789
"Visit Beatles attractions"	.027	1	.027	.076	.783
2-WAY INTERACTION	.751	3	.250	.721	.541

MAIN EFFECTS	7.037	4	1.759	2.837	.025
Reasons	2.412	3	.804	1.296	.276
"Social and entertainment"	4.626	1	4.626	7.459	.007
2-WAY INTERACTION	.645	3	.215	.347	.792
MAIN EFFECTS	7.728	4	1.932	3.160	.015
Reasons	2.412	3	.804	1.315	.270
"Sports and nightlife"	5.316	1	5.316	8.694	.003
2-WAY INTERACTION	2.311	3	.770	1.260	.289
MAIN EFFECTS	4.055	4	1.014	1.625	.168
Reasons	2.412	3	.804	1.289	.279
"Working"	1.643	1	1.643	2.634	.106
2-WAY INTERACTION	2.614	3	.871	1.397	.244
MAIN EFFECTS	5.109	4	1.277	2.046	.088
Reasons	4.757	3	1.586	2.540	.057
"Visit other places"	.020	1	.020	.043	.836
2-WAY INTERACTION	1.822	3	.607	.973	.406

AMENITY OPENING HOURS
AND TRAFFIC PROVISIONS

	Sum of squares	df	Mean square	F	p
MAIN EFFECTS	2.706	4	.676	1.578	.180
Reasons	2.691	3	.897	2.093	.101
"Cultural sightseeing"	.014	1	.014	.034	.855
2-WAY INTERACTION	1.147	3	.382	.892	.446
MAIN EFFECTS	.541	4	.137	.419	.989
Reasons	.365	3	.122	.250	.789
"Visit Beatles attractions"	.017	1	.017	.066	.773
2-WAY INTERACTION	.906	3	.302	.621	.441
MAIN EFFECTS	2.079	4	.520	1.206	.309
Reasons	1.208	3	.403	.934	.425
"Social and entertainment"	.488	1	.488	1.132	.288
2-WAY INTERACTION	.576	3	.192	.445	.721
MAIN EFFECTS	2.493	4	2.953	4.365	.212
Reasons	2.139	3	.713	1.680	.172
"Sports and nightlife"	.090	1	.090	.216	.642
2-WAY INTERACTION	2.038	3	.679	1.601	.189

	Sum of squares	df	Mean square	F	p
MAIN EFFECTS	3.453	4	.864	2.040	.089
Reasons	3.370	3	1.123	2.653	.049
"Working"	.003	1	.003	.007	.932
2-WAY INTERACTION	2.776	3	.925	2.185	.090
MAIN Effects	5.086	4	1.272	3.170	.014
Reasons	2.691	3	.897	2.375	.084
"Visit other places"	2.395	1	2.395	.972	.015
2-WAY INTERACTION	6.259	3	2.086	5.201	.002

CRIME PROBLEM AND PHYSICAL MAINTENANCE OF THE SURROUNDINGS

	Sum of squares	df	Mean square	F	p
MAIN EFFECTS	7.448	4	1.862	2.014	.093
Reasons	7.066	3	2.355	2.547	.056
"Cultural sightseeing"	.383	1	.383	.414	.521
2-WAY INTERACTION	1.792	3	.597	.646	.586
MAIN EFFECTS	.859	4	.212	.409	.629
Reasons	.178	3	.039	.123	.840
"Visit Beatles attractions"	.671	1	.671	1.536	.103
2-WAY INTERACTION	1.123	3	.374	.996	.292
MAIN EFFECTS	8.954	4	2.238	2.440	.047
Reasons	7.066	3	2.355	2.567	.055
"Social and entertainment"	1.888	1	1.888	2.058	.153
2-WAY INTERACTION	2.251	3	.750	.818	.485
MAIN EFFECTS	6.958	4	1.740	1.813	.123
Reasons	1.703	3	.568	.598	.617
"Sports and nightlife"	.592	1	.592	.623	.431
2-WAY INTERACTION	1.854	3	.618	.650	.583
MAIN EFFECTS	7.239	4	1.810	1.980	.098
Reasons	7.066	3	2.355	2.577	.054
"Working"	.174	1	.174	.190	.663
2-WAY INTERACTION	4.885	3	1.628	1.872	.151
MAIN Effects	10.142	4	2.535	2 .779	.027
Reasons	7.066	3	2.355	2.581	.054
"Visit other places"	3.076	1	3.076	3.372	.067
2-WAY INTERACTION	2.429	3	.810	.887	.448

The extent to which differences in domestic visitors' activities or reasons for visit relate to differences in their evaluation depends on the type of attributes of the city. Differences in activities produce differences mainly in the evaluation of the leisure function rather than of the services/infrastructure of the city.

The evaluation of leisure provisions by domestic visitors is found to relate to the "cultural sightseeing", "social and entertainment" and "working" activities (Table 7. 2). Visitors' are differentiated in their evaluations according to the degree to which they are involved in the three types of activity.
A significant ($p < 0.05$) interaction effect of "working" with reasons for visit on the evaluation of leisure provisions is also found. This implies that involvement in work activities does not modify the evaluation of leisure provisions in the same way for all types of visitor.

Except for "sightseeing", "social and entertainment" and "working", the degree of involvement in other activities does not seem to affect British visitors' evaluation of the leisure provisions. However, in almost all analyses differences in evaluation are found to relate to the reasons for visit. This means that according to the particular reason(s) that a British visitor has for visiting the city his or her evaluation of the leisure provisions alters.

Any differences in British visitors' evaluation of football matches seem to be the result of differences in their reasons for visit rather than in the degree to which they are involved in a particular activity. This suggests that the extent to which someone will judge the football matches as interesting is not easily modified by actual experience. A possible explanation is that the evaluation of football matches is made according to the appeal the particular sport has in general to a visitor.

The evaluation of accommodation facilities by domestic visitors is found to depend on the degree to which visitors are involved in "sports and nightlife" and "social and entertainment" activities. This finding might imply that people who are involved more in these two types of activity are also more likely to use commercial accommodation.

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The evaluation of amenity opening hours and traffic provisions by domestic visitors depends on the interaction between the reason someone has for visiting Liverpool and his or her involvement in "visit other places" activities. As argued (Chapter 6, Section 6. 1), a visit to a place outside the city might be associated with different types of activity. The evaluation of amenity opening hours may not simply depend on the extent to which someone visits places outside the city but also on the specific activities the individual undertake when he or she visits other places. The results therefore may imply that people who have different reasons for visit are differentiated in their evaluations because they experience the amenity opening hours and traffic provisions through different types of activity.

International visitors

Table 7. 3 Two-way analyses of variance (ANOVA) for international visitors examining the effect of reasons for visit and activities on evaluations

LEISURE PROVISIONS					
	Sum of squares	df	Mean square	F	p
MAIN EFFECTS	5.415	4	1.354	3.451	.010
Reasons	1.173	3	.391	.996	.396
"Cultural sightseeing"	3.703	1	3.703	9.441	.003
2-WAY INTERACTION	2.447	3	.816	2.079	.105
MAIN EFFECTS	6.069	4	.517	3.879	.005
Reasons	.985	3	.328	.840	.474
"visit Beatles attractions"	4.233	1	.233	10.823	.001
2-WAY INTERACTION	2.456	3	.819	2.093	.104
MAIN EFFECTS	2.571	4	.643	1.554	.190
Reasons	1.435	3	.478	1.157	.328
"Social, entertainment and nightlife"	.121	1	.121	.293	.589
2-WAY INTERACTION	.710	3	.237	.572	.634
MAIN EFFECTS	1.956	4	.489	1.169	.327
Reasons	1.955	3	.652	1.558	.202
"Sports "	.028	1	.028	066	.797
2-WAY INTERACTION	.873	3	.291	.696	.556

	Sum of squares	df	Mean square	F	p
MAIN EFFECTS	3.110	4	.778	1.880	.117
Reasons	2.524	3	.841	2.035	.112
"working"	.030	1	.030	.086	.770
2-WAY INTERACTION	1.311	3	.437	1.057	.370
MAIN EFFECTS	1.305	4	.326	.783	.538
Reasons	.961	3	.320	.769	.513
"Visit other places"	.124	1	.124	.298	.586
2-WAY INTERACTION	1.099	3	. 366	.879	.454
FOOTBALL MATCHES					
	Sum of squares	df	Mean square	F	p
MAIN EFFECTS	35.377	4	.844	4.824	.001
Reasons	22.357	3	.452	4.065	.008
"Cultural sightseeing"	12.065	1	12.065	6.581	.011
2-WAY INTERACTION	.863	3	.288	.157	.925
MAIN EFFECTS	24.692	4	6.173	3.238	.014
Reasons	24.370	3	8.123	4.261	006
"Visit Beatles attractions"	.542	1	.542	.284	.595
2-WAY INTERACTION	3.266	3	1.089	.571	.635
MAIN EFFECTS	22.811	4	5.703	3.009	.020
Reasons	9.803	3	3.268	1.724	.165
"Social, entertainment and nightlife"	3.565	1	3.565	1.881	.172
2-WAY INTERACTION	4.401	3	1.467	.774	.510
MAIN EFFECTS	31.598	4	7.900	4.499	.002
Reasons	9.902	3	3.301	1.880	.135
"Sports"	7.584	1	17.584	0.015	.002
2-WAY INTERACTION	1.623	3	.541	.308	.820
MAIN EFFECTS	11.885	4	2.971	.615	.173
Reasons	8.324	3	2.775	1.508	.215
"Working"	.254	1	.254	.138	.711
2-WAY INTERACTION	12.939	3	4.313	2.345	.075
MAIN EFFECTS	17.260	4	4.315	2.419	.051
Reasons	8.740	3	2.913	1.633	.184
"Visit other places"	8.344	1	8.344	4.677	.032
2-WAY INTERACTION	17.316	3	5.772	3.236	.054

TRANSPORTATION AND TRAFFIC PROVISIONS					
	Sum of squares	df	Mean square	F	p
MAIN EFFECTS	.352	4	.088	.255	.907
Reasons	.352	3	.117	.339	.797
"Cultural sightseeing"	.009	1	.009	.028	.867
2-WAY INTERACTION	.971	3	.324	.937	.425
MAIN EFFECTS	.360	4	.090	.259	.904
Reasons	.212	3	.070	.204	.894
"Visit Beatles attractions"	.178	1	.178	.513	.475
2-WAY INTERACTION	.751	3	.250	.721	.541
MAIN EFFECTS	1.062	4	.265	.769	.547
Reasons	.816	3	.272	.788	.503
"Social, entertainment and nightlife"	.595	1	.595	1.722	.191
2-WAY INTERACTION	.518	3	.173	.500	.683
MAIN EFFECTS	.313	4	.078	.222	.926
Reasons	.305	3	.102	.289	.833
"Sports"	.059	1	.059	.167	.684
2-WAY INTERACTION	.025	3	.083	.023	.995
MAIN EFFECTS	1.005	4	.251	.745	.563
Reasons	.769	3	.256	.760	.519
"Working"	.461	1	.461	1.367	.244
2-WAY INTERACTION	1.667	3	.556	1.647	.181
MAIN EFFECTS	1.143	4	.286	.825	.511
Reasons	.151	3	.050	.145	.933
"Visit other places"	.752	1	.752	2.171	.143
2-WAY INTERACTION	.656	3	.219	.631	.596
AMENITY OPENING HOURS AND CRIME PROBLEM					
	Sum of squares	df	Mean square	F	p
MAIN EFFECTS	.821	4	.205	.430	.787
Reasons	.209	3	.070	.146	.932
"Cultural sightseeing"	.666	1	.666	1.396	.239
2-WAY INTERACTION	.863	3	.288	.602	.614
MAIN EFFECTS	.634	4	.158	.336	.853

Reasons	.377	3	.126	.267	.849
"Visit Beatles attractions"	.233	1	.233	.493	.484
2-WAY INTERACTION	1.423	3	.474	1.006	.392
MAIN EFFECTS	.614	4	.153	.320	.864
Reasons	.299	3	.001	.208	.891
"Social , entertainment and nightlife"	.202	1	.202	.421	.518
2-WAY INTERACTION	.667	3	.222	.464	.708
MAIN EFFECTS	.292	4	.073	.152	.962
Reasons	.244	3	.081	.169	.917
"Sports"	.008	1	008	.017	.897
2-WAY INTERACTION	.763	3	.254	.530	.662
MAIN EFFECTS	.718	4	.180	.377	.825
Reasons	.336	3	.112	.235	.872
"Working"	.464	1	.464	.974	.325
2-WAY INTERACTION	1.393	3	.464	.974	.407
MAIN EFFECTS	1.345	4	.336	.738	.567
Reasons	1.187	3	.396	.869	.459
"Visit other places"	.067	1	.067	.147	.702
2-WAY INTERACTION	4.567	3	1.522	3.343	.052

Variations in international visitors' activities are mainly linked to variations in the evaluation of the leisure function of the city. Visitors differ in their evaluation according to the degree to which they are involved in "cultural sightseeing" and "visit Beatles attractions" activities during their visit.

In contrast with the British visitors' international visitors' evaluation does not relate to their reasons for visit. Possibly because variations in activities were less apparent between international visitors who had different reasons for visit (Chapter 6, Section 6. 2).

Similarly to the British' international visitors' evaluation of football matches varies according to the reason(s) for visiting the city. As pointed out earlier, this evaluation is probably linked to the overall interest someone has in the particular sport. However, the results show that activities also play some role in the evaluation

of football matches by international visitors. This evaluation is found to be significantly (p<0.05) associated with both "cultural sightseeing" and "sports" activities.

Although the relationship between "sports" activities and evaluation of football matches is obvious, the link between "cultural" sightseeing activity and evaluation is not easily explained. Previously it was found that sightseeing activities relate to the evaluation of leisure provisions. It might be the case that international visitors perceive the football matches as an attraction of the city and therefore their involvement in sightseeing activities affects their evaluation. Another explanation is that high involvement in sightseeing activities might result in low involvement in "sports" activities. As discussed (Chapter 6, Section 6. 2), all types of international visitor tend to be involved to a considerable degree in leisure activities. It is possible that if a visitor chooses to do more sightseeing he or she might not undertake "sports" activities. Differences in the degree of involvement in "sports" activities relate to differences in the evaluation of football matches.

In summary, variations in visitors' activities are found to relate to differences in visitors' evaluation of mainly the leisure function of the city. Differences in domestic visitors' evaluation of the leisure provisions relate also to differences in the reasons for visit. Possibly, because variation in activities between peoples who had different reasons for visit were more notable for domestic than international visitors. Although for domestic visitors variations in the evaluation of some services of the city were linked to variations in activities, for international visitors differences in activities were not found to produce differences in the evaluation of services of the city. A possible explanation is the following. It was proposed that for the domestic visitors variations in activities might reflect differences in the use or experience of services. However, there was a difference between domestic and international visitors in the attributes that defined the different types of services of the city. For example, the transportation system was linked by domestic visitors to the accommodation facilities while by international visitors to the traffic provisions of the city. It is possible that involvement in "sports" activities relates to the use of both accommodation and transportation facilities. Therefore, variations in the degree to which visitors are involved in "sports" activities generate variations in their

evaluation of both transportation and accommodation. However, differences in the degree of involvement in "sports" activity might not relate to the use and therefore evaluation of both transportation and traffic provisions.

7. 3 Background variables and evaluation

In Chapter 3 (Section 3. 6), two alternatives hypotheses were proposed concerning the relationship between visitors' demographic or trip characteristics and evaluation. First, these characteristics play an independent role in evaluation. Second, the effect of these characteristics on evaluation is by-product of their relationship with activities or reasons for travel. In order to test these hypotheses, visitors who had different demographic and trip characteristics were compared in their evaluations. T-Test analyses were carried out exploring the effect of age, gender, type of trip and repeat visit on evaluations. Additionally one way analysis of variance (ANOVA) was used in order to examine the relationship between the length of visit and evaluation. All the analyses were carried out separately for British and international visitors. The results are presented and discussed in the following.

Age and evaluation

Table 7. 4 T-Test analysis for British visitors comparing the categories of their evaluation by age

	YOUNGER (N=145)		OLDER (N=135)		
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
leisure provisions	3.10	.89	3.08	.75	.59 (p > 0.05)
accommodation & transportation	3.57	.91	3.59	.71	-.17 (p > 0.05)
football matches	3.73	1.91	3.52	1.34	1.06 (p > 0.05)
amenity opening hours & traffic provisions	4.30	.72	4.28	.58	.26 (p > 0.05)
crime problem & physical maintenance of the surroundings	4.73	1.02	4.67	.90	.58 (p > 0.05)

Table 7. 5 T-Test analysis for international visitors comparing the categories of their evaluation by age

	YOUNGER (N=95)		OLDER (N=58)		
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
leisure provisions & accommodation	3.30	.55	3.27	.27	-.78 (p > 0.05)
football matches	3.43	1.55	3.76	1.20	-1.53 (p > 0.05)
transportation system & traffic provisions	4.00	.57	3.86	.58	1.48 (p > 0.05)
amenity opening hours & crime problem	4.47	.77	4.47	.71	.01 (p > 0.05)

No significant (p < 0.05) age differences are found in visitors' evaluations. This is applicable to both domestic and international visitors.

It is interesting that the relationship between age and reasons for visit is not reflected in evaluation. For example, in Chapter 5 (Section 5. 5, Table 5. 1), age differences were found in some reasons for visit. "Sports" domestic visitors were more likely to be younger than older visitors. However, similar age differences are not found in the evaluation of football matches although this evaluation was found to relate to the reasons for visit.

Gender and evaluation

Table 7. 6 T-Test analysis for British visitors comparing the categories of their evaluation by gender

	MALE	(N=144)	FEMALE	(N=135)	
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
leisure provisions	3.14	.83	3.00	.75	1.45 (p>0.05)
accommodation & transportation	3.49	.83	3.58	.74	-.93 (p>0.05)
football matches	3.27	1.78	4.06	1.59	-3.92 p<0.05)
amenity opening hours & traffic provisions	4.32	.72	4.26	.58	.77 (p>0.05)
crime problem & physical maintenance of the surroundings	4.67	.96	4.75	.96	-.70 (p>0.05)

Table 7. 7 T-Test analysis for international visitors comparing the categories of their evaluation by gender

	MALE	(N=84)	FEMALE	(N=71)	
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
leisure provisions & accommodation	3.30	.62	3.22	.67	.76 (p>0.05)
football matches	3.40	1.45	3.79	1.35	.10 (p>0.05)
transportation system & traffic provisions	3.88	.64	4.00	.48	-1.30 (p>0.05)
amenity opening hours & crime problem	4.32	.72	4.36	.62	.41 (p>0.05)

Gender differences do not produce differences in the evaluation of international visitors (Tables 7. 7). On the other hand, significant (p<0.05) gender differences exist in the evaluation of football matches by domestic visitors. Male visitors are more positive than female visitors in their evaluations. In the previous Section, it was found that the evaluation of football matches relates to the reasons for visit. In Chapter 5 (Section 5. 5) "sports and nightlife" reasons were found to be more important to male than to female British visitors. It is reasonable to suggest that gender differences in the evaluation of football matches is the result of the relationship between reasons for visit and gender.

Repeat visit and evaluation

Table 7. 8 T-Test analysis for British visitors comparing the categories of their evaluation by repeat visit

	FIRST VISIT (N=96)		REPEAT VISIT (N=181)		
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
leisure provisions	3.29	.81	2.94	.77	3.48 (p<0.05)
accommodation & transportation	3.64	.84	3.47	.77	1.64 (p>0.05)
football matches	3.68	1.66	3.64	1.77	.35 (p>0.05)
amenity opening hours & traffic provisions	4.28	.67	4.29	.65	-.11 (p>0.05)
crime problem & physical maintenance of the surroundings	4.64	.87	4.73	.99	.21 (p>0.05)

Table 7. 9 T-Test analysis for international visitors comparing the categories of their evaluation by repeat visit

	FIRST VISIT (N=124)		REPEAT VISIT (N=31)		
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
leisure provisions & accommodation	3.35	.57	2.95	.79	2.64 (p<0.05)
football matches	3.53	1.36	3.78	1.60	-.81 (p>0.05)
transportation system & traffic provisions	3.94	.60	3.91	.48	-2.38 (p>0.05)
amenity opening hours & crime problem	4.35	.67	4.28	.72	.55 (p>0.05)

Previous experience of the city is found to modify the evaluation of both domestic and international visitors. Previous experience of the city however does not generate differences in the evaluation of all aspects of the city. Significant (p<0.05)

differences between first-time and repeat visitors exist only in the evaluation of leisure provisions. Similar findings were reported in Fakeye and Crompton's study cited in Chapter 3 (Section 3. 4). In their study differences between repeat and first-time visitors were found in the evaluation of the attractions and the local people rather than in the evaluation of infrastructure or services of the destination.

It might be the case that it is not simply the previous experience of destination attributes but the personal significance some attributes might have that affects evaluation. In the present study repeat compared to first-time visitors were found to evaluate more positively the leisure provisions which included the local people and specific places of the city. It has been found that repeat visits to an area are accompanied by the creation of a network of friendships or relationships (Fakeye and Crompton 1992). In the present study, domestic repeat visitors were also found to be more often VFR. It is possible that it is the emotional attachment to people or places of the city that leads repeat visitors to have a more positive evaluation of the leisure provisions from the first time visitors.

Type of trip and evaluation

Table 7. 10 T-Test analysis for British visitors comparing the categories of their evaluation by the type of trip

	INDIVIDUAL TRIP (N=223)		ORGANISED TRIP (N=56)		
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
leisure provisions	3.04	.77	3.19	.90	1.30 p>0.05)
accommodation & transportation	3.54	.67	3.52	1.17	-.08 (p>0.05)
football matches	3.75	1.68	3.26	1.89	-1.77 (p>0.05)
amenity opening hours & traffic provisions	4.51	.59	4.23	.82	2.91 (p<0.05)
crime problem & physical maintenance of the surroundings	4.67	.93	4.85	1.06	1.15 (p>0.05)

Table 7. 11 T-Test analysis for international visitors comparing the categories of
their evaluation by the type of trip

	INDIVIDUAL TRIP (N=115)		ORGANISED TRIP (N=40)		
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
leisure provisions & accommodation	3.17	.64	3.52	.57	3.13(p<0.05)
football matches	3.67	1.37	3.33	1.53	-1.26(p>0.05)
transportation system & traffic provisions	3.92	.62	3.97	.44	-4.74 (p>0.05)
amenity opening hours & crime problem	4.36	.74	4.28	.47	-.76 (p>0.05)

British visitors who are on an individual trip are found to be significantly
(p<0.05) more dissatisfied with the amenity opening hours and traffic provisions
from those who are on an organised trip (Table 7. 10). A possible explanation is
that for people who travel on an organised trip the visits to various places at the
destination have been usually prearranged by the organiser of the trip. This means
that the visits have been scheduled to take place during the opening hours of the
attractions or the facilities visited. However, someone who travels alone might not
consider the opening hours of amenities before his or her travel. Therefore, he or
she is more likely to experience a problem with these services than someone who
travels on an organised trip is.

Concerning the traffic provisions, visitors on an organised trip usually travel by
coach during their visit. Therefore, the availability of car parking facilities or the
traffic congestion are not going to be important to these visitors. Private (car) or
public transportation is much more likely to be used by people who are on an
individual trip. The last visitors are therefore more likely to be more critical in their
evaluation of car parking facilities or of the traffic congestion than those who travel
on an individual trip.

International visitors who are on an organised trip tend to be more dissatisfied with the leisure provisions and accommodation than those on an individual trip. A possible explanation is that the organiser of their trip modifies the range of places that people who travel on an organised trip visit. While the places that people who are on an individual trip visit are those in which they are more interested, some of the places that those who travel on an organised trip visit might not cater to their interests.

Length of visit and evaluation

Table 7. 12 One way analysis of variance (ANOVA) for British visitors comparing the categories of their evaluation by length of visit

	LENGTH OF VISIT				
	1 day (N=76)	2-3 days (N=140)	more than 3 days (N=59)		
Categories of evaluation	Mean	Mean	Mean	**F ratio**	**P value**
leisure provisions	3.09	3.09	3.20	.463	.629
accommodation & transportation	3.61	3.54	3.61	2.016	.135
football matches	3.90	3.55	3.66	1.003	.368
amenity opening hours & traffic provisions	4.28	4.25	4.48	.671	.511
crime problem & physical maintenance of the surroundings	4.73	4.64	4.89	.702	.496

Table 7. 13 One way analysis of variance (ANOVA) for international visitors
comparing the categories of their evaluation by length of visit

	LENGTH	OF	VISIT		
	1 day (N=23)	2-4 days (N=72)	more than days (N=60)		
Categories of evaluation	Mean	Mean	Mean	F ratio	P value
leisure provisions & accommodation	3.34	3.32	3.21	.609	.544
football matches	3.47	3.55	3.65	.142	.867
transportation system & traffic provisions	4.10	3.85	3.97	1.863	.158
amenity opening hours & crime problem	4.47	4.51	4.43	.206	.813

The time a visitor spends to the city is not found to relate to his or her evaluation. Differences between visitors in the length of their visit are not found to generate significant ($p < 0.05$) differences in any of the categories of their evaluation. This finding is interesting because in other studies (Chapter 3, Section 3. 4) visitors who stayed longer at the destination were found to be differentiated in their evaluations from those who stayed for a shorter period of time. A possible explanation is that overall the length of visit of urban visitors is shorter than the length of visit of travellers to other types of destination environment. It might be the case that the evaluation of the destination does alter as long as the visitor stays at the destination for a certain period of time.

In summary, characteristics of the visitor or his or her trip were found to have a weak relationship with visitor's evaluation of the city. Previous visit to the city was found to modify the evaluation of certain aspects of the city. Repeat compared to first-time visitors evaluated more positively the leisure provisions of the city. As discussed, it might not simply be the previous experience of but the importance that leisure provisions have to repeat visitors that produces differences between first-time and repeat visitors in their evaluations.

7. 4 Reasons for visit, activities and differences in degree of evaluation

The results from the previous analyses showed that visitors' evaluation relates to a certain extent to visitors' activities, reasons for visit and personal or trip characteristics. However, the strength of this relationship varied according to the referent of visitors' evaluation and the type of visitor. For example, except for the evaluation of leisure provisions, reasons, activities or background variables were not found to significantly alter the evaluation of international visitors.

Before attempting to summarise the findings, it was decided that the results from the two way analyses of variance (ANOVA) should be further elaborated. In some of these analyses (Section 7. 2, Tables 7. 2 and 7. 3), the reasons for visit, the activities or the interaction between reasons and activities were found to have an effect on evaluation. In order to see what were exactly these differences the cell means of these analyses were computed. The results from these procedures are discussed in the following.

7. 4. 1 British visitors

Leisure provisions

The degree of involvement in "cultural sightseeing" and "social and entertainment" activities as well as the interaction between reasons for visit and involvement in "working" were found to produce variations in the evaluation of leisure provisions (Table 7. 2). These findings are represented in Figures 7. 3, 7. 4 & 7. 5 .

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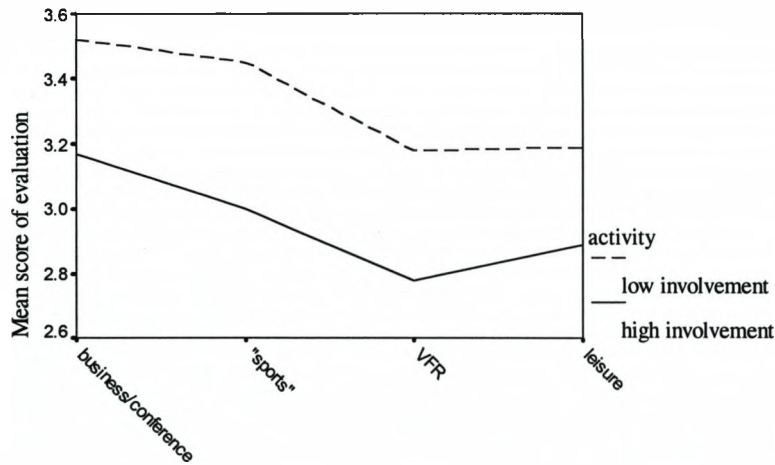
Figure 7. 3 Evaluation of leisure provisions by different types of domestic visitor according to the degree to which they are involved in "cultural sightseeing" activities
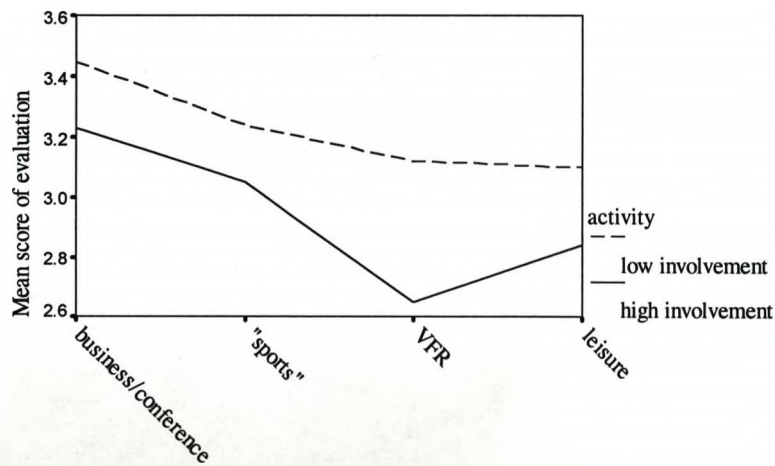
Figure 7. 4 Evaluation of leisure provisions by different types of domestic visitor according to the degree to which they are involved in "social and entertainment" activities

In Figure 7. 3 & 7. 4, it can be seen that the more a British visitor is involved in "cultural sightseeing" and "social and entertainment" activities the more positively he or she evaluates the leisure provisions.

High involvement in work activities during the visit does not alter the evaluation of all visitors in the same way (Figure 7. 5). "Sports" and "leisure" visitors become

more negative in their evaluations while VFR visitors slightly more positive. This could be explained by results reported in this Chapter (Section 7. 3) and Chapter 5 (Section 5. 5). In Section 7. 3, it was found that the domestic repeat visitors evaluated the leisure provisions more positively than the first time visitors. Additionally, in Chapter 5 (Section 5. 5), it was found that, compared to the other types of visitor, the domestic VFR visitors were more often repeat visitors to Liverpool. "Sports" and "leisure" visitors' involvement in work activities might lower the satisfaction with the leisure provisions because it limits the degree to which visitors interact with these provisions. However, VFR visitors even if they have a limited experience of the leisure provisions during their present visit, they have had experience of these provisions during past visits to the city. The degree of involvement in "working" does not seem to alter the evaluation of "business/conference" visitors. Possibly because "business/conference" visitors are all involved to a high degree in work activities.

Figure 7. 5 Evaluation of leisure provisions by different types of domestic visitor according to the degree to which they are involved in "working" activity

Variations in the reasons for visit were also found to produce variations in the evaluation of leisure provisions. In Table 7. 14 are given the mean scores of evaluation of the different types of domestic visitor.

Table 7. 14 Mean scores of evaluation of leisure provisions of the different types of British visitor

Evaluation of	leisure	Provisions	
business/conference	sports	"affective" (VFR)	leisure
Mean	Mean	Mean	Mean
3.37	3.19	2.80	2.94

Leisure and VFR visitors have the most positive evaluations of leisure provisions (Table 7. 14). As explained in Section 7. 2, British leisure visitors as a group undertake "cultural sightseeing" activities to a greater extent than "business/conference" and "sports" visitors. High involvement in this type of activities was found to change the evaluation of leisure provisions to a positive direction. Therefore, leisure visitors as group will be more positive than "business/conference: and "sports" visitors in their evaluation. The VFR visitors are more positive in their evaluation of leisure provisions because compared to both "business/conference" and "sports" visitors they undertake more "cultural sightseeing" and "social and entertainment" activities during their visit. Further, compared to all other types of visitor those who visit the city for VFR are more often repeat visitors. It was found that repeat visitors evaluate more positively than first-time visitors the leisure provisions.

Football matches

The evaluation of football matches by domestic visitors was found to alter significantly ($p < 0.05$) according to their reasons for coming to the city (Section 7. 2, Table 7. 2). In Table 7. 15 are given the mean scores of evaluation of the different types of domestic visitor.

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Table 7. 15 Mean scores of evaluation of football matches of the different types of British visitor

Evaluation	of	football	matches
business/conference	sports	"affective" (VFR)	leisure
Mean	Mean	Mean	Mean
3.88	2.73	3.53	3.86

As it can be seen in the above Table, "sports" compared to the other types of visitor have the most positive evaluation of football matches. This could be explained by the argument made in Section 7. 2. The evaluation of football matches might be based on the personal interest or the attitude a person has toward the particular sport in general.

Accommodation and transportation system

Variations in the evaluation of accommodation and transportation system were found to relate to differences in the degree of involvement in "social and entertainment " and "sports and nightlife" activities. Visitors who are involved in these activities to a high degree evaluate more positively the accommodation and transportation system of the city (Figures 6 & 7).
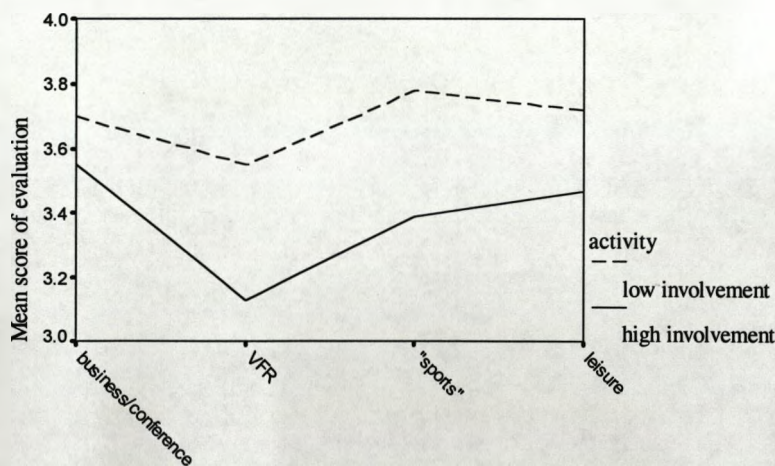
Figure 7. 6 Evaluation of accommodation and transportation system by different types of domestic visitor according to the degree to which they are involved in "social and entertainment" activities

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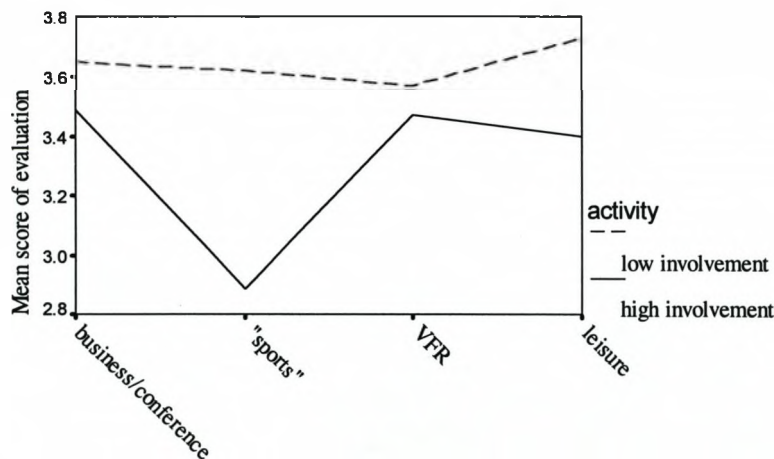
Figure 7. 7 Evaluation of accommodation and transportation system by different types of domestic visitor according to the degree to which they are involved in "sports and nightlife" activities

As discussed, high participation in "social and entertainment" and "sports and nightlife" activities might imply that the visitor is on a stay visit and uses commercial accommodation. It is possible that differences in the evaluation of accommodation and transportation between visitors who have been involved to a different degree in "social and entertainment" and "sports and nightlife" activities reflect differences in the use and actual experience of these facilities.

Amenity opening hours and traffic provisions

Variations in the degree of visitors' evaluation of the amenity opening hours and traffic provisions were found to correspond to variations in the degree to which they are involved in "visit other places" activities (Table 7. 2). However, the direction of this change was found to depend on the reasons visitors had for visiting the city. In Figure 7. 8, it can be seen that the more "business/ conference" and leisure visitors participate in "visit other places" activities the more negatively evaluate the amenity opening hours and traffic provisions. In contrast, "sports" and VFR visitors' high participation in "visit other places" activities results in a more positive evaluation of the amenity opening hours and traffic provisions.

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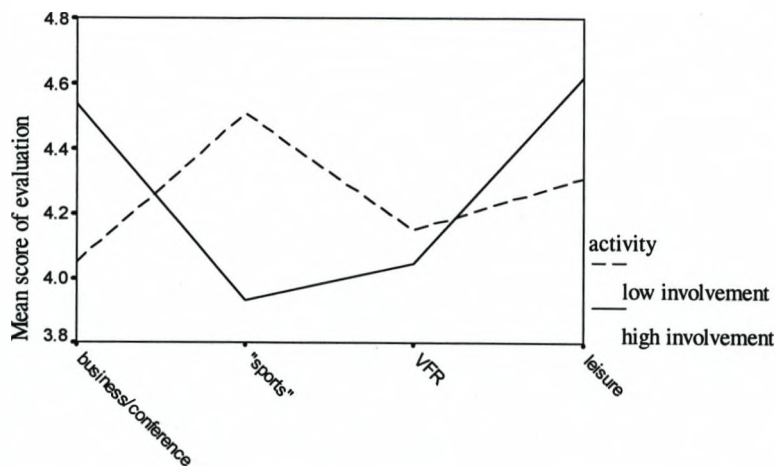
Figure 7. 7 Evaluation of amenity opening hours and traffic provisions by different types of domestic visitor according to the degree to which they are involved in "visit other places" activities

7. 4. 2 International visitors

Leisure provisions and accommodation

Differences in the degree of involvement in "cultural sightseeing" and "visit Beatles attractions" activities were found to produce differences in the evaluation of leisure provisions by international visitors. As it can be seen in Figures 7. 8 & 7. 9 the more an international visitor is involved in the two types of activity the more positive his or her evaluation becomes.
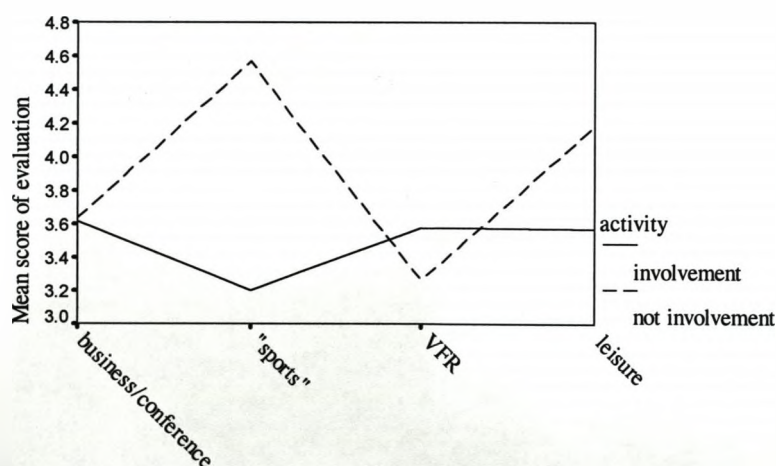
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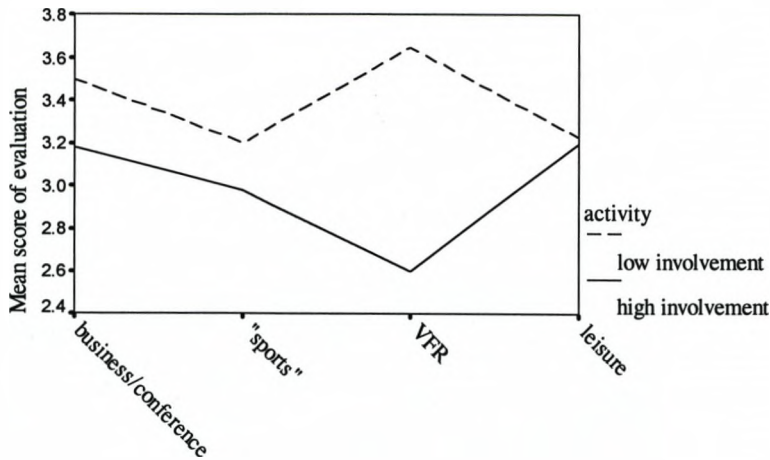
Figure 7. 8 Evaluation of leisure provisions by different types of international visitor according to the degree to which they are involved in "cultural sightseeing " activities
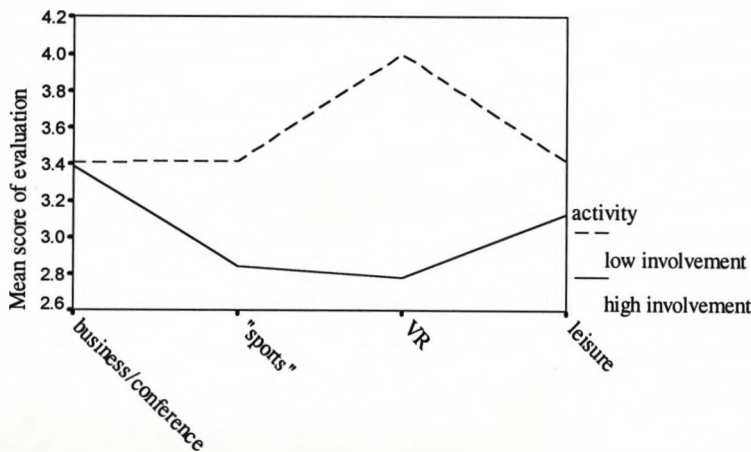
Figure 7. 9 Evaluation of leisure provisions by different types of international visitor according to the degree to which they are involved in "visit Beatles attractions" activities

Football matches

Differences in the degree of involvement in "cultural sightseeing" and "sports and nightlife" activities and in the reasons for visit were found to generate differences in international visitors' evaluation of football matches. In Figure 7. 10, it can be seen that high involvement in the first type of activities lowers the degree of evaluation of football matches. As discussed in Section 7. 2, it is possible that if an international

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visitor does a lot of sightseeing during his or her visit, he or she does not participate in "sports" activity. In Figure 7. 11, it can be seen that the evaluation of football matches becomes more positive the more someone is involved in "sports" activity.
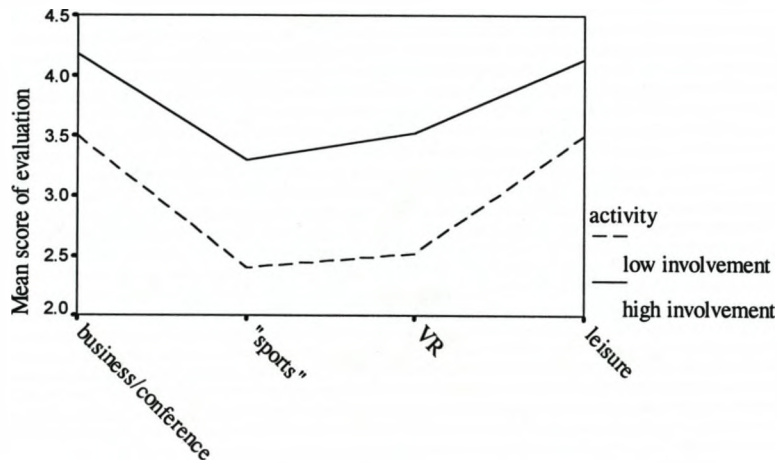
Figure 7. 10 Evaluation of football matches by different types of international visitor according to the degree to which they are involved in "cultural sightseeing" activities
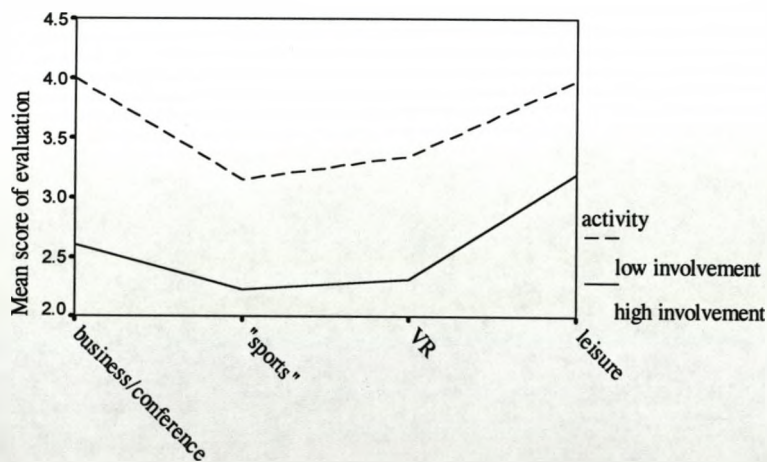
Figure 7. 11 Evaluation of football matches by different types of international visitor according to their participation in "sports" activity

Similarly to the British the international "sports" visitors evaluate the football matches more positively than all other types of visitor (Table 7. 16). As explained

"sports" visitors are more likely to have a more positive attitude toward the sport in general than the other types of visitor.

Table 7. 16 Mean scores of evaluation of football matches of the different groups of international visitors

Evaluation of	football	matches	
business/conference	sports	"affective" (VFR)	leisure
Mean	Mean	Mean	Mean
3.70	2.67	3.07	3.83

7. 5 Summary of the findings

This Chapter has explored if variations in activities during travel and in the reasons for travel to a place are in any way linked to differences in the evaluation of the place visited. In general, it has been found that differences in the pattern of activities in which people engage do relate to differences in their evaluations but this relationship is not perhaps as great as might have been expected. Further, it was most notable for domestic visitors.

Concerning the direction of evaluation, in most of the cases high involvement in activities results in more positive evaluation. This finding is congruent with previous research (Chapter 3, Section 3. 4). The present results suggest that the reason for the positive evaluation of destination attributes is possibly the increased interaction with them.

Except for previous experience, characteristics related to the individual or his or her trip do not seem to influence the evaluation of the destination environment. The role of these characteristics is mainly a by-product of their relationship with the reasons for visit or the activities during the visit.

CHAPTER EIGHT
TOURISM EMPLOYEES' PERCEPTIONS

This Chapter examines tourism employees' perceptions of visitors' activities and evaluation of the city and compares these perceptions with visitors' actual activities and evaluations. Also, tourism employees' personal evaluation of the city is examined and compared with visitors' evaluation. This examination will help to clarify if tourism employees' perception of visitors' evaluation is modified by employees' personal evaluation of the city.

8. 1 Tourism employees' perception of visitors' activities

The first Section of tourism employees' questionnaire (Appendix 1) that investigated employees' perception of visitors' activities had four different versions (see Chapter 4, Section 4. 4. 2). Participants were asked to indicate which type of visitor they thought that it was more likely to undertake each of the activities given. In each of the four versions the type of visitor was defined according to one of the following variables: age, length of visit, nationality and general reason for visit.

In order to compare visitors' actual activities with tourism employees' perception of these activities, it was firstly necessary to identify which activities the tourism employees associated with each type of visitor.

The mode of analysis employed was Multidimensional Scalogram Analysis (MSA). This is a MDS procedure that is quite sensitive even when using small groups of people. The MSA (Zvulun 1978) operates on categorical data without making any assumptions concerning its content or structure. The analysis produces a general plot as well as a set of individual plots. In the general plot the points represent the elements or items used in the analysis while in the individual plots the points represent the category to which elements have been assigned prior to the analysis. The interpretation of the MSA analysis is based on the partitioning of the general plot into regions that correspond to the categories to which items have been assigned. Items frequently assigned to the same category are more likely to be found

in the same region of the MSA plot and further apart from items assigned to other categories.

The data collected through each of the four versions was analysed separately. In each analysis the items represented the thirty-five activities. The categories to which items were assigned represented the types of visitor. In the analysis of the first version, for example, the categories represented the following types of visitor: younger-older-both younger and older. Activities that most of the times the employees indicated that were undertaken by younger visitors would appear closer in the MSA plot and further apart from activities that the employees indicated that were undertaken by older or both younger and older visitors.

8. 1. 1 Age and visitor's activities: Tourism employees' perceptions

In the general plot of the MSA analysis (Figure 8. 1) three regions were identified. The "younger visitors" region includes activities in which the tourism employees believe that mainly younger visitors are involved during their visit. In the "older visitors" region are clustered activities that tourism employees believe that mainly older visitors undertake. Finally, activities in which according to the tourism employees all visitors are likely to engage during their visit are found in the "both younger and older visitors" region.
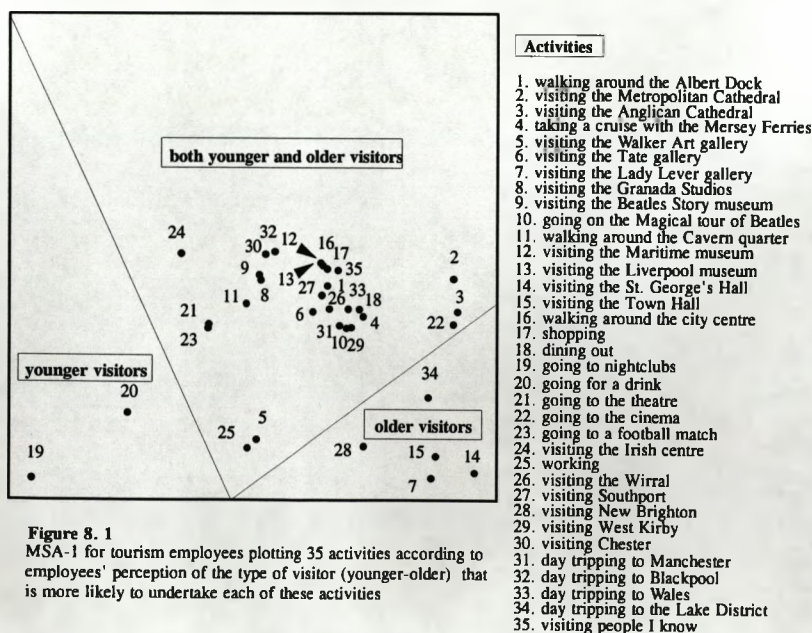
Figure 8. 1
MSA-1 for tourism employees plotting 35 activities according to employees' perception of the type of visitor (younger-older) that is more likely to undertake each of these activities

Activities
1. walking around the Albert Dock
2. visiting the Metropolitan Cathedral
3. visiting the Anglican Cathedral
4. taking a cruise with the Mersey Ferries
5. visiting the Walker Art gallery
6. visiting the Tate gallery
7. visiting the Lady Lever gallery
8. visiting the Granada Studios
9. visiting the Beatles Story museum
10. going on the Magical tour of Beatles
11. walking around the Cavern quarter
12. visiting the Maritime museum
13. visiting the Liverpool museum
14. visiting the St. George's Hall
15. visiting the Town Hall
16. walking around the city centre
17. shopping
18. dining out
19. going to nightclubs
20. going for a drink
21. going to the theatre
22. going to the cinema
23. going to a football match
24. visiting the Irish centre
25. working
26. visiting the Wirral
27. visiting Southport
28. visiting New Brighton
29. visiting West Kirby
30. visiting Chester
31. day tripping to Manchester
32. day tripping to Blackpool
33. day tripping to Wales
34. day tripping to the Lake District
35. visiting people I know

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In the next step, T-Test analysis was carried out comparing younger and older visitors in the degree to which they are involved in activities found in each region of the MSA plot.

Table 8. 1 T-Test analysis comparing younger and older visitors in their degree of involvement in activities the tourism employees believe that are undertaken only by younger visitors

YOUNGER (N=231)		OLDER (N=204)		
Mean	S.D.	Mean	S.D.	t-value
.48	.39	.26	.33	6.12 (p<0.05)

Table 8. 2 T-Test analysis comparing younger and older visitors in their degree of involvement in activities the tourism employees believe that are undertaken only by older visitors

YOUNGER (N=231)		OLDER (N=204)		
Mean	S.D.	Mean	S.D.	t-value
.11	.20	.01	.18	.83 (p>0.05)

Table 8. 3 T-Test analysis comparing younger and older visitors in their degree of involvement in activities the tourism employees believe that are undertaken by both younger and older visitors

YOUNGER (N=231)		OLDER (N=204)		
Mean	S.D.	Mean	S.D.	t-value
.27	.18	.22	.14	2.62 (p>0.05)

Tourism employees' perception of visitors' activities seems to be quite accurate with regard to the activities younger and both younger and older visitors are involved in during their visit. Activities the tourism employees believe that mainly younger visitors undertake are actually found to be undertaken more often by younger than older visitors (Table 8. 1). Also, no significant (p<0.05) differences are found between younger and older visitors (Table 8. 3) in the degree to which

they are involved in activities that the tourism employees "associate" with both types of visitor. However, employees' perception of visitors' activities is found to be inaccurate when younger and older visitors are compared in their participation in activities clustered in the "older visitors" region of the MSA plot. While employees believe that it is mainly older visitors who participate in the activities of this region in reality both younger and older visitors are found to participate in these activities (Table 8. 2).

Two factors may account for the discrepancy between older visitors'' activities and employees' perception of these activities. First, the sub sample of older visitors was slightly smaller than the sub sample of younger visitors. Therefore, employees might be less accurate in their perception of older visitors' activities because their interaction with older visitors is not as extensive as with younger visitors. Second, the employees might not use the same age criterion that it was used in the study to define a visitor as older. In the present study, visitors who were over 31 years old were classified as older. However, employees might consider as older visitors who are, for example, over sixty years old.

8. 1. 2 Length of visit and visitors' activities: Tourism employees' perceptions

The general plot of the MSA analysis (Figure 8. 2) was partitioned into two regions. Activities the tourism employees believe that visitors on a stay visit undertake are clustered in the "staying visitors" region. The "both day and staying visitors" region includes activities in which for the tourism employees both day and staying visitors are engaged during their visit. It has to be noted that it was not possible to identify a separate region for day visitors' activities. In most of the questionnaires used in the present analysis, activities had been "assigned" by the participants either to the "staying visitors" or the "both day and staying visitors" categories.

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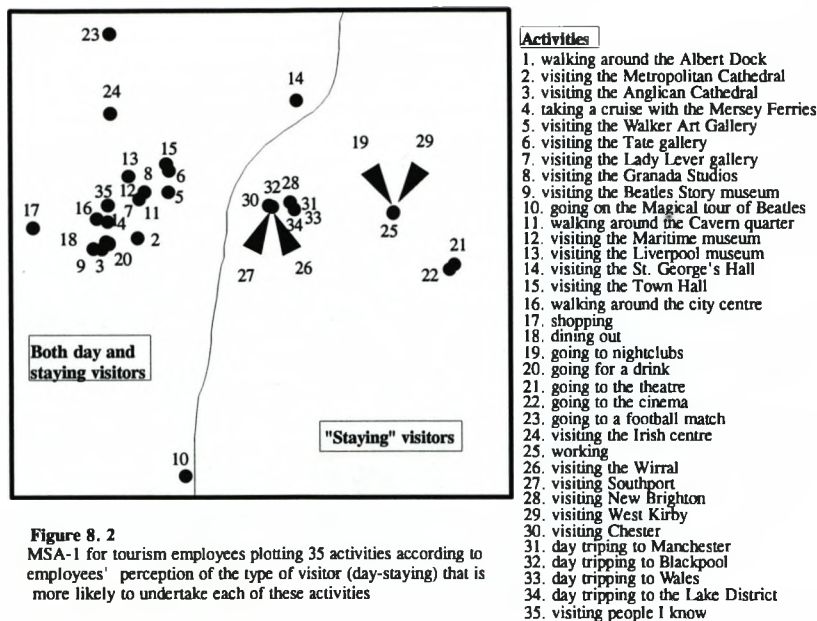
Figure 8. 2
MSA-1 for tourism employees plotting 35 activities according to employees' perception of the type of visitor (day-staying) that is more likely to undertake each of these activities

Activities
1. walking around the Albert Dock
2. visiting the Metropolitan Cathedral
3. visiting the Anglican Cathedral
4. taking a cruise with the Mersey Ferries
5. visiting the Walker Art Gallery
6. visiting the Tate gallery
7. visiting the Lady Lever gallery
8. visiting the Granada Studios
9. visiting the Beatles Story museum
10. going on the Magical tour of Beatles
11. walking around the Cavern quarter
12. visiting the Maritime museum
13. visiting the Liverpool museum
14. visiting the St. George's Hall
15. visiting the Town Hall
16. walking around the city centre
17. shopping
18. dining out
19. going to nightclubs
20. going for a drink
21. going to the theatre
22. going to the cinema
23. going to a football match
24. visiting the Irish centre
25. working
26. visiting the Wirral
27. visiting Southport
28. visiting New Brighton
29. visiting West Kirby
30. visiting Chester
31. day triping to Manchester
32. day tripping to Blackpool
33. day tripping to Wales
34. day tripping to the Lake District
35. visiting people I know

In order to assess if employees' perception of visitors' activities corresponds to the actual activities of visitors, day and staying visitors were compared in the degree to which they undertake activities grouped in each region of the MSA plot (Figure 8. 2) by means of T-Test analysis.

Table 8. 4 T-Test analysis comparing day and staying visitors in their degree of involvement in activities the tourism employees believe that are undertaken only by staying visitors

DAY VISITORS	(N=99)	STAYING VISITORS	(N=336)	
Mean	S.D.	Mean	S.D.	t-value
.03	07	.16	.20	-9.12 (p<0.05)

Table 8. 5 T-Test analysis comparing day and staying visitors in their degree of involvement in activities the tourism employees believe that are undertaken by both day and staying visitors

DAY VISITORS	(N=99)	STAYING VISITORS	(N=336)	
Mean	S.D.	Mean	S.D.	t-value
.20	.12	.32	.18	-7.05 (p<0.05)

Employees' knowledge of the activities in which staying visitors engage is relative accurate. Activities the tourism employees believe that are more often undertaken by staying visitors are actually found to be undertaken more often by these visitors (Table 8. 4). However, activities in which the tourism employees think that there are no differences between day and staying visitors, differences do exist between the two groups of visitor (Table 8. 5). The staying visitors are involved in these activities more often than the day visitors are.

It is possible that this discrepancy is caused by the fact that employees do not have a clear conception of the activities the day visitors undertake during their visit. Therefore, employees may associate the activities of staying visitors with also day visitors.

8. 1. 3 Nationality and visitors' activities: Tourism employees' perceptions

The partitioning of the MSA plot (Figure 8. 3) resulted in the identification of two regions. The "British visitors" region includes activities in which the tourism employees believe that mainly British visitors are involved. In the "both British and international visitors" region are grouped activities in which tourism employees believe that both domestic and international visitors are engaged during their visit. Employees do not seem to have a clear conception of international visitors' activities. It was not possible to identify in the plot a region that corresponds to activities in which only international visitors are involved.
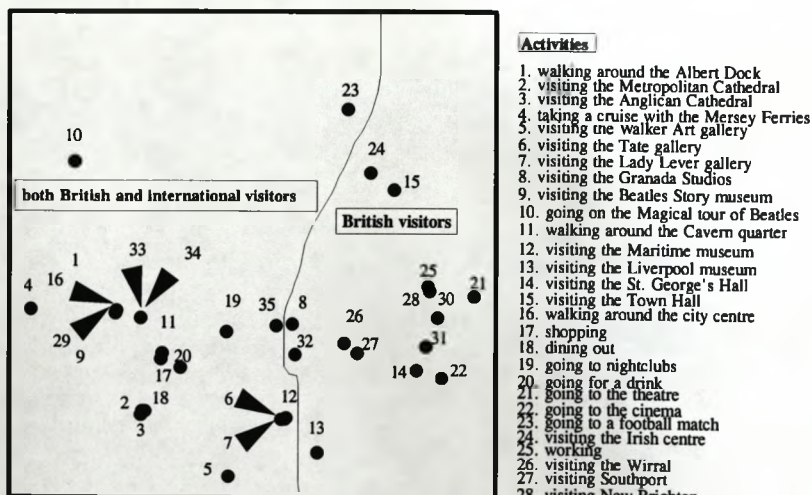
Figure 8. 3
MSA-1 for tourism employees plotting 35 activities according to employees' perception of the type of visitor (British-international) that is more likely to undertake each of these activities

Activities

1. walking around the Albert Dock
2. visiting the Metropolitan Cathedral
3. visiting the Anglican Cathedral
4. taking a cruise with the Mersey Ferries
5. visiting the Walker Art gallery
6. visiting the Tate gallery
7. visiting the Lady Lever gallery
8. visiting the Granada Studios
9. visiting the Beatles Story museum
10. going on the Magical tour of Beatles
11. walking around the Cavern quarter
12. visiting the Maritime museum
13. visiting the Liverpool museum
14. visiting the St. George's Hall
15. visiting the Town Hall
16. walking around the city centre
17. shopping
18. dining out
19. going to nightclubs
20. going for a drink
21. going to the theatre
22. going to the cinema
23. going to a football match
24. visiting the Irish centre
25. working
26. visiting the Wirral
27. visiting Southport
28. visiting New Brighton
29. visiting West Kirby
30. visiting Chester
31. day tripping to Manchester
32. day tripping to Blackpool
33. day tripping to Wales
34. day tripping to the Lake District
35. visiting people I know

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T-test analysis was performed comparing British and international visitors in the degree to which they participate in activities clustered in each region of the MSA plot.

Table 8. 6 T-Test analysis comparing British and international visitors in their degree of involvement in activities the tourism employees believe that are undertaken only by British visitors

BRITISH	(N=280)	INTERNATIONAL	(N=155)	
Mean	S.D.	Mean	S.D.	t-value
.10	.13	.17	.19	-3.79 (p<0.05)

Table 8. 7 T-Test analysis comparing British and international visitors in their degree of involvement in activities the tourism employees believe that are undertaken by both British and international visitors

BRITISH	(N=280)	INTERNATIONAL	(N=155)	
Mean	S.D.	Mean	S.D.	t-value
.29	.19	.39	.20	-4.64 (p<0.05)

The results of the comparisons of British with international visitors in the degree to which they participate in activities of each of the two regions of the MSA plot (Figure 8. 3) are presented in Tables 8. 6 and 8. 7. A significant (p<0.05) discrepancy between tourism employees' perceptions and visitors' actual activities is evident. Activities the employees believe that the British visitors undertake are more often undertaken by the international visitors (Table 8. 6). Further, international visitors are found to be involved to a significantly (<0.05) higher degree than British visitors in activities the employees believe that both groups of visitor are involved in (Table 8. 7).

It is possible that employees have a limited knowledge of international visitors' activities because employees' degree of interaction with international visitors is not as extensive as with domestic visitors. The majority of visitors to Liverpool are

domestic than international visitor (Chapter 4. Section 4. 1). Except for the degree of interaction, the language barrier between employees and international visitors may also account for the discrepancies found.

8. 1. 4 Reasons for visit and visitors' activities: Tourism employees' perceptions

The composite MSA plot (Figure 8. 4) was partitioned into three regions. The "business visitors" region includes the activity that the tourism employees think that only business visitors undertake. In the "leisure visitors" region are clustered activities the tourism employees believe that only leisure visitors undertake. Activities the employees believe that both "business" and leisure visitors are engaged in during their visit are grouped in the "both business and leisure visitors" region.

Activities
1. walking around the Albert Dock
2. visiting the Metropolitan Cathedral
3. visiting the Anglican Cathedral
4. taking a cruise with the Mersey Ferries
5. visiting the Walker Art gallery
6. visiting the Tate gallery
7. visiting the Lady Lever gallery
8. visiting the Granada Studios
9. visiting the Beatles Story museum
10. going on the Magical tour of Beatles
11. walking around the Cavern quarter
12. visiting the Maritime museum
13. visiting the Liverpool museum
14. visiting the St. George's Hall
15. visiting the Town Hall
16. walking around the city centre
17. shopping
18. dining out
19. going to nightclubs
20. going for a drink
21. going to the theatre
22. going to the cinema
23. going to a football match
24. visiting the Irish centre
25. working
26. visiting the Wirral
27. visiting Southport
28. visiting New Brighton
29. visiting West Kirby
30. visiting Chester
31. day tripping to Manchester
32. day tripping to Blackpool
33. day tripping to Wales
34. day tripping to the Lake District
35. visiting people I know

Figure 8. 4
MSA-1 for tourism employees plotting 35 activities according to employees' perception of the type of visitor (leisure-business) that is more likely to undertake each of these activities

T-Test analysis was employed to investigate if non-pleasure" ("business" and "conference") and "pleasure" ("leisure", "affective" and "sports") visitors' activities correspond to employees' perception of these activities.

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Table 8. 8 T-Test analysis comparing "business/conference" and "pleasure" visitors in their degree of involvement in activities the tourism employees believe that are undertaken <u>only</u> by leisure visitors

"BUSINESS/CONFERENCE" VISITORS (N=127)		"PLEASURE" VISITORS (N=308)		
Mean	S.D.	Mean	S.D.	t-value
.14	.18	.23	.20	-4.81(p<0.05)

Table 8. 9 Cross tabulation of general reason for visit by participation in "working" activity and chi-square based measure of association

		"BUSINESS/ CONFERENCE" (N=127)	"PLEASURE" (N=308)		
	Intend to /participated	Observed Expected Column %	Observed Expected Column %	V	p
"working"	Yes	83 104.1 65.4%	272 246.9 89.5%	.34	.000
	No	44 24.9 34.6%	36 59.1 10.5%		

Table 8. 10 T-Test analysis comparing "business/conference" and "pleasure" visitors in their degree of involvement in activities the tourism employees believe that are undertaken by <u>both</u> "business/conference" and "pleasure" visitors

"BUSINESS/CONFERENCE" VISITORS (N=127)		"PLEASURE" VISITORS (N=308)		
Mean	S.D.	Mean	S.D.	t-value
.23	.15	.27	.18	-2.70 (p<0.05)

Tourism employees are found to be accurate in their perception of "pleasure" visitors' activities. "Pleasure" visitors actually participate more frequently than "non-pleasure" visitors in activities found in the "leisure" region of the plot (Table 8. 8). Also, employees correctly associate "working" only with "business" visitors. However, employees seem to be less accurate in their perception of activities that both types of visitor undertake. "Pleasure" visitors are found to be involved in these activities more often than "business/conference" visitors are (Table 8. 10). It is possible that this discrepancy is caused by the fact that compared to "pleasure" the "business/ conference" visitors are the minority of visitors to the city. Therefore, employees might believe that "business/ conference" visitors participate in "pleasure" based activities because their interaction with them is not very extensive.

8. 2 Tourism employees' evaluation of Liverpool

Employees' evaluation of the city and intra-group variations in this evaluation were examined. As hypothesised in Chapter 3 (Section 3. 6), the personal association with the city would produce intra-group differences in employees' evaluation.

The second part of the tourism employees' questionnaire (Appendix 1) investigated tourism employees' evaluation of Liverpool. The data was analysed through SSA analysis. The resulting plot is given in Figure 8. 5. The points in the plot represent the thirty-six evaluative statements about Liverpool.

The partitioning of the general plot resulted in the identification of five regions: "leisure provisions and accommodation", "football matches", "amenity opening hours and crime problem", "general evaluation" and "traffic provisions".
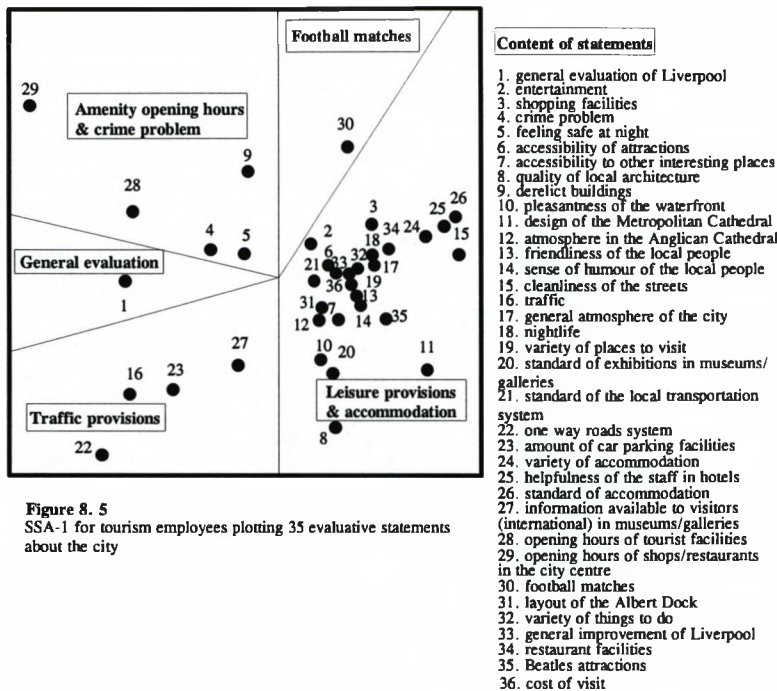
Figure 8. 5
SSA-1 for tourism employees plotting 35 evaluative statements about the city

Content of statements

1. general evaluation of Liverpool
2. entertainment
3. shopping facilities
4. crime problem
5. feeling safe at night
6. accessibility of attractions
7. accessibility to other interesting places
8. quality of local architecture
9. derelict buildings
10. pleasantness of the waterfront
11. design of the Metropolitan Cathedral
12. atmosphere in the Anglican Cathedral
13. friendliness of the local people
14. sense of humour of the local people
15. cleanliness of the streets
16. traffic
17. general atmosphere of the city
18. nightlife
19. variety of places to visit
20. standard of exhibitions in museums/galleries
21. standard of the local transportation system
22. one way roads system
23. amount of car parking facilities
24. variety of accommodation
25. helpfulness of the staff in hotels
26. standard of accommodation
27. information available to visitors (international) in museums/galleries
28. opening hours of tourist facilities
29. opening hours of shops/restaurants in the city centre
30. football matches
31. layout of the Albert Dock
32. variety of things to do
33. general improvement of Liverpool
34. restaurant facilities
35. Beatles attractions
36. cost of visit

Although the main interest of the study is to investigate possible differences between employees and visitors in the degree of their evaluation, it is interesting to compare here employees and visitors in the structure of their evaluation. In general terms, the interrelationship between attributes of the city is similar for the three groups (Figure 8. 5, Chapter 7, Figures 7. 1 and 7. 2). In more specific terms, employees are found to be more similar to international than to domestic visitors in the structure of their evaluation.

In both employees' and international visitors' plots (Figures 8. 5 & 7. 2), the general evaluation of Liverpool forms a separate region "nesting" between the "amenity opening hours and crime problem" and "traffic provisions" regions. The content of these two regions is almost identical in the two SSA plots. This similarity implies that for both tourism employees and international visitors the general evaluation of the city is crucially linked to the evaluation of facilities or the safety conditions. On the other hand, domestic visitors' general evaluation of Liverpool was found to be integrated with the evaluation of leisure provisions (Chapter 7, Figure 7. 1). Further, both tourism employees and international visitors seem to conceptualise the accommodation facilities as an integral part of the leisure function of the city. Items representing the accommodation are found in the "leisure provisions" region of both plots.

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The fact that employees are more similar to international than to domestic visitors in the structure of their evaluation is interesting. In Chapter 2 (Section 2. 4. 1), it was argued that cultural differences might exist in the internal representation of a setting. Therefore, the cognitive association of the attributes of the city might be more similar between employees and domestic than between employees and international visitors. The results may suggest that environmental role is more important than culture in the internal representation of a place. For example, international visitors might conceptualise accommodation as part of the leisure function of the city because they use private accommodation and are involved in activities through which they experience the leisure function of the city to a greater extent than domestic visitors (Appendix 3, Table 6, Chapter 5, Section 6. 3). Also, employees might conceptually integrate leisure provisions and accommodation because these two aspects relate to tourism related occupations.

8. 2. 1 Variations in tourism employees' evaluation

The possible effect of age, gender and personal association with the city on employees' evaluations was explored through T-test analysis. The small sample did not allow, however, to investigate if employees' working experience and type of occupation play a role in their evaluations.

Table 8. 11 T-Test analysis for tourism employees comparing the categories of evaluation by age

	YOUNGER	(N=37)	OLDER	(N=37)	
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
General evaluation	3.70	.93	3.84	.90	-.63 (p>0.05)
Leisure provisions & accommodation	2.82	.81	2.63	.73	1.04 (p>0.05)
Football matches	3.24	1.80	2.70	1.51	1.35 (p>0.05)
Traffic provisions	4.52	1.00	4.45	1.13	.27 (p>0.05)
Amenity opening hours & crime problem	4.39	1.02	4.06	1.17	1.26 (p>0.05)

Age does not seem to play a role in employees' evaluation of the city. Significant (p<0.05) differences between younger and older employees are not found in any of the categories of their evaluation (Table 8. 11).

The fact that age was also not found to have an effect on visitors' evaluation (see Chapter 7, Section 7. 3) might suggest that age differences do not produce differences in the evaluation of a city as a leisure environment.

Gender and tourism employees' evaluation

Table 8. 12 T-Test analysis for tourism employees comparing the categories of evaluation by gender

	MALE	(N=36)	FEMALE	(N=38)	
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
General evaluation	2.79	.85	2.66	.67	.69 (p>0.05)
Leisure provisions & accommodation	2.82	.81	2.63	.73	1.06 (p>0.05)
Football matches	2.88	1.68	3.08	1.63	-.50 (p>0.05)
Traffic provisions	4.64	1.19	4.32	.90	1.29 (p>0.05)
Amenity opening hours & crime problem	4.17	1.19	4.35	1.08	-.64 (p>0.05)

Similarly to age, gender does not generate differences in tourism employees' evaluation of the city. Male and female employees are not found to be significantly ($p < 0.05$) differentiated in the degree of their evaluations (Table 8. 12). Gender was not also found to have an independent effect on visitors evaluation (Chapter 7, Section 7. 3). It is therefore possible to argue that gender does not relate with differences in the evaluation of a city as a leisure environment.

Personal association with Liverpool

Table 8. 13 T-Test analysis for tourism employees comparing those who are originally from Liverpool with those who are not by the categories of evaluation

	FROM LIVERPOOL (N=45)		NOT LIVERPOOL FROM (N=29)		
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
General evaluation	2.99	.58	3.38	.63	-2.55 (p<0.05)
Leisure provisions & accommodation	2.51	.67	3.08	.77	-3.17 (p<0.05)
Football matches	2.98	1.67	3.00	1.64	-.05 (p>0.05)
Traffic provisions	4.61	.98	4.25	1.14	1.36 (p>0.05)
Amenity opening hours & crime problem	4.28	1.24	4.24	.93	.13 (p>0.05)

The personal association with the city is found to generate significant ($p < 0.05$) differences in employees' evaluation. Employees who are originally from Liverpool evaluate more positively than those who are not from Liverpool both the leisure provisions and the city in general. This finding seems to support partially the hypothesis raised in Chapter 3 (Section 3. 6). As discussed then, the personal association with a place should be accompanied by positive evaluations of that place. The results in Table 8. 13 reveal that differences between employees in their personal association with the city affects their evaluation. The direction of evaluation (positive) of "leisure provisions and accommodation" and "general evaluation" is the same for both sub groups of employees. However, employees who are originally from Liverpool tend to be more positive than those who are not from Liverpool in their evaluations.

The interesting finding is that this intra-group differentiation of tourism employees does not apply to all categories of their evaluation. All employees evaluate in the same way facilities/services and the safety conditions of the city. This implies that the personal association with a place does modify the degree of place evaluation but, on the other hand, this modification is selective. There are particular aspects of a

place that are evaluated more positively by those who are originally from that place than by those who are not from there.

8. 3 Comparison between visitors' and tourism employees' evaluations

One of the hypotheses of the study is that employees' personal evaluation of the city affects their perception of visitors' evaluation. In other words, discrepancies between employees' perception of visitors' evaluations and the actual evaluations of visitors should reflect differences in the evaluation of the city between the two groups. In order to test this possibility, it was firstly decided to compare employees and visitors in their evaluations.

Tourism employees' were compared with British and international visitors separately. T-Test analyses were carried out comparing each group of visitors with tourism employees' in the evaluation of individual attributes of the city and of common groupings of attribute found in similar regions of their SSA plots (Figures 8. 5, 7. 1 & 7. 2). The decision to compare employees and visitors in their evaluation of individual attributes of the city was found necessary because employees' perception of visitors' evaluation was investigated in detail (tourism employees' questionnaire, Appendix 1, Section C). Employees were asked to indicate how they thought that visitors would evaluate specific attributes of the city.

Table 8. 14 Results from T-Test analyses that showed significant (p<0.05) differences between British visitors' and tourism employees' evaluations

Questions	BRITISH VISITORS (N=280) Mean	S.D.	TOURISM EMPLOYEES (N=74) Mean	S.D.	t-value
1	2.94	1.34	2.47	1.08	2.73
2	3.04	1.22	2.45	1.08	3.79
3	3.03	1.27	2.60	1.33	2.56
5	4.33	1.22	3.76	1.11	3.60
9	5.19	1.33	4.80	1.10	2.56
11	3.57	1.56	2.84	1.21	4.28
12	3.21	1.33	2.78	1.31	2.47
13	2.78	1.33	2.42	1.02	2.18
14	2.91	1.37	3.89	1.82	-4.29
15	4.44	1.39	2.95	1.12	9.53
16	4.16	1.25	3.35	1.55	4.08
18	3.27	1.20	2.54	1.23	4.57
19	2.79	1.16	2.47	.97	2.15
20	2.98	1.15	3.49	1.48	-2.74
21	3.50	1.14	2.97	1.06	3.75
23	4.18	1.15	3.04	1.30	7.38
24	3.59	1.01	2.97	1.23	3.95
25	3.57	1.03	4.31	1.54	-3.86
26	3.63	1.02	4.32	1.38	-3.98
27	3.97	1.06	4.43	1.21	-3.00
28	4.30	1.01	4.91	1.38	-3.58
29	4.75	1.34	3.64	1.70	5.18
30	3.66	1.73	3.21	1.29	2.41
31	2.88	1.15	2.53	.92	2.43
32	2.89	1.21	2.72	.94	1.26
33	3.18	1.27	2.54	1.05	3.95
34	3.36	1.09	2.84	1.36	3.40
36	3.15	1.24	2.73	1.04	2.64

Table 8. 15 T-Test analysis comparing tourism employees and British visitors in the categories of their evaluation

Categories of evaluation	BRITISH VISITORS (N=280)		TOURISM EMPLOYEES (N=74)		
	Mean	S.D.	Mean	S.D.	t-value
Leisure provisions	3.41	1.28	2.47	.78	7.82 (p<0.05)
Football matches	3.70	2.29	2.99	1.63	4.70 (p<0.05)
Traffic provisions	4.65	1.35	4.55	1.18	.62 (p>0.05)
Crime problem	5.00	1.34	4.31	1.15	5.01 (p<0.05)

Significant (p<0.05) differences exist between British visitors and tourism employees in their evaluations (Table 8. 14). Most of these differences refer to the evaluation of various leisure provisions. However, differences do exist in also the evaluation of the safety conditions (question 5), opening hours of facilities (questions 28 and 29) and specific services (questions 16 and 21). In most cases the tourism employees' evaluation is more positive than the evaluation of British visitors. However, it is interesting to examine in which questions the visitors' mean score is lower (more positive evaluation) than the mean score of employees. These are the following questions: 20, 25, 26 and 27. The attributes to which these questions refer relate to the work activities of tourism employees. This finding accords with the results obtained in some previous studies reviewed in Chapter 3 (Section 3. 5). Tourism employees and visitors were differentiated in the evaluation of aspects that related to the work activities of employees.

In relation to the general categories of evaluation, British visitors are found to be significantly (p<0.05) more negative than the tourism employees in their evaluation of "leisure provisions", "football matches" and "crime problem" (Table 8. 15).

Table 8. 16 Results from T-Test analyses that showed significant (p<0.05) differences between international visitors' and tourism employees' evaluations

	INTERNATIONAL VISITORS (N=155)		TOURISM EMPLOYEES (N=74)		
Questions	Mean	S.D.	Mean	S.D.	t-value
2	3.11	1.06	3.85	1.57	4.38
3	3.34	1.12	2.60	1.33	4.40
4	4.20	1.00	4.76	1.14	-3.58
5	4.16	1.06	3.76	1.11	2.57
10	3.00	1.26	2.58	.87	2.89
11	3.43	1.47	2.84	1.21	3.19
12	3.22	1.26	2.78	1.31	2.45
13	2.87	1.35	2.42	1.02	2.79
14	3.21	1.28	3.89	1.82	-2.86
15	4.12	1.59	2.95	1.12	6.34
16	3.97	.98	3.35	1.55	3.11
17	3.55	1.32	3.09	1.21	2.50
18	3.45	1.07	2.54	1.23	5.63
19	3.07	1.15	2.47	.97	3.80
21	3.58	1.11	2.97	1.06	3.95
22	4.05	.72	4.60	1.21	-3.56
23	3.94	.84	3.04	1.30	5.38
24	3.66	.95	2.97	1.23	4.23
25	3.46	1.17	4.31	1.54	-4.17
26	3.59	1.11	4.32	1.38	-3.97
27	3.66	1.21	4.43	1.21	-4.49
28	4.43	1.24	4.91	1.38	-2.62
29	4.76	1.46	3.64	1.70	5.10
31	3.00	1.23	2.53	.92	2.86
32	3.13	1.18	2.72	.94	2.59
33	3.62	.88	2.54	1.05	7.57
34	3.51	.96	2.84	1.36	3.77

35	3.22	1.34	3.82	1.45	-3.04
36	3.15	1.20	2.73	1.04	2.54

Table 8. 17 T-Test analysis comparing tourism employees and international visitors in the categories of their evaluation

	INTERNATIONAL VISITORS (N=155)		TOURISM EMPLOYEES (N=74)		
Categories of evaluation	Mean	S.D.	Mean	S.D.	t-value
Leisure provisions	3.85	1.57	2.47	.78	8.78 (p<0.05)
Football matches	3.60	2.52	2.99	1.63	5.27 (p<0.05)
Traffic provisions	4.87	1.70	4.55	1.18	1.61 (p>0.05)
Crime problem	4.60	1.14	4.31	1.15	4.33 (p>0.05)

Differences exist between international visitors and tourism employees in the evaluation of mainly leisure provisions (Table 8. 16). However, significant (p<0.05) differences between the two groups are also found in the evaluation of the opening hours of facilities (questions 28 and 29) and some particular services (questions 16 and 21). Tourism employees in general tend to be more positive in these evaluations than visitors. However, similarly to the British the evaluation of international visitors is also found to be more positive than the evaluation of tourism employees in questions 25, 26 and 27. In terms of the categories of evaluation (Table 8. 17), tourism employees are found to evaluate more positively than the international visitors the "leisure provisions" and the "football matches"

In summary, employees are differentiated in their evaluation from both domestic and international visitors. The factors that account for this differentiation are possibly employees' personal association with the city as well as the type of their occupation. The differences between employees and visitors exist mainly in the evaluation of the leisure provisions of the city.

8. 4 Tourism employees' perception of visitors' evaluations

The third Section of the tourism employees' questionnaire (Appendix 1, tourism employees' questionnaire, Section C) investigated employees' perception of visitors' evaluations. In each question of this Section tourism employees were asked to indicate how did they think that visitors who had certain reasons for visiting Liverpool evaluated particular attributes of the city.

The data was analysed through T-Test analysis. Tourism employees' responses were compared with the actual evaluations of domestic and international visitors separately.

Tourism employees' knowledge of domestic visitors' evaluation is found to be moderate (Table 8. 18). Employees' perceptions correspond to the actual evaluations of visitors who come to Liverpool for the following reasons: "for business", "to shop", "for general sightseeing", "to enjoy the nightlife", "to trace my roots", "to renew memories" and to "meet new people". Employees' perception of the evaluations of visitors who come for other reasons is found to be inaccurate. Tourism employees tend to "assign" to visitors more positive evaluations than these visitors actually have. Exception, however, is employees' perception of the evaluations of visitors who come to Liverpool for the following reasons: "to visit places of personal interest", "to attend a football match", "to attend a sport event" and "to pay a tribute to the Beatles". Visitors' actual evaluations are more positive than employees' perceptions of these evaluations. Interestingly, visitors' evaluations refer to attributes of the city that were evaluated more positively by visitors than by tourism employees (Appendix 1, tourism employees' questionnaire, Section C and Table 8. 14). In other words, the "accuracy" or "inaccuracy" in tourism employees' perception of visitors' evaluation seems to be consistent to the differences between employees' and visitors' personal evaluations. When tourism employees perceive correctly visitors' evaluations seems to relate to the fact that differences did not exist between tourism employees and domestic visitors in these evaluations.

Table 8. 18 T-Test analysis comparing tourism employees' perceptions of visitors' evaluations and the evaluations of British visitors

	BRITISH VISITORS (N=280)		TOURISM EMPLOYEES (N=74)		
	Evaluation		Evaluation		
Reasons for visit	Mean	S.D.	Mean	S.D.	t-value
all visitors	3.10	1.51	2.53	.88	2.14 (p<0.05)
for business	4.03	.71	3.98	.79	.38 (p>0.05)
to attend a conference	3.75	.86	2.97	1.24	4.27 (p<0.05)
for shopping	3.00	1.65	2.60	1.33	.87 (p>0.05)
to visit relations	3.75	.71	3.45	.76	2.48 (p<0.05)
for general sightseeing	3.33	.92	3.04	.84	1.81 (p>0.05)
to visit places of personal interest	2.51	1.23	3.49	1.48	-4.35 (p<0.05)
to attend a sport event	3.19	1.40	4.32	1.54	-4.03 (p<0.05)
to attend a football match	2.42	1.98	3.22	1.29	-2.37 (p<0.05)
to enjoy the nightlife	3.38	1.10	3.15	.84	1.17 (p>0.05)
to go to a theatre	3.95	.72	2.74	1.02	4.65 (p<0.05)
to trace my roots	3.14	2.05	2.64	.81	.63 (p>0.05)
to renew memories	2.90	1.75	2.55	1.05	1.02 (p<0.05)
to relax	4.29	.99	3.78	.81	3.48 (p<0.05)
for a day out away from home	4.01	.80	3.69	.89	2.30 (p<0.05)
to visit a place never been to before	3.26	1.30	2.81	.83	2.44 (p<0.05)
to meet new people	3.04	1.75	3.49	1.20	-1.40 (p>0.05)
to pay a tribute to the Beatles	3.34	.97	4.13	1.08	-3.07 (p<0.05)

Table 8. 19 T-Test analysis comparing tourism employees' perceptions of visitors' evaluations and the evaluations of international visitors

| | INTERNATIONAL VISITORS (N=155) | | TOURISM EMPLOYEES (N=74) | | |
| | Evaluation | | Evaluation | | |
Reasons for visit	Mean	S.D.	Mean	S.D.	t-value
all visitors	3.05	1.11	2.53	.88	2.34 (p<0.05)
for business	3.76	.47	3.98	.79	-1.73 (p>0.05)
to attend a conference	3.84	.97	2.97	1.24	3.82 (p<0.05)
for shopping	2.60	1.33	.00	.00	-
to visit relations	3.71	.66	3.45	.76	1.95 (p>0.05)
for general sightseeing	3.21	.76	3.04	.84	1.15 (p>0.05)
to visit places of personal interest	2.81	1.08	3.49	1.48	-2.75 (p<0.05)
to attend a sport event	3.71	1.46	4.32	1.54	-1.74 (p>0.05)
to attend a football match	2.42	1.72	3.22	1.29	-2.14 (p<0.05)
to enjoy the nightlife	3.35	.80	3.15	.84	.89 (p>0.05)
to go to a theatre	3.00	.70	2.74	1.02	.49 (p>0.05)
to trace my roots	2.42	.83	2.64	.81	-.65 (p>0.05)
to renew memories	3.06	1.39	2.55	1.05	1.42 (p>0.05)
to relax	4.05	.93	3.78	.81	1.49 (p>0.05)
for a day out away from home	4.11	.85	3.69	.89	2.25 (p<0.05)
to visit a place never been to before	3.35	.82	2.81	.83	3.82 (p<0.05)
to meet new people	3.06	1.36	3.49	1.20	-1.46 (p>0.05)
to pay a tribute to the Beatles	2.86	.85	4.13	1.08	-5.76 (p<0.05)

Tourism employees are found to be slightly more accurate in their perception of international visitors' evaluations. Possibly because differences in evaluation were less apparent between employees and international than between employees and domestic visitors. British visitors were more negative than the tourism employees in the evaluation of both "leisure provisions" and "crime problem". This is reflected in the present results. Differences between tourism employees and British visitors are found in the evaluation of the safety conditions or some particular services. Domestic visitors evaluate these aspects more negatively than employees do. However, differences in evaluation are not found between employees and international visitors.

8. 5 Summary of the findings

Differences between tourism employees' perceptions of visitors' activities and visitors' actual activities might be the result of employees' limited interaction with certain types of visitor. These differences are more apparent between employees' perception of domestic and international visitors' activities and the activities in which domestic and international visitors are actually involved. In this case, the factor that causes differences between employees'' perceptions and visitors' activities might be the language barrier between employees and international visitors.

The personal association with the city is found to produce intra-group variations in employees' evaluation. However, the personal association with the city does not modify the evaluation of all the attributes of the city. Employees who are originally from the city compared to those who are not evaluate more positively only the leisure provisions of the city.

Differences between employees' and visitors' evaluation of the city were established. These differences were slightly more apparent between employees and domestic than between employees and international visitors. Employees are, in general, more positive than visitors in their evaluations. However, visitors are found

to evaluate more positively than the employees attributes of the city that relate to the work activities of employees.

Tourism employees' perception of visitors' evaluation is modified by employees' personal evaluation of the city. In general employees "assign" to visitors more positive evaluations. However, employees tend to believe that visitors are more negative in their evaluation of aspects that relate to employees' occupation.

CHAPTER NINE
DISCUSSION

The final chapter of this thesis will discuss the general implications of the present research. It will consider the contribution of the current investigation in modifying or expanding previous work on travel behavior and experiences. Further, it will discuss the problems encountered and some methodological implications of the study. Also, the significance of some of the findings for tourism marketing and planning in Liverpool will be considered. Finally, this Chapter will suggest some fruitful areas for future inquiry.

9. 1 Variations in the reasons for travel

In Chapter 3 (Section 3. 2. 1), it was pointed out that the existing research on tourism motivation has been concerned primarily with the content of rather than with the possible relationship between people's motives for travel. The few studies on the relationship between motives have demonstrated that there is a reciprocal relationship between "push" and "pull" motives (Chapter 3, Section 3. 2. 2). In other words, the attractiveness of destination environment attributes ("pull" motives) alters with variations in the socio-psychological needs of the tourist ("push" motives).

The idea that certain "push" motives correspond to certain "pull" motives has been supported to some extent by the findings of the study. Variations in the pleasure reasons for travelling to a city were found most of the times to correspond to variations in both "push" and "pull" motives. Issues to do with the construction of the questionnaire account for the fact that one of the categories of reason for travel comprised only of "pull" motives.

Previous studies (Oh et al 1995; Pyo et al 1989; Uysal and Jurowski 1994) have found that, although people might have a multiplicity of "pull" motives, usually they have one dominant "push" motive for travel. The present study suggests that in some

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cases people might have not only multiple "pull" but also multiple "push" motives. Leisure visitors to a city were found to have several "push" motives such a relaxation, escape and the need for social interaction.

The idea that the motivation for travel is an over-determined behaviour has been supported by most tourism motivation researchers (Crompton 1979; Iso-Ahola 1982; Pearce 1988). However, it was argued (Chapter 3, Section 3. 2. 1) that the use of qualitative methodologies by most of these researchers possibly has affected the possibility to illustrate clearly how travel is defined by or relates to different motives. There is another reason that might also account for the fact that the relationship between "push" and "pull" motives has not been clearly revealed. In some of the existing research (Crompton 1979; Iso-Ahola 1982; Plog 1991), travel motivation was approached as a context free behaviour. Participants were asked why they would like to travel in general and not why they would like to travel to different types of destination environment. Although tourism motivation research is important in its own right, it could be complemented in the future by research dealing with the reasons people have for travelling to different types of destination environment. It is thought that in the last type of research the "match" between individuals' socio-psychological needs and preference for characteristics of the destination environments will be more clearly revealed.

In the present study the interrelationship between the different reasons for travel was found to be to some extent similar between domestic and international visitors to a city. This suggests that different cultures might share a common conceptual structure in evaluating the importance of different reasons for travel. However, the study seems to support Yuan's and McDonald's (1990) argument that a universal structure of tourism motivation cannot be upheld. Despite the similarities in the overall structure of reasons for visit, some differences were also apparent between domestic and international visitors in the content of the "pull" motives with which the different "push" motives were associated. It was argued (Chapter 5, Section 5. 4) that these differences are product of differences in the type of travel or cultural differences. Differences in the

type of travel imply that instrumental factors such as the cost of travel may modify the "push" motives with which certain aspects of the destination environment would be associated. Alternatively, different cultures may interpret the same characteristics of the environment from different perspectives. Because the same attributes of the destination may acquire different meanings, they might be associated with the satisfaction of different "push" motives by different cultures. It would be of interest if future research clarifies whether it is the type of travel or culture that affects the pattern of relationship between the "push" and "pull" motives of a traveller.

9. 2 Variations in activities during travel

As Mannell and Iso-Ahola (1987) have argued a systematic investigation of the content of tourists' on-site experiences is lacking. In survey research that predominantly studies this content, people are usually asked to indicate which activities they have undertaken during their visit to a place. However, as Pearce (1995) postulated, the interrelationship between the different activities in which people engage is rarely examined. Further, little empirical work has been undertaken that attempts to determine the factors that account for variations in people's activities during travel.

The present study has attempted to explore if variations between people in their reasons for travel do generate similar variations in people's activities during travel. The findings suggest that people are differentiated in their activities mainly according to the type rather than the content of their motivation. Differences in activities were more pronounced between people who were visiting the city for instrumental reasons and people who were visiting the city for pleasure reasons rather than between people who had different pleasure reasons for visit.

The idea that different patterns of activity during travel correspond to different motives for travel is an underlying assumption of the limited literature on tourist roles. However, this assumption was not examined empirically by either Cohen (1974) or

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Yiannakis and Gibson (1992). It has to be noted here that Cohen (1974) did not support his seminal work on tourist roles with empirical evidence while in Yiannakis' and Gibson's (1992) study the participants were university students rather than tourists or travellers to a specific place.

Both authors have proposed that similarities in activities do exist between different types of traveller. However, they do not seem to agree on the reasons behind these similarities. For Cohen (1974), similarities in activities possibly reflect motivational similarities. Yiannakis and Gibson (1992), on the other hand, have argued that similarities in activities do not necessarily require similarities in the motivation for travel. They proposed that it is mainly the similarity in the perceived freedom associated with travel and the intrinsically satisfying nature of the activities associated with different pleasure based roles that account for similarities in activities between people who have different pleasure motives for travel.

If each type of activity identified in the present study corresponds to a distinct traveller role to the city, the study's findings seem to support Yiannakis' and Gibson's (1992) arguments. Behavioural similarities do exist between pleasure based roles and these are not accompanied by motivational similarities.

Additionally, the study has revealed that the degree of similarity in the activities associated with pleasure-based roles can be influenced by the type of traveller considered-domestic versus international. Thus, for the international travellers, there is less variation in their activities between the different pleasure-based roles. In addition, however, there were also differences between international and domestic travellers with respect not only to pleasure but also instrumental roles. International travellers tend to undertake activities not associated with their reasons for travel to a greater extent than domestic travellers.

It is possible that the differences between domestic and international travellers reflect differences in the length of their travel. In the present study, the international visitors did stay in the city for a longer period of time than the domestic visitors. However, the length of travel does not seem to fully account for intra-role behavioural differences

between domestic and international travellers. Although, for example, domestic and international "sports" visitors were not differentiated in the length of their visit, they were differentiated in their activities. In discussing these results, it was proposed that the factor that possibly accounts for differences in activities between domestic and international travellers is the psychological familiarity or distance from the destination. It would be useful if future research explores these issues further because authors such as Dann (1993) have argued that the distinction between domestic and international travellers is artificial.

Yiannakis' and Gibson's (1992) suggestion that similarities in the perceived freedom rather than in the content of motivation account for similarities in activities between traveller roles has certain implications. It means that, depending on the perceived freedom associated with travel, people may undertake activities that are not associated with their motives for travel. In Chapter 2 (Section 2. 5), it was argued that people before visiting a place cognitively organise their goals and the behaviours that will lead to the satisfaction of these goals. This cognitive organisation acts as a plan and it guides the individual to undertake activities that are relevant to the satisfaction of his or her goals. However, Miller, Galanter and Pribram (1960) argued that a plan incorporates conception of not only the activities that someone has selected for the satisfaction of his or her goals but also of all the other activities considered. In the behavioural plan of a traveller should be therefore included not only his or her goals related activities but also the activities related to the goals of other travellers. Differences in the perceived freedom associated with travel may therefore imply differences in the degree to which people feel free to satisfy the peripheral parts of their plans.

The study's findings have certain implications about the extent to which only internal factors such as the perceived freedom associated with pleasure travel will result in similarities in activities between different pleasure based traveller roles. According to Cohen (1974), similarity in activities between roles is the result of "transition" from one role to another. In other words, except for the activities associated with his or her role, a traveller is also involved in activities that are associated with other traveller

roles. The present study suggests that the extent to which "transition" from one pleasure traveller role to another will occur in a particular context may depend on the particular combination of roles or better the types of activity that these roles encompass. Although differences did exist between domestic and international visitors, people, in general, showed a tendency to participate in "cultural" sightseeing, "social and entertainment" and "visit Beatles attractions" activities. "Sports" activities were less "popular". The fact that irrespective of their reasons for travel, pleasure visitors participated to a high degree in "visit Beatles attractions" activities suggests that the degree of similarities in activities between different pleasure travellers may be modified by specific attributes of the destination environment. The last argument seems to be congruent with Kaplan's (1983) suggestion that the extent to which people's "inclination" to be involved in intrinsically satisfying activities that are not associated with their purposes for being at a place will be manifested depends on particular characteristics of that place. These characteristics, according to Kaplan (1983), are the following: "fascination" and "coherence". However, the author did not clearly operationalise these criteria. Nevertheless, it would be interesting in future research to explore if the types of activity offered and the characteristics of the destination environment modify the degree to which different types of pleasure traveller are similar in their activities.

The findings of the study have certain implications for the social psychological literature. In both social situation analysis (Argyle et al 1981) and social episodes (Forgas 1981), variations between people in their goals are proposed to correspond to variations in people's pattern of activities or "roles". The present study suggests that when the underlying motivation of different goals is intrinsic then the behavioural boundaries between roles might be less concrete. In pleasure travel people seem to play a dominant and ancillary roles. The study of tourist behaviour and experiences could therefore offer the possibility to examine in the future situations that are based on multiple role behaviour. The idea of multiple role behaviour underlies the concept of "multiple self" (Elster 1986; Horowitz 1994). However, a multiple self, at least as it is described in Clinical Psychology and Philosophy, produces an internal conflict to the

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individual which does not seem to be especially applicable to tourist experiences. The idea of multiple role behaviour seems to be much closer to Stebbins (1981) argument that people may pursue more than one "action orientation" in a situation. According to Stebbins (1981) the primary action orientation of a person is the satisfaction of goals that made him or her to enter the situation in the first place. However, the individual may perceive that certain situational factors give him or her the opportunity to satisfy goals that he or she did not consider before entering the situation. If the individual chooses to satisfy these goals then he or she will have, except for the primary, a secondary action orientation.

9. 3 Variations in the evaluation of the destination environment

The study has attempted to establish that variations between people in their reasons for visiting a place and/or activities during their visit result in different patterns of satisfaction with the place visited. In general, it has been demonstrated that it is mainly differences in activities rather than in reasons that account for differences in evaluation.

Both Canter (1983) and Stokols (1981) have emphasised that the evaluation of a setting is based on the activities in which someone is engaged in that setting. This view has been also supported by tourism researchers: activities and experiences during travel have been proposed to shape the degree of satisfaction with the environment visited (Murphy 1985; Pearce 1987). Although activities may be the basis of the evaluation of the environment, the study has not succeeded to establish that differences in activities result in differences in the evaluation of all attributes of the environment. Variations between visitors to an urban environment in their activities are mainly linked to differences in the evaluation of attributes that relate to the leisure function of the city. However, differences in activities do not seem to generate a similar differentiation in visitors' evaluation of the safety conditions or services of the city.

The concept of "place specificity" (Canter 1983) may be used to explain these findings. It will be recalled that, in the present study, variations in evaluation were

examined by looking at differences in the degree of involvement in a specific type of activities at a time. Aspects of a place such as those related to the leisure function of a city may be experienced through specific activities. Therefore, differences in the degree of involvement in activities result in different degrees of interaction and therefore evaluation. However, the mode of people's experience of aspects such as the safety conditions or services of a city might be more "global". People may experience these aspects through a variety of activities. Consequently, differences in the degree to which people are involved in a specific type or types of activity might not crucially affect the degree of interaction with and therefore evaluation of these aspects.

The extent to which, therefore, variations in activities during travel generate differences in the evaluation of the destination environment depends on the type of attributes of the destination.

In the present study, differences in activities were assumed to produce differences in the degree of interaction with and therefore evaluation of characteristics of the destination environment. This assumption was not fully supported by the findings. It is therefore possible that some other factors modify the way differences in activities are reflected in differences in evaluation. Although these factors were not measured empirically in the study, it is worth to consider them here.

In an earlier study, Pearce (1977) compared travellers' evaluation of two countries (Greece and Morocco) before and after their travel. It was established that the experience of travelling did modify evaluation. However, the extent and the degree to which the evaluation of different attributes changed was depending on the initial favourability or degree of evaluation of these attributes before travel. Pearce (1977) found that the initial favourability is the best predictor of evaluation when the degree of evaluation after travel is negative. On the other hand, the actual experience is the best predictor of evaluation when after travel evaluation is positive. A measure of pre-travel images was not incorporated in the study. Also, Pearce (1977) examined differences in evaluation before and after travel while in this study differences in evaluation were examined in relation to differences in activities during travel. Nevertheless, it is

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possible that his pattern of explanation might be applicable to the present study. Activities were found to modify the evaluation of attributes that overall were evaluated positively. Those who were involved to a higher degree in activities evaluated more positively those aspects. However, activities were not found in general to affect the evaluation of aspects that were evaluated slightly negatively or moderately.

The idea that pre-travel concepts may influence the extent to which variations in activities result in variations in evaluation could be taken a step further. In the present study, the leisure function of the city was evaluated more positively while the safety conditions or services slightly negatively. It is interesting that across different destination contexts the direction of tourists' evaluations has been found to be similar. In both Ross' (1991) and Pizam's (1978) studies the tourists evaluated more positively the recreational or leisure facilities and opportunities and more negatively the services or infrastructure of the destinations. Eftichiadou (1992) obtained similar results. Tourists evaluated more positively recreational settings rather than places related to the provision of services. As in the present study, tourists and employees in the local tourism industry were similar in the general direction of their evaluation.

While the previous studies have been concerned with the evaluation of specific places by tourists, Kramer's (1995) and Ito's (1996) studies examined people's evaluation of a set of generic types of places. In both studies, people evaluated positively recreational places and negatively places related to the provision of services. The consistency across different contexts in the direction of tourists' or people's evaluation offers an intriguing possibility. The extent to which experience modify the degree of evaluation might not simply depend on people's pre-travel evaluation of the attributes of the specific place visited, as Pearce (1977) argued, but further on people's general attitude toward or preference for different types of attributes. It might be the case that the evaluation of attributes for which people have in general a positive attitude or preference might be more "open" to activities or experiences. In other words, the more people interact with these attributes the more positive they become in their evaluations. Therefore, variations in the evaluation of these attributes are linked to variations in activities. In

the study, for example, the more visitors were involved in activities the more positive they became in their evaluation of the leisure function of the city. However, the evaluation of attributes for which people have a moderate or negative attitude or preference might be less "open" to activities or experiences. As a result differences in activities are not found to generate differences in the evaluation of the latter attributes.

In short, environmental psychological theorists and tourism researchers have suggested that people's activities and evaluation of the environment are interwoven. However, the findings and the preceding discussion suggest that the relationship between differences in activities and differences in the <u>degree</u> of evaluation at least during travel might not be so straightforward. Factors that may possibly intervene in this relationship are the mode of interaction with, pre-travel concepts and images of and general attitudes toward or preferences for attributes of the destination.

9. 4 Variations in travel behaviours and experiences: The role of demographic and trip characteristics

Although the effect of demographic or trip characteristics on travel behavior has been frequently examined, there is still a debate about how important this effect might be. Ronkainen and Woodside (1978), for example, argued that demographics should be seen as enabling factors and not as the main explanatory variable of tourist behaviour. They examined if differences in travel behaviour (people who travel abroad versus those who travel domestically) relate to differences in demographic or psychographic variables. Domestic and foreign travellers were found to differ in psychographic variables such as attitudes, interests or opinions regarding vacation behaviours or experiences. However, differences in the type of travel were found to relate to differences in only two out of eight demographic variables.

Pizam and Calantone (1987) also demonstrated that psychographic variables such as life style values might explain differences in travel behaviour better than demographic variables. They developed a "vacation values" inventory and used it along with six

other values inventories (Rokeach's Value Survey, Scott's Personal Values Scales, Webster, Sanford and Freeman, New F Scale, Rosenberg's Self Esteem Scale, Bales and Couch Value Profile and Rehfish's Rigidity Scale) to examine the possible effect of values on past travel behaviour. Their results showed that variations in the type of vacation or the "pull" motivation were related to variations in both vacation and general values. On the other hand, demographic variables were not found to relate to differences in travel behaviour or experiences.

The confusion over the role of demographic or trip characteristics in travel behaviour may be caused by the fact that the effect of different characteristics has been examined in different studies. An index of selected variables that will be used in a series of studies is lacking. Further, the effect of demographic or trip characteristics has been examined on different facets of the travel experience without taking into account the possible relationship between these facets. For example, tourism segmentation research has shown that variations in activities during travel do relate to differences in some demographic or trip characteristics (Chapter 3, Section 3. 3). However, research on tourism motivation has suggested that some of these characteristics generate differences in the motivation for travel (Chapter 3, Section 3. 2. 4). It is, therefore, unclear if demographic or trip characteristics produce variations in people's activities or if these variations actually reflect motivational differences.

In the present study, the possible effect of the same demographic or trip characteristics on the reasons for travel, activities during travel and evaluation of the environment visited was examined as well as the relationship between these three aspects.

Research on tourism motivation has shown that differences in demographic or trip characteristics produce differences in the motives for travel. This was not demonstrated in the study. Some demographic or trip characteristics were found to produce variations within rather than between particular reasons for visit. However, the research on tourism motivation has dealt with the full range of motives for travel. It might be the

case that the effect of demographic or trip characteristics is less apparent when we deal with the reasons for travelling to a particular place.

A weakness of the present study is that it did not explore the possible interrelationship between these characteristics. The findings suggest that there is an interaction effect between some of these characteristics on the reasons for visit. For example, leisure reasons for visit were found to be more important to international younger visitors while "sports" reasons for visit were found to be more important to domestic younger visitors.

Some trip characteristics were found to produce variations in activities during travel. It was also established that any effect demographic variables such as age or gender have on activities during travel is a by-product of the relationship of these variables with the reasons for visit.

Finally, except for previous visit to an area, demographic or trip characteristics do not seem to produce variations between travellers in their evaluation of the destination environment. It is interesting that previous familiarity with the destination does not seem to modify the evaluation of all attributes of the place visited. Repeat visitors were differentiated from first-time visitors only in the evaluation of the leisure provisions of the city. A possible explanation of this finding will be provided in the next Section, as it will be attempted to integrate the intra-group differentiation of visitors in their evaluations with the intra-group differentiation of tourism employees in their evaluations.

9. 5 Place attachment

Humanistic geographers and environmental psychologists have emphasised that people establish affective links to and associations with places that have a personal significance. Further, environmental psychologists such as Proshansky et al (1983) and

Stokols and Shumaker (1981) have argued that the associations people develop with their home environment have an effect on the way people evaluate this environment.

The study has attempted to explore if people's attachment to a place affects their evaluation of that place. It was established that residents are differentiated in their evaluations of the city according to whether they are originally from the city or not. Residents who were originally from the city were found to be more positive in their evaluation from those who were not from the city. However, residents were not differentiated in the evaluation of all attributes of the city. The attachment to the city was not found to have an effect on the evaluation of general facilities, services or the safety conditions of the city. This finding does not support Proshansky et al's (1983) argument that because the social context of the home environment is significant to the individual he or she might "adapt" to and develop positive evaluations of the functional aspects of this environment.

Based on the role attachment to a place has been proposed to play in the evaluation of that place, differences were hypothesised to exist between residents and visitors in the evaluation of the city. This hypothesis was partially supported by the study. Differences between the two groups were found only in the evaluation of the leisure function of the city.

It is interesting that the intra-group differentiation of residents in their evaluation according to whether they were originally from the city or not corresponded to a similar intra-group differentiation of visitors in their evaluation according to whether they were repeat or first-time visitors to the city. Repeat visitors evaluated more positively than first-time visitors the leisure provisions of the city. When this finding was discussed, it was proposed that differences in evaluation between repeat and first time visitors might reflect differences in the degree of attachment to rather than familiarity with the city. It will be recalled that domestic repeat visitors were more often VFR visitors. What is of interest is that the repeat visitors to the city were more positive from the employees who were not originally from the city in their evaluation. Because of the difference in

the size of samples, it was not possible to examine if this difference in evaluation was also statistically significant.

However, the last finding could have some implications that could be examined in more detail in future research. The literature or research on place attachment has approached residents and visitors to a place as two distinct groups. Variations within groups especially within the visitors' group have not often been explored. Further, the concept of place attachment implicitly assumes that different levels of attachment to and therefore evaluation of a place correspond to different levels of spatial proximity to and length of residence at the place. The fact that in the present study the repeat visitors were more positive from the employees who were not originally from the city in their evaluation might suggest that this correspondence might be not be so straightforward.

9. 6 Implications for tourism in Liverpool

As any tourism marketing policy is based on the "positioning" of the destination "product" in a market, the results of the study suggest that different policies might be needed in the domestic and international travel market of Liverpool. For the domestic visitors the "Beatles connection" of Liverpool was associated with "novelty" needs while for the international visitors with "affective" reasons for visit. In order to attract new visitors to the city therefore an advertisement campaign in the domestic market should emphasize the "Beatles connection" of Liverpool. On the other hand, a campaign emphasising the emotional or "nostalgia" meaning of the "Beatles connection" of the city would be more appropriate in the international market.

International visitors who were visiting relatives were differentiated in their "push" motivation from those who were visiting friends. Seaton's and Tagg's (1995) argument that it may be needed for marketing purposes to approach the two categories of VFR travel as distinct from each other seem to be especially applicable to the international VFR visitors to Liverpool.

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There are also implications concerning the domestic VFR visitors to Liverpool. According to the American Marketing Association it costs five times less to maintain a customer than to obtain a new customer (cited in Meis et al 1995). As the repeat domestic visitors to Liverpool were found to be mainly VFR visitors, marketing strategies targeting repeat-visitors should be different from those targeting first time visitors. The latter type of visitors was found to have leisure goals and motivations.

The importance of the domestic VFR market is not only that VFR travellers are loyal "customers" of Liverpool and therefore are more likely to return there but also that VFR travel has two indirect effects. The first can be called the multiplier effect. The economic benefits for a destination derive not only from the consumption of services by VFR visitors but also from the fact that those who are visited by VFR visitors are likely to use facilities or visit places with their guests. The second is that the repeat visitors were found to have the most positive evaluation of leisure provisions. This implies that domestic VFR visitors could act as indirect "marketers" of Liverpool. "Word of mouth communication" is considered to be one of the most powerful factors that affect people's image or choice of destination. Reid and Reid (1993) argued that repeat visitors could act as an indirect marketing resource for a destination, since these visitors can spread or relate the positive images they might have of the destination to other potential travellers.

Involvement in "cultural sightseeing" activities was found to modify to a positive direction the evaluation of the whole leisure function of the city by both domestic and international visitors. Emphasis therefore should be given on maintaining or even enhancing the quality of the attractions or places associated with these activities.

The results concerning employees' perception of visitors' activities and evaluations can be used in training programs that aim to increase employees' knowledge about tourists to the city.

9. 7 Problems encountered and appraisal of the methodology

Cohen (1979) proposed that essential requirements of tourism research are that it should be contextual and conducted from the perspective of the participants. However, a study that is conducted in a specific destination context could face two difficulties: the indifference or unwillingness amongst local tourism organisations or tourists to either co-operate or participate in the study.

It has been often suggested that within many social science disciplines tourism is not considered to be a "serious" area of inquiry (Crick 1989; Lanfant 1993; Pearce 1991). If, as Pearce (1988) suggested, a social scientist sometimes might have to justify his or her research interest within his or her own discipline, he or she might also have to justify sometimes his or her disciplinary background to tourism practitioners. The lack of research by psychologists on tourism does create doubts to tourism practitioners about the practical benefits that they could be obtained by supporting a research. These doubts could have as a result that tourism practitioners might not allow or permit access to their facilities for the collection of the data. The last will create difficulties to the study which become even greater if the study is conducted at a large destination environment such as a city because access to many different tourist facilities is needed.

Concerning the participation of tourists in a research, Pearce (1977; 1988) have argued that people on their leisure time might not be especially interested in the pursue of scientific investigation. The fact that a great number of visitors to a city are on a short visit may further affect visitors' willingness to participate in a research.

Based on these two difficulties as well as the time constraint of the study, it was not possible to obtain a larger sample of visitors. As a consequence, it was not possible to explore issues such as cultural differences and similarities within the sample of international visitors.

Concerning the representativeness of the sample, differences exist in some parameters between the sample of the present study and the samples of previous studies on the area. However, as discussed in Chapter 4 (Section 4. 1), the previous studies have examined visitors to Merseyside rather than to Liverpool. Further, in the previous studies the participants were mainly leisure and VFR visitors.

Although the use of structured methodologies is quite common in research on tourists, the approach that was followed in this study to generate the items of the questionnaire has not been frequently employed. The qualitative material used in the construction of the visitors' questionnaire derived not only from interviews with visitors but also with tourism employees. Although differences between the two groups were not discussed, the two groups did not seem to differ in the content of their descriptions. This means that, if a study is conducted in a specific destination context, the views of those occupied in tourism can provide a valuable source of information about the experiences or opinions of tourists or visitors to this destination.

Another methodological implication of the study is the use of MDS (SSA) analysis to test the reliability and validity of the instrument. This analysis was made only in relation to first section of the visitors' questionnaire. Therefore, the validation of the instrument is limited to only a part of it.

One approach to assess reliability is to examine the correlations between the items of the instrument. Items that are hypothesised to represent similar concepts should correlate well with each other. In that sense, according to Hammond (1995), consistency in the correlation between items of an instrument can be considered as also construct validation of this instrument. As discussed, the MDS analysis operates on the correlation between items. If the pattern of correlation between items remains consistent in analyses of different language versions of the instrument, it means that the items measure the same concepts in the different languages. Therefore, MDS analysis can be thought to provide an alternative to the common "back-translation" procedure for testing the validity of translated versions of an instrument.

9. 8 Conclusions and directions for future research

This study has attempted to explore if variations between people in their reasons for visiting a place result in similar variations in people's activities during their visit and people's evaluation of the environment visited. It has also examined if these variations are linked to differences in certain demographic or trip characteristics. Based on the findings obtained in the study, it is possible to propose a model concerning the relationship between reasons for travel, activities during travel and evaluation of the environment visited. The effect of demographic or trip characteristics is not incorporated in this model because it was not the same for both international and domestic visitors. A schematic representation of this model is given in Figure 9. 1.
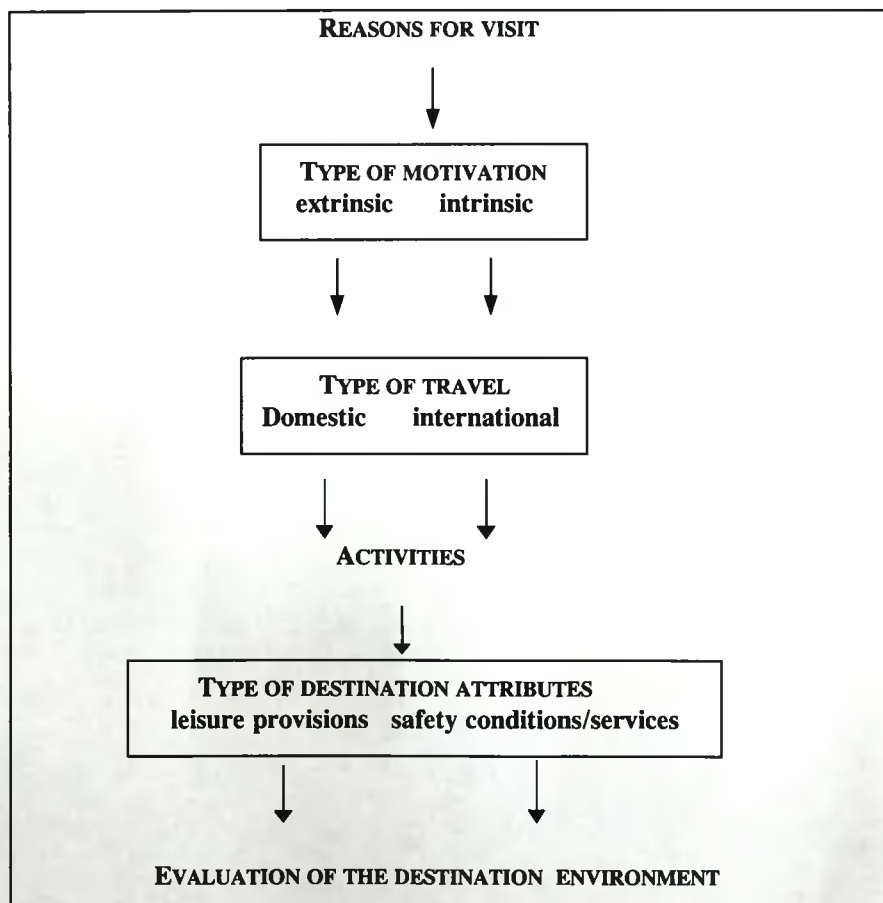
Figure 9. 1 A schematic representation of the findings of the study

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The model (Figure 9. 1) was developed in relation to visitors to a specific city. Future research could clarify if it is applicable to visitors to other cities or other types of travel destination environments. Except for future refinement or validation of the above model in other contexts, the present research suggests some more specific areas of inquiry in future studies.

1. It was proposed that the relationship between "push" and "pull" motives could be more clearly revealed by investigating the reasons people have for travelling to different types of destination environment. The "push" and "pull" motives for visiting a city could be examined not only by focusing on visitors to specific cities but also on potential travellers. In the last examination a categorisation task can be used with elements the names of cities. Participants could be asked what would be the reasons for visiting the different cities and then to sort the cities into groups according to the similarity in these reasons. These findings could help in the design of holiday packages of brochures.

2. Although official estimations show that the volume of domestic tourism is ten times greater than the volume of international tourism (Pearce 1995) tourism research has predominantly focused on international tourists. Furthermore, comparative investigation of domestic and international tourists in the same study is lacking. It would be useful in the future to examine if the difference in the relationship between reasons for travel and activities between domestic and international visitors that was found in the present study is applicable not only to other cities but also to other types of travel destination environment.

In this study the differences between domestic and international travel were explained by using the concepts of psychological distance from and familiarity with the destination. In future research a more systematic classification of different nationalities of tourist should be made according to different levels of psychological distance from and familiarity with the destination visited before exploring differences between these nationalities in their activities. Criteria that could be used in this classification are the

following: geographical proximity to the destination, similarity in language or the level of economic development.

3. Because of the small sample of international visitors, it was not possible to examine within this group cultural differences in the reasons for visit or activities during the visit. Social and environmental psychological theories emphasise that culture might modify the activities associated with different roles. It has to be noted that exploration of cultural differences in travel behaviour is lacking. Jafari's (1991) concept of tourist culture could be applied to examine possible cultural differences in the behaviours associated with different traveller roles to a city as well as to other types of travel destination environment.

4. Research on traveller roles should be conducted at different types of destination environment and at different contexts of the same type of destination environment. This would help to assess if the extent of behavioural similarities between pleasure based roles is modified by the type of the destination environment or the specific destination visited. This line of research will expand and crucially enrich the existing literature on tourist roles.

5. Variations in activities during travel were not found to result in differences in the evaluation of certain attributes of a city. It has to be noted that Pearce's (1977) study has not been replicated. It would be of interest in the future to examine if variations in evaluation are better explained through the interaction between pre-travel images of the place visited and activities during the visit. This examination would help to understand not only how people evaluate during travel the environment but also the criteria people utilise when they evaluate in general the environment. If pre-travel images affect the evaluation of the destination environment, it means that the criteria to evaluate a place derive from the subordinate level of place knowledge.

6. While the investigation of tourists' satisfaction with a destination is important for tourism planning decisions, the study suggests that the exploration of tourism employees' evaluation of the destination could be also very useful in such decisions.

Although, for example, the degree of tourism employees' evaluation of some aspects of the city differed from that of the visitors' evaluation, both groups were similar in the direction of their evaluation. Both employees and visitors to the city evaluated positively the leisure provisions and moderately or slightly negatively the safety conditions and particular services or facilities of the city. Since tourism employees are also part of the local community, the integration of their views in planning decisions is valuable not only because these views might reflect visitors' views but because at least partially they reflect the views of the host community. As Murphy (1985) proposed, a community approach to tourism development would be more effective as residents'(dis) satisfaction with tourism planning or development decisions modifies residents' reaction to tourists or tourism.

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APPENDIX 1

I. VISITORS' QUESTIONNAIRE

This survey is concerned with visitors to Liverpool. Your answers to this questionnaire will help to understand what visitors think about Liverpool and the experiences they have during their visit. Please try to answer all the questions. Thank you for participating in this research.

Section A

People visit Liverpool for many reasons. Please indicate how important each of the following reasons is for your PRESENT visit to Liverpool. Please make sure to indicate how important every reason is.

	not important at all	not very important	slightly important	fairly important	quite a lot important	very much important	the most important reason
1. for business	1	2	3	4	5	6	7
2. to attend a conference	1	2	3	4	5	6	7
3. to shop	1	2	3	4	5	6	7
4. to visit relatives	1	2	3	4	5	6	7
5. to visit friends	1	2	3	4	5	6	7
6. for general sightseeing	1	2	3	4	5	6	7
7. to visit places of personal interest	1	2	3	4	5	6	7
8. to attend a sport event	1	2	3	4	5	6	7
9. to attend a football match	1	2	3	4	5	6	7
10. to enjoy the nightlife	1	2	3	4	5	6	7
11. to go to theatres	1	2	3	4	5	6	7
12. to trace my roots	1	2	3	4	5	6	7
13. to renew memories	1	2	3	4	5	6	7
14. to relax	1	2	3	4	5	6	7
15. for a day out away from home	1	2	3	4	5	6	7
16. to visit a place I have never been to before	1	2	3	4	5	6	7
17. to meet new people	1	2	3	4	5	6	7
18. to pay a tribute to the Beatles	1	2	3	4	5	6	7
19. other(s) please specify	1	2	3	4	5	6	7

Section B

Please tick in the following list to show the things you have been doing or planning to do during your stay here

	have been doing	planning to do
1. walking around the Albert Dock	( )	( )
2. visiting the Metropolitan Cathedral	( )	( )
3. visiting the Anglican Cathedral	( )	( )
4. taking a cruise with the Mersey Ferries	( )	( )
5. visiting the Walker Art gallery	( )	( )
6. visiting the Tate gallery	( )	( )
7. visiting the Lady Lever gallery	( )	( )
8. visiting the Granada Studios	( )	( )
9. visiting the Beatles Story museum	( )	( )
10. going on the Magical tour of Beatles	( )	( )
11. walking around the Cavern quarter	( )	( )
12. visiting the Maritime museum	( )	( )
13. visiting the Liverpool museum	( )	( )
14. visiting the St. George's Hall	( )	( )
15. visiting the Town Hall	( )	( )
16. walking around the city centre	( )	( )
17. shopping	( )	( )
18. dining out	( )	( )
19. going to nightclubs	( )	( )
20. going for a drink	( )	( )
21. going to the theatre	( )	( )
22. going to the cinema	( )	( )
23. going to a football match	( )	( )
24. visiting the Irish centre	( )	( )
25. working	( )	( )
26. visiting the Wirral	( )	( )
27. visiting Southport	( )	( )
28. visiting New Brighton	( )	( )
29. visiting West Kirby	( )	( )
30. visiting Chester	( )	( )
31. day tripping to Manchester	( )	( )
32. day tripping to Blackpool	( )	( )
33. day tripping to Wales	( )	( )
34. day tripping to the Lake District	( )	( )
35. visiting people I know	( )	( )

Section C

Based on what you think about Liverpool or your experiences during your visit, please agree or disagree with the following statements according to the following scale: **1=very strongly agree; 2=strongly agree; 3=agree; 4= neither agree or disagree; 5=disagree; 6=strongly disagree; 7=very strongly disagree.**

	very strongly agree / strongly agree / agree / neither agree or disagree / disagree / strongly disagree / very strongly disagree
1) In general, Liverpool is a nice place to visit	1 2 3 4 5 6 7
2) The entertainment provided in Liverpool is good	1 2 3 4 5 6 7
3) There are plenty of good shops in Liverpool	1 2 3 4 5 6 7
4) Liverpool has a big crime problem	1 2 3 4 5 6 7
5) Liverpool is unsafe at night	1 2 3 4 5 6 7
6) Attractions are easy to reach	1 2 3 4 5 6 7
7) Liverpool provides the opportunity for easy access to other interesting places	1 2 3 4 5 6 7
8) There is a lot of good architecture in Liverpool	1 2 3 4 5 6 7
9) There are many derelict buildings in Liverpool	1 2 3 4 5 6 7
10) The waterfront is pleasant	1 2 3 4 5 6 7
11) The design of the Metropolitan Cathedral is attractive	1 2 3 4 5 6 7
12) The atmosphere in the Anglican Cathedral is beautiful	1 2 3 4 5 6 7
13) People in Liverpool are friendly	1 2 3 4 5 6 7
14) People in Liverpool have a good sense of humour	1 2 3 4 5 6 7
15) The streets in Liverpool are clean	1 2 3 4 5 6 7
16) There is a lot of congested traffic in Liverpool	1 2 3 4 5 6 7
17) Liverpool has a lively atmosphere	1 2 3 4 5 6 7
18) The nightlife in Liverpool is good	1 2 3 4 5 6 7
19) In general there is a good variety of places to visit in Liverpool	1 2 3 4 5 6 7
20) The exhibitions in museums/galleries are of a good standard	1 2 3 4 5 6 7

21) The local transportation system is of a good standard   1 2 3 4 5 6 7

22) The one way system in Liverpool is difficult   1 2 3 4 5 6 7

23) Car parking facilities are inadequate   1 2 3 4 5 6 7

24) There is a good variety of accommodation in Liverpool   1 2 3 4 5 6 7

25) The staff in hotels are helpful   1 2 3 4 5 6 7

26) The standard of accommodation in Liverpool is

    is satisfactory   1 2 3 4 5 6 7

27) There is a lack of information for international visitors

    in museums/galleries   1 2 3 4 5 6 7

28) The opening hours of tourist facilities should be longer   1 2 3 4 5 6 7

29) Shops and restaurants in the city centre should be open

    on Sundays   1 2 3 4 5 6 7

30) The football matches are interesting   1 2 3 4 5 6 7

31) The layout of the Albert Dock is interesting   1 2 3 4 5 6 7

32) There is a good variety of things to do in Liverpool   1 2 3 4 5 6 7

33) Liverpool is getting better   1 2 3 4 5 6 7

34) The restaurants in Liverpool are good   1 2 3 4 5 6 7

35) The Beatles attractions are interesting   1 2 3 4 5 6 7

36) Liverpool is a good value for money   1 2 3 4 5 6 7

Section D: About you

1) Sex: Male   Female   (please circle)
2) Age: _____ years
3) How long have you been in Liverpool? --------------   (please specify)
4) How much longer do you plan to stay? --------------   (please specify)
5) Nationality:
   If British and live in the UK, please, specify in which region you reside: ....
6) Which was the main mode of transportation during your visit ?
    a) car   **b)** public transportation   **c)** on foot   (please circle)
7) Have you come on : **a)** an organised tour   **b)** individual trip   (please circle)
8) Where have you stayed during your visit ?   **a)** hotel   **b)** B&B   **c)** youth hostel
    d) friends/relatives house   (please circle)
9) Is this your first visit to Liverpool?   Yes   No   (please circle)
    If no, please, specify how many times you have been here before: ----------

II. TOURISM EMPLOYEES' QUESTIONNAIRE

This survey is concerned with people in planning, servicing and employment in the tourist industry within Liverpool. It explores their views about visitors in Liverpool and their own evaluation of the city. Your answers to this questionnaire will help to improve certain aspects of the tourist industry. Please try to answer all the questions. We are interested in your personal opinions so please complete the questionnaire without consulting with colleagues. Your answers are anonymous and will be treated confidentially. Thank you very much for your help.

Section A

Below are listed the main things visitors do during their stay in Liverpool. Please state for each of them whether it mostly likely applies to **a.** younger visitors **b.** older visitors **c.** both younger and older visitors by circling the appropriate letter

	younger visitors	older visitors	both younger and older
1. walking around the Albert Dock	a	b	c
2. visiting the Metropolitan Cathedral	a	b	c
3. visiting the Anglican Cathedral	a	b	c
4. taking a cruise with the Mersey Ferries	a	b	c
5. visiting the Tate Gallery	a	b	c
6. visiting the Walker Art Gallery	a	b	c
7. visiting the Lady Lever Gallery	a	b	c
8. visiting the Granada Studios	a	b	c
9. visiting the Beatles Story Museum	a	b	c
10. going on the magic tour of Beatles	a	b	c
11. walking around the Cavern quarter	a	b	c
12. visiting the Maritime Museum	a	b	c
13. visiting the Liverpool Museum	a	b	c
14. visiting the St. George's Hall	a	b	c
15. visiting the Town Hall	a	b	c
16. walking around the city centre	a	b	c

17. shopping	a	b	c
18. dining out	a	b	c
19. going to nightclubs	a	b	c
20. going for a drink	a	b	c
21. going to the cinema	a	b	c
22. going to the theatre	a	b	c
23. going to a football match	a	b	c
24. working	a	b	c
25. visiting the Irish centre	a	b	c
26. visiting the Wirral	a	b	c
27. visiting Southport	a	b	c
28. visiting West Kirby	a	b	c
29. visiting Chester	a	b	c
30. visiting New Brighton	a	b	c
31. day tripping to Manchester	a	b	c
32. day tripping to Blackpool	a	b	c
33. day tripping to Wales	a	b	c
34. day tripping to the Lake District	a	b	c
35. visiting people they know	a	b	c

Section A

Below are listed the main things visitors do during their stay in Liverpool. Please state for each of them whether it mostly likely applies to **a.** day visitors **b.** staying visitors **c.** both day and staying visitors by circling the appropriate letter

	day visitors	staying visitors	both day and staying
1. walking around the Albert Dock	a	b	c
2. visiting the Metropolitan Cathedral	a	b	c
3. visiting the Anglican Cathedral	a	b	c
4. taking a cruise with the Mersey Ferries	a	b	c
5. visiting the Tate Gallery	a	b	c
6. visiting the Walker Art Gallery	a	b	c
7. visiting the Lady Lever Gallery	a	b	c
8. visiting the Granada Studios	a	b	c
9. visiting the Beatles Story Museum	a	b	c
10. going on the magic tour of Beatles	a	b	c
11. walking around the Cavern quarter	a	b	c
12. visiting the Maritime Museum	a	b	c
13. visiting the Liverpool Museum	a	b	c
14. visiting the St. George's Hall	a	b	c
15. visiting the Town Hall	a	b	c
16. walking around the city centre	a	b	c
17. shopping	a	b	c
18. dining out	a	b	c
19. going to nightclubs	a	b	c
20. going for a drink	a	b	c
21. going to the cinema	a	b	c
22. going to the theatre	a	b	c
23. going to a football match	a	b	c
24. working	a	b	c

25. visiting the Irish centre	a	b	c
26. visiting the Wirral	a	b	c
27. visiting Southport	a	b	c
28. visiting West Kirby	a	b	c
29. visiting Chester	a	b	c
30. visiting New Brighton	a	b	c
31. day tripping to Manchester	a	b	c
32. day tripping to Blackpool	a	b	c
33. day tripping to Wales	a	b	c
34. day tripping to the Lake District	a	b	c
35. visiting people they know	a	b	c

Section A

Below are listed the main things visitors do during their stay in Liverpool. Please state for each of them whether it mostly likely applies to **a.** British visitors **b.** international visitors **c.** both British and international visitors by circling the appropriate letter

	British visitors	international visitors	both British and international
1. walking around the Albert Dock	a	b	c
2. visiting the Metropolitan Cathedral	a	b	c
3. visiting the Anglican Cathedral	a	b	c
4. taking a cruise with the Mersey Ferries	a	b	c
5. visiting the Tate Gallery	a	b	c
6. visiting the Walker Art Gallery	a	b	c
7. visiting the Lady Lever Gallery	a	b	c
8. visiting the Granada Studios	a	b	c
9. visiting the Beatles Story Museum	a	b	c
10. going on the magic tour of Beatles	a	b	c
11. walking around the Cavern quarter	a	b	c
12. visiting the Maritime Museum	a	b	c
13. visiting the Liverpool Museum	a	b	c
14. visiting the St. George's Hall	a	b	c
15. visiting the Town Hall	a	b	c
16. walking around the city centre	a	b	c
17. shopping	a	b	c
18. dining out	a	b	c
19. going to nightclubs	a	b	c
20. going for a drink	a	b	c
21. going to the cinema	a	b	c
22. going to the theatre	a	b	c

23. going to a football match   a b c

24. working   a b c

25. visiting the Irish centre   a b c

26. visiting the Wirral   a b c

27. visiting Southport   a b c

28. visiting West Kirby   a b c

29. visiting Chester   a b c

30. visiting New Brighton   a b c

31. day tripping to Manchester   a b c

32. day tripping to Blackpool   a b c

33. day tripping to Wales   a b c

34. day tripping to the Lake District a b c

35. visiting people they know   a b c

Section A

Below are listed the main things visitors do during their stay in Liverpool. Please state for each of them whether it mostly likely applies to **a.** leisure visitors **b.** business visitors **c.** both leisure and business visitors by circling the appropriate letter

	business visitors	leisure visitors	both business and leisure
1. walking around the Albert Dock	a	b	c
2. visiting the Metropolitan Cathedral	a	b	c
3. visiting the Anglican Cathedral	a	b	c
4. taking a cruise with the Mersey Ferries	a	b	c
5. visiting the Tate Gallery	a	b	c
6. visiting the Walker Art Gallery	a	b	c
7. visiting the Lady Lever Gallery	a	b	c
8. visiting the Granada Studios	a	b	c
9. visiting the Beatles Story Museum	a	b	c
10. going on the magic tour of Beatles	a	b	c
11. walking around the Cavern quarter	a	b	c
12. visiting the Maritime Museum	a	b	c
13. visiting the Liverpool Museum	a	b	c
14. visiting the St. George's Hall	a	b	c
15. visiting the Town Hall	a	b	c
16. walking around the city centre	a	b	c
17. shopping	a	b	c
18. dining out	a	b	c
19. going to nightclubs	a	b	c
20. going for a drink	a	b	c
21. going to the cinema	a	b	c
22. going to the theatre	a	b	c
23. going to a football match	a	b	c

24. working   a   b   c

25. visiting the Irish centre   a   b   c

26. visiting the Wirral   a   b   c

27. visiting Southport   a   b   c

28. visiting West Kirby   a   b   c

29. visiting Chester   a   b   c

30. visiting New Brighton   a   b   c

31. day tripping to Manchester   a   b   c

32. day tripping to Blackpool   a   b   c

33. day tripping to Wales   a   b   c

34. day tripping to the Lake District   a   b   c

35. visiting people they know   a   b   c

Section B

Please indicate whether you agree or disagree with the following statements according to the following scale: **1=very strongly agree; 2= strongly agree; 3=agree; 4= neither agree or disagree; 5=disagree; 6=strongly disagree; 7=very strongly disagree**.

	very strongly agree	strongly agree	agree	neither agree or disagree	disagree	strongly disagree	very strongly disagree
1) In general, Liverpool is a nice place to visit	1	2	3	4	5	6	7
2) The entertainment provided in Liverpool is good	1	2	3	4	5	6	7
3) There are plenty of good shops in Liverpool	1	2	3	4	5	6	7
4) Liverpool has a big crime problem	1	2	3	4	5	6	7
5) Liverpool is unsafe at night	1	2	3	4	5	6	7
6) Attractions are easy to reach	1	2	3	4	5	6	7
7) Liverpool provides the opportunity for easy access to other interesting places	1	2	3	4	5	6	7
8) There is a lot of good architecture in Liverpool	1	2	3	4	5	6	7
9) There are many derelict buildings in Liverpool	1	2	3	4	5	6	7
10) The waterfront is pleasant	1	2	3	4	5	6	7

11) The design of the Metropolitan Cathedral is attractive   1 2 3 4 5 6 7

12) The atmosphere in Anglican Cathedral is beautiful   1 2 3 4 5 6 7

13) People in Liverpool are friendly   1 2 3 4 5 6 7

14) People in Liverpool have a good sense of humour   1 2 3 4 5 6 7

15) The streets in Liverpool are clean   1 2 3 4 5 6 7

16) There is a lot of congested traffic in Liverpool   1 2 3 4 5 6 7

17) Liverpool has a lively atmosphere   1 2 3 4 5 6 7

18) The nightlife in Liverpool is good   1 2 3 4 5 6 7

19) In general there is a good variety of places to visit
    in Liverpool   1 2 3 4 5 6 7

20) The exhibitions in museums/galleries are of a good
    standard   1 2 3 4 5 6 7

21) The local transportation system is of a good standard   1 2 3 4 5 6 7

22) The one way system in Liverpool is difficult   1 2 3 4 5 6 7

23) Car parking facilities are inadequate   1 2 3 4 5 6 7

24) There is a good variety of accommodation in Liverpool   1 2 3 4 5 6 7

25) The staff in hotels are helpful   1 2 3 4 5 6 7

26) The standard of accommodation in Liverpool
    is satisfactory   1 2 3 4 5 6 7

27) There is a lack of information for international visitors
    in museums/galleries   1 2 3 4 5 6 7

28) The opening hours of tourist facilities should be longer   1 2 3 4 5 6 7

29) Shops and restaurants in the city centre should be open
    on Sundays   1 2 3 4 5 6 7

30) The football matches are interesting   1 2 3 4 5 6 7

31) The layout of the Albert Dock is interesting   1 2 3 4 5 6 7

32) There is a good variety of things to do in Liverpool   1 2 3 4 5 6 7

33) Liverpool is getting better   1 2 3 4 5 6 7

34) The restaurants in Liverpool are good   1 2 3 4 5 6 7

35) The Beatles attractions are interesting   1 2 3 4 5 6 7

36) Liverpool is a good value for money   1 2 3 4 5 6 7

Section C

Below is a given a list of statements describing Liverpool or parts of it. Based on your personal opinion please indicate according to the following scale: **1= very strongly agree; 2= strongly agree 3= agree; 4=neither agree or disagree; 5=disagree; 6=strongly disagree; 7=very strongly disagree** whether visitors in Liverpool are likely to agree with them

Visitors in general agree that

1. In general Liverpool is a nice place to visit   1 2 3 4 5 6 7
2. There is a lot of good architecture in Liverpool   1 2 3 4 5 6 7
3. People in Liverpool are friendly   1 2 3 4 5 6 7

Visitors coming for business agree that

1. Liverpool has a big crime problem   1 2 3 4 5 6 7
2. The standard of accommodation in Liverpool is satisfactory   1 2 3 4 5 6 7
3. The restaurants in Liverpool are good   1 2 3 4 5 6 7

Visitors attending a conference agree that

there is a good variety of accommodation in Liverpool   1 2 3 4 5 6 7

Visitors coming for shopping agree that

there are plenty of good shops in Liverpool   1 2 3 4 5 6 7

Visitors visiting relations agree that

1. There are many derelict buildings in Liverpool   1 2 3 4 5 6 7
2. Liverpool provides the opportunity for easy access
   to other interesting places   1 2 3 4 5 6 7
3. In general, there is a good variety of places to visit
   in Liverpool   1 2 3 4 5 6 7

Visitors coming for general sightseeing agree that

1. The design of the Metropolitan Cathedral is attractive   1 2 3 4 5 6 7
2. The atmosphere in the Anglican Cathedral is beautiful   1 2 3 4 5 6 7
3. There is a lot of congested traffic in Liverpool   1 2 3 4 5 6 7
4. Attractions are easy to reach   1 2 3 4 5 6 7

Visitors coming to visit places of personal interest agree that

1. The exhibitions in museums/galleries are of a good standard   1 2 3 4 5 6 7

Visitors attending a sport event agree that

the staff in hotels are helpful   1 2 3 4 5 6 7

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Visitors attending a football match agree that
the football matches are interesting   1 2 3 4 5 6 7

Visitors coming to enjoy the nightlife agree that
1.The nightlife in Liverpool is good   1 2 3 4 5 6 7
2. Liverpool is unsafe at night   1 2 3 4 5 6 7

Visitors coming for going to a theatre/show agree that
1. The entertainment provided in Liverpool is good   1 2 3 4 5 6 7
2. Car parking facilities in Liverpool are inadequate   1 2 3 4 5 6 7

Visitors coming to trace their roots agree that
1. The waterfront is pleasant   1 2 3 4 5 6 7
2. There is a lot of good architecture in Liverpool   1 2 3 4 5 6 7

Visitors coming to renew memories agree that
Liverpool is getting better   1 2 3 4 5 6 7

Visitors coming to relax agree that
1. The one way system in Liverpool is difficult   1 2 3 4 5 6 7
2. The streets in Liverpool are clean   1 2 3 4 5 6 7

Visitors coming for a day out away from home agree that
1. The opening hours of tourist facilities should be longer   1 2 3 4 5 6 7
2. Shops and restaurants in the city centre should be open
    on Sundays   1 2 3 4 5 6 7
3. The layout of the Albert Dock is interesting   1 2 3 4 5 6 7

Visitors coming to visit a place never been to before
agree that
1. The local transportation system is of a good standard   1 2 3 4 5 6 7
2. There is a good variety of things to do in Liverpool   1 2 3 4 5 6 7
3. Liverpool is a good value for money   1 2 3 4 5 6 7

Visitors coming to meet new people agree that
1. Liverpool has a lively atmosphere   1 2 3 4 5 6 7
2.People in Liverpool have a good sense of humour   1 2 3 4 5 6 7

Visitors coming to pay a tribute to the Beatles agree that
1.There is a lack of information for international   1 2 3 4 5 6 7
  visitors in museums/galleries
2. The Beatles related attractions are interesting   1 2 3 4 5 6 7

Section D About you

1) Sex: Male Female (Please circle)
2) Age: ---- years
3) Occupation:
4) How long have you been working in the tourist industry in Liverpool?
       ----- years or   ---- months
5) Are you originally from Liverpool? Yes No (Please circle)

APPENDIX 2

2. 1 List of specific attractions or places mentioned in the pilot study and the percentage of participants that mentioned them

	Visitors %	Tourism employees %	Both groups %
1. The Albert Dock	57%	85%	67%
2. The Cathedrals	20%	50%	56%
5. The Walker Art Gallery	16%	32%	26%
4. The Beatles Story museum	15%	32%	20%
5. Chester	26%	32%	20%
6. The Maritime museum	26%	23%	18%
7. the city centre	20%	12%	17%
8. The Tate Gallery	15%	6%	16%
9. The Mersey Ferries	5%	32%	15%
8. The Cavern quarter	5%	23%	12%
9. Southport	5%	23%	12%
10. The Liverpool museum	7%	20%	12%
11. The Magical tour of Beatles	3%	20%	9%
12. The Wirral	7%	9%	7%
13. The Granada Studios	3%	6%	6%
14. The Wales	0%	15%	5%
15. The St. George's Hall	5%	9%	5%
16. The Lake District	0%	9%	2%
17. New Brighton	3%	9%	4%
18. The Lady Lever Gallery	2%	9%	4%
19. The Town Hall	0%	6%	2%
20. Manchester	0%	6%	2%
21. Blackpool	0%	6%	2%
22. The Knowsley Safari Park	0%	3%	1%
23. The Pleasure Island	0%	3%	1%
24. The Speke Hall	0%	3%	1%
25. The Croxteth country Park	0%	3%	1%
26. Stoke-on- Trent	0%	3%	1%

27. Scotland	0%	3%	1%
28. Ireland	0%	3%	1%
29. The Midlands	0%	3%	1%
30. The Irish centre	3%	0%	1%
31. West Kirby	3%	0%	1%
32. The Library	3%	0%	1%
34. The Morton Hall	3%	0%	1%

2. 2. List of the most popular (3% or over) places visited during Summer 1990
(Source: Visitors on Merseyside, 1990)

	Day visitors %	Staying visitors %
1. Albert Dock	12%	13%
2. Pleasureland	2%	7%
3. Southport Floral Complex	3%	6%
4. Maritime museum	4%	5%
5. Knowsley Safari Park	-	5%
6. Mersey Ferries	6%	4%
7. The Beatles Story museum	3%	4%
8. The Tate Gallery	3%	3%
9. The Metropolitan Cathedral	4%	3%
10. The Cavern Walks	4%	3%
11. Southport Zoo	1%	3%
12. The Anglican Cathedral	5%	3%
13. Clayton Square	4%	3%

2. 3 List of the most popular places visited outside Merseyside (Source: Visitors on Merseyside, 1990)

Places	%
1. Chester	19%
2. Blackpool	7%
3. Manchester	5%
4. London	5%
5. Wales	11%
6. Other towns/cities	19%
7. Lake District	9%
8. Scotland	5%
9. Chester Zoo	3%
10. Wigan Pier	1%
11. Other attractions	7%

APPENDIX 3

Comparison of British and international visitors by their demographic and trip characteristics

Table 1 Cross tabulation of gender by nationality of visitor

	BRITISH VISITORS (N=280)	INTERNATIONAL VISITORS (N=155)
	Observed Expected Column %	Observed Expected Column %
MALE	146.6 144 51.6%	84 81.4 54.2%
FEMALE	135 132. 1 48.4%	71 73.6 45.8%

Cramer's V = .24, p= .605

Table 2 Mann-Whitney U Test comparing age by nationality of visitor

BRITISH VISITORS (N=280)	INTERNATIONAL VISITORS (N=155)			
Mean Rank	Mean Rank	U	W	p
215.50	209.89	2027	3190	.65

Table 3 Cross tabulation of repeat/first visit by nationality of visitor

	BRITISH VISITORS (N=280)	INTERNATIONAL VISITORS (N=155)
	Observed Expected Column %	Observed Expected Column%
FIRST TIME VISITORS	96 140.4 34.7%	123 78.6 79.4%
REPEAT VISITORS	181 136.6 65.3%	32 76.4 20.6%

Cramer's V = .42. p=.000

Table 4 Cross tabulation of length of stay (day-staying visitors) by nationality of visitor

	BRITISH VISITORS (N=280)	INTERNATIONAL VISITORS (N=155)
	Observed Expected Column %	Observed Expected Column %
DAY VISITORS	76 63.5 26.5%	23 35.5 14%
STAYING VISITORS	204 212.5 73.5%	132 118.5 85.1%

Cramer's V = .14, p=.002

Table 5 Mann-Whitney U Test comparing the length of visit of staying visitors by their nationality

BRITISH VISITORS (N=280)	INTERNATIONAL VISITORS (N=155)			
Mean Rank	Mean Rank	U	W	P
189.12	262.78	1397	4046	.00

Table 6 Cross tabulation of the type of accommodation used by the nationality of visitor

	BRITISH VISITORS (N=280)	INTERNATIONAL VISITORS (N=155)
	Observed Expected Column %	Observed Expected Column %
HOTEL	90 97.6 32.4%	62 54.4 40%
B & B	42 37.2 15.1%	16 20.8 10.3%
YOUTH HOSTEL	5 9 1.8%	9 5 5.8%
AT FRIENDS/ RELATIVES	64 70.6 23%	46 39.4 29.7%
DAY VISITORS	77 63.6 27.7%	22 35.4 14.2%

Cramer's V= .20, p= .001

Table 7 Cross tabulation of the main mode of transportation used by the nationality of visitor

	BRITISH VISITORS (N=280)	INTERNATIONAL VISITORS (N=155)
	Observed Expected Column %	Observed Expected Column %
CAR	154 125.7 55.6%	42 70.3 27.1%
PUBLIC TRANSPORTATION	75 94.3 27.1%	72 52.7 46.5%
ON FOOT	48 57.1 17.3%	41 31.9 26.5%

Cramer's V=.27, p= .000

Table 8 Cross tabulation of type of trip by nationality of visitor

	BRITISH VISITORS (N=280)	INTERNATIONAL VISITORS (N=155)
	Observed Expected Column %	Observed Expected Column %
INDIVIDUAL TRIP	56 61.7 20.1%	40 43.3 25.8%
ORGANISED TRIP	223 217.3 79.9%	115 120.7 74.2%

Cramer's V= .06, p= .167

APPENDIX 4

I. FRENCH VERSION OF THE VISITORS' QUESTIONNAIRE

Cette enquête concerne les visiteurs de Liverpool. Vos réponses à ce questionnaire permettront de comprendre ce que les visiteurs pensent de Liverpool et les expériences qu'ils ont eu durant leur visite. Veuillez essayer de répondre à toutes les questions. Je vous remercie de votre participation à cette recherche.

Section A

Les gens visitent Liverpool pour de nombreuses raisons. Veuillez indiquer dans quelle mesure chacune des raisons suivantes est importante pour votre visite ACTUELLE à Liverpool. Prenez soin de souligner l'importance de chacune des raisons

		pas important du tout	pas tè s important	è g rement important	assez important	bien important	tè s important	la raison la plus importante
1.	En affaires	1	2	3	4	5	6	7
2.	Pour assister à une conférence	1	2	3	4	5	6	7
3.	Pour faire des courses	1	2	3	4	5	6	7
4.	Pour rendre visite à des membres de la famille	1	2	3	4	5	6	7
5.	Pour rendre visite à des amis	1	2	3	4	5	6	7
6.	Pour faire du tourisme général	1	2	3	4	5	6	7
7.	Pour visiter des endroits présentant un intérêt personnel	1	2	3	4	5	6	7
8.	Pour assister à des épreuves sportives	1	2	3	4	5	6	7
9.	Pour assister à un match de football	1	2	3	4	5	6	7
10.	pour apprécier la vie nocturne	1	2	3	4	5	6	7
11.	pour aller au théâtre	1	2	3	4	5	6	7
12.	pour revenir à mes racines	1	2	3	4	5	6	7
13.	par sentimentalité	1	2	3	4	5	6	7
14.	pour me relaxer	1	2	3	4	5	6	7
15.	pour une journée de sortie hors de la maison	1	2	3	4	5	6	7
16.	pour visiter un endroit que je n'avais jamais vu auparavant	1	2	3	4	5	6	7
17.	pour rencontrer de nouvelles personnes	1	2	3	4	5	6	7
18.	pour rendre hommage aux Beatles	1	2	3	4	5	6	7
19.	autre(s), veuillez préciser	1	2	3	4	5	6	7

Section B

Veuillez cocher dans la liste suivante pour montrer les choses que vous avez faites ou que vous prévoyez de faire durant votre séjour dans la ville

		A fait	Prévoie de faire
1.	se promener dans le Dock Albert	( )	( )
2.	visiter la cathédrale métropolitaine	( )	( )
3.	visiter la cathédrale anglicane	( )	( )
4.	faire une croisière sur un ferry de la Mersey	( )	( )
5.	visiter la galerie d'art Walker	( )	( )
6.	visiter la galerie Tate	( )	( )
7.	visiter la galerie Lady Lever	( )	( )
8.	visiter les studios de télévision Granada	( )	( )
9.	visiter le musée d'histoire des Beatles	( )	( )
10.	assister au Tour Magique des Beatles	( )	( )
11.	se promener dans le quartier des cavernes	( )	( )
12.	visiter le musée maritime	( )	( )
13.	visiter le musée de Liverpool	( )	( )
14.	visiter le hall de St- George	( )	( )
15.	visiter l'hôtel de ville	( )	( )
16.	se promener dans le centre ville	( )	( )
17.	faire des courses	( )	( )
18.	aller au restaurant	( )	( )
19.	aller dans des boîtes de nuit	( )	( )
20.	aller prendre un verre	( )	( )
21.	aller au théâtre	( )	( )
22.	aller au cinéma	( )	( )
23.	aller à un match de football	( )	( )
24.	visiter le centre irlandais	( )	( )
25.	Travailler	( )	( )
26.	visiter le Wirral	( )	( )
27.	visiter Southport	( )	( )
28.	visiter New Brighton	( )	( )
29.	visiter West Kirby	( )	( )
30.	visiter Chester	( )	( )
31.	aller en excursion à Manchester	( )	( )
32.	aller en excursion à Blackpool	( )	( )
33.	aller en excursion dans le Pays de Galles	( )	( )
34.	aller en excursion dans la région des lacs	( )	( )
35.	rendre visite aux personnes que l'on connaît	( )	( )

Section C

Sur la base de ce que vous pensez de Liverpool ou de vos expériences durant votre visite, veuillez indiquer si vous êtes d'accord ou pas d'accord avec les affirmations suivantes en suivant l'échelle suivante : **1 = très fortement d'accord; 2 = fortement d'accord; 3 = d'accord; 4 = ni d'accord ni en désaccord; 5 = pas d'accord; 6 = fortement en désaccord; 7 = très fortement en désaccord.**

		très fortement d'accord	fortement d'accord	d'accord	ni d'accord ni en désaccord	pas d'accord	fortement en désaccord	très fortement en désaccord
1.	En règle générale, Liverpool est un endroit agréable à visiter	1	2	3	4	5	6	7
2.	Les divertissements offerts par Liverpool sont bons	1	2	3	4	5	6	7
3.	Il y a beaucoup de bons magasins à Liverpool	1	2	3	4	5	6	7
4.	Liverpool a un gros problème de crime	1	2	3	4	5	6	7
5.	Liverpool n'est pas une ville sûre la nuit	1	2	3	4	5	6	7
6.	Les lieux de divertissement sont accessibles	1	2	3	4	5	6	7
7.	Liverpool permet d'accéder aisément à d'autres villes intéressantes	1	2	3	4	5	6	7
8.	Il y a beaucoup d'architectures de qualité à Liverpool	1	2	3	4	5	6	7
9.	Il y a de nombreux bâtiments abandonnés à Liverpool	1	2	3	4	5	6	7
10.	Le front de mer est agréable	1	2	3	4	5	6	7
11.	La conception de la cathédrale métropolitaine est agréable	1	2	3	4	5	6	7
12.	L'atmosphère de la cathédrale anglicane est grandiose	1	2	3	4	5	6	7
13.	Les habitants de Liverpool sont sympathiques	1	2	3	4	5	6	7
14.	Les habitants de Liverpool ont un bon sens de l'humour	1	2	3	4	5	6	7
15.	Les routes de Liverpool sont propres	1	2	3	4	5	6	7
16.	Il y a beaucoup d'embouteillages à Liverpool	1	2	3	4	5	6	7
17.	Liverpool a une atmosphère animée	1	2	3	4	5	6	7
18.	La vie de nuit à Liverpool est bonne	1	2	3	4	5	6	7
19.	En général, il y a une grande diversité d'endroits à visiter à Liverpool	1	2	3	4	5	6	7
20.	Les expositions dans les musées/galeries sont de bonne qualité	1	2	3	4	5	6	7
21.	Le système de transport standard est de bonne qualité	1	2	3	4	5	6	7
22.	Le système des rues à sens unique de Liverpool est compliqué	1	2	3	4	5	6	7
23.	Les facilités de stationnement de voiture sont inadéquates	1	2	3	4	5	6	7
24.	Il y a une bonne variété de types d'hébergement à Liverpool	1	2	3	4	5	6	7
25.	Le personnel des hôtels est obligeant	1	2	3	4	5	6	7

26.	La qualité de l'hébergement à Liverpool est satisfaisante	1 2 3 4 5 6 7
27.	Il y a un manque d'informations à l'intention des visiteurs internationaux dans les musées/les galeries	1 2 3 4 5 6 7
28.	Les heures d'ouverture des lieux touristiques devraient être plus longues	1 2 3 4 5 6 7
29.	Les magasins et les restaurants du centre ville doivent être ouverts le dimanche	1 2 3 4 5 6 7
30.	Les matchs de football sont intéressants	1 2 3 4 5 6 7
31.	La disposition du dock Albert est intéressante	1 2 3 4 5 6 7
32.	Il y a une grande diversité de choses à faire à Liverpool	1 2 3 4 5 6 7
33.	La ville de Liverpool s'améliore	1 2 3 4 5 6 7
34.	Les restaurants de Liverpool sont bons	1 2 3 4 5 6 7
35.	Les attractions des Beatles sont intéressantes	1 2 3 4 5 6 7
36.	Liverpool est une ville qui offre un bon rapport qualité/prix	1 2 3 4 5 6 7

Section D : Informations vous concernant

1) Sexe: Masculin   Féminin   (veuillez cercler)

2) Age : _____ ans

3) Depuis combien de temps êtes-vous à Liverpool?   .... (veuillez préciser)

4) Pendant combien de temps pensez-vous y rester? .... (veuillez préciser)

5) Nationalité :

6) Quel était le principal moyen de transport durant votre visite?

a) la voiture   b) les transports publics   c) à pied   (veuillez cercler)

7) Etes-vous arrivé : a) par voyage organisé   b) par vous même (veuillez cercler)

8) Où avez-vous séjourné durant votre visite? a) à l'hôtel b) dans une chambre d'hôte

c) dans une auberge de jeunesse   d) chez des amis/chez un membre de la famille

(veuillez cercler)

9) Est-ce votre première visite à Liverpool? Oui   Non   (veuillez cercler)

   Si la réponse est non, veuillez spécifier combien de fois vous y êtes allés

auparavant :   ....

□

II. JAPANESE VERSION OF THE VISITORS' QUESTIONNAIRE

これはリウァブールを訪れる人々についての調査です。このアンケートに対するあなたの回答は、リウァブールを訪れる人々か実際にリウァブールについてどう思っているか、またリウァブールでとんな経験をするかを知るために役立てられます。どうか全ての質問にお答え下さい。ご協力たいへんありがとうございます。

Section A

人々は様々な理由でリヴァブールを訪れます。下記の**各**訪問理由があなたの**今回の**リヴァブール訪問に関してどの程度の重要性を占めるかを示して下さい。下の理由の一つ一つがあなたにとってどのくらい大切か7段階のうち最もあてはまるものに丸をつけて下さい。

	全く重要てない	あまり重要てない	少しだけ重要てある	そこそこに重要である	かなり重要である	たいへん重要である	最も重要な理由である
1、仕事のため	1	2	3	4	5	6	7
2、会議に出席するため	1	2	3	4	5	6	7
3、買い物のため	1	2	3	4	5	6	7
4、親類を訪ねるため	1	2	3	4	5	6	7
5、友人を訪ねるため	1	2	3	4	5	6	7
6、一般的な観光目的で	1	2	3	4	5	6	7
7、個人的に興味のある場所を訪れるため	1	2	3	4	5	6	7
8、スポーツ観戦のため	1	2	3	4	5	6	7
9、サッカー観戦のため	1	2	3	4	5	6	7
10、ナイトライフを楽しむため	1	2	3	4	5	6	7
11、劇場に行くため	1	2	3	4	5	6	7
12、自分のルーツをたどるため	1	2	3	4	5	6	7
13、思い出を新たにするため	1	2	3	4	5	6	7
14、リラックスするため	1	2	3	4	5	6	7
15、家から離れて一日でかけるため	1	2	3	4	5	6	7
16、今までに行ったことのない場所を訪ねるため	1	2	3	4	5	6	7
17、知らない人と出会うため	1	2	3	4	5	6	7
18、ビートルズに敬意を表するため	1	2	3	4	5	6	7
19、その他（自由に記入して下さい）							
_____	1	2	3	4	5	6	7

Section B

下記の項目の中に今回の滞在中に あなたが今まてにしたこと、またはこれからしようと思っているこ
とがあれば丸をつけて下さい。

	今まてにした	これからしようと思う
1、アルバート・ドック(Albert Dock) を歩き回る	( )	( )
2、メトロポリタン大聖堂(Metropolitan Cathedral)を訪ねる	( )	( )
3、リヴァプール大聖堂(Anglican Cathedral)を訪ねる	( )	( )
4、マージー・フェリーでクルージンクする	( )	( )
5、ウォーカー美術館(Walker Art Gallery)を訪ねる	( )	( )
6、テート・ギャラリー(Tate Gallery)を訪ねる	( )	( )
7、レディ・リヴァーギャラリー(Lady Lever Gallery)を訪ねる	( )	( )
8、グラナダ・テレビのスタジオ(Granada Studio)を訪ねる	( )	( )
9、ビートルズ・ストーリー博物館(Beatles Story Museum)を訪ねる	( )	( )
10、ビートルズ名所巡りのマジカルミステリー ツアー (Magical Mystery Tour)のバスに乗る	( )	( )
11、キャヴァーン(Cavern)の一角を歩き回る	( )	( )
12、海洋博物館(Maritime Museum) を訪ねる	( )	( )
13、リヴァプール博物館(Liverpool Museum)を訪ねる	( )	( )
14、セント・ジョージ・ホール(St.George Hall)を訪ねる	( )	( )
15、市役所(Town Hall) を訪ねる	( )	( )
16、市の中心街を歩き回る	( )	( )
17、買い物する	( )	( )
18、レストランで食事する	( )	( )
19、ナイト・クラブへ行く	( )	( )
20、飲みに行く	( )	( )
21、劇場へ行く	( )	( )
22、映画館へ行く	( )	( )
23、サッカーの試合を観に行く	( )	( )
24、アイリッシュ・センター(Irish Centre)を訪ねる	( )	( )
25、仕事をする	( )	( )
26、ウィラル(Wirral)を訪ねる	( )	( )
27、サウスポート(Southport) を訪ねる	( )	( )
28、ニューブライトン(New Brighton)を訪ねる	( )	( )
29、ウェストカービー(West Kirby)を訪ねる	( )	( )
30、チェスター(Chester) を訪ねる	( )	( )
31、マンチェスター(Manchester)へ一日でかける	( )	( )
32、ブラックプール(Blackpool) へ一日でかける	( )	( )
33、ウェールズ(Wales) へ一日でかける	( )	( )
34、湖水地方(Lake district) へ一日でかける	( )	( )
35、知り合いをを訪ねる	( )	( )

Section C

リヴァプールについてのあなたの感想、また滞在中の体験をもとに、下記の意見項目の一つ一つについてどの程度あなたが同意するかを、次の7段階の尺度のうち最も当てはまるものに丸をつけて示して下さい。（1　非常に強く賛成　2　強く賛成　3　賛成　4　どちらでもない　5　反対　6　強く反対　7　非常に強く反対）

	非常に強く賛成	強く賛成	賛成	どちらでもない	反対	強く反対	非常に強く反対
1、一般的にリヴァプールは訪ねるには良い所である。	1	2	3	4	5	6	7
2、リヴァプールには良い娯楽施設がある。	1	2	3	4	5	6	7
3、リヴァプールには良いお店がたくさんある。	1	2	3	4	5	6	7
4、リヴァプールは大きな犯罪問題を抱えている。	1	2	3	4	5	6	7
5、リヴァプールの夜は危険である。	1	2	3	4	5	6	7
6、お楽しみアトラクションが身近にある。	1	2	3	4	5	6	7
7、リヴァプールでは他の興味深い場所に簡単に行く機会がもてる。	1	2	3	4	5	6	7
8、リヴァプールにはすばらしい建築物がたくさんある。	1	2	3	4	5	6	7
9、リヴァプールには廃屋がたくさんある。	1	2	3	4	5	6	7
10、川岸近辺は気持ちが良い	1	2	3	4	5	6	7
11、メトロポリタン大聖堂のデザインは魅力的である。	1	2	3	4	5	6	7
12、リヴァプール大聖堂(Anglican Cathedral)の雰囲気は美しい。	1	2	3	4	5	6	7
13、リヴァプールの人々は好意的である。	1	2	3	4	5	6	7
14、リヴァプールの人々はユーモアのセンスがすばらしい。	1	2	3	4	5	6	7
15、リヴァプールの町並みは清潔である。	1	2	3	4	5	6	7
16、リヴァプールは交通渋滞が多い。	1	2	3	4	5	6	7
17、リヴァプールは活気に満ちている。	1	2	3	4	5	6	7
18、リヴァプールのナイトライフはすばらしい。	1	2	3	4	5	6	7
19、一般的にリヴァプールにはでかけるのに良い所が揃っている。	1	2	3	4	5	6	7
20、博物館／美術館の展示物は高い水準にある。	1	2	3	4	5	6	7
21、地元の交通機関は高い水準にある。	1	2	3	4	5	6	7
22、リヴァプールの一方通行制度は難しい。	1	2	3	4	5	6	7
23、駐車場設備は不十分である。	1	2	3	4	5	6	7
24、リヴァプールには良い宿泊施設が揃っている。	1	2	3	4	5	6	7
25、ホテルの従業員は親切である。	1	2	3	4	5	6	7
26、リヴァプールの宿泊施設の水準は満足に値する。	1	2	3	4	5	6	7
27、博物館／美術館では外国人観光客向けの情報に欠ける。	1	2	3	4	5	6	7
28、観光客用施設の開いている時間をもっと長くするべきだ。	1	2	3	4	5	6	7
29、市の中心街のお店やレストランは日曜日も開けるべきだ。	1	2	3	4	5	6	7
30、サッカーの試合は興味深い。	1	2	3	4	5	6	7
31、アルバート・ドックの設計は興味深い。	1	2	3	4	5	6	7
32、リヴァプールではできることがたくさん揃っている。	1	2	3	4	5	6	7
33、リヴァプールは良くなってきている。	1	2	3	4	5	6	7
34、リヴァプールのレストランはすばらしい。	1	2	3	4	5	6	7
35、ビートルズ関係の呼び物は興味深い。	1	2	3	4	5	6	7
36、リヴァプールはそこそこのお金で十分楽しめる。	1	2	3	4	5	6	7

Section D
あなたについて

1）性別　　男　　女　（丸をつけて下さい）

2）年齢　＿＿＿＿＿歳　（記入して下さい）

3）リヴァプールに来て何日目ですか。　＿＿＿＿＿＿＿＿＿＿　（記入して下さい）

4）これから先どのくらいここに滞在する予定ですか。　＿＿＿＿＿＿＿＿　（記入して下さい）

5）国籍　＿＿＿＿＿＿＿　（記入してください）

6）滞在中の主な交通手段は何でしたか。（a）車　　（b）公共の交通機関　　（c）徒歩
　　（丸をつけて下さい）

7）ここに来たのは、（a）集団旅行で　　（b）個人旅行で　　（丸をつけて下さい）

8）滞在先　（a）ホテル　　（b）B＆B　　（c）ユースホステル　　（d）友人／知人の家
　　（丸をつけて下さい）

9）リヴァプールに来たのは今回が初めてですか。　　はい　　いいえ　（丸をつけて下さい）

　　いいえ　に丸をつけた方、前に何度くらい来たことがありますか。（記入して下さい）

　　＿＿＿＿＿＿　回

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III. GERMAN VERSION OF THE VISITORS' QUESTIONNAIRE

Diese Umfrage richtet sich an die Besucher von Liverpool. Ihre Antworten auf diesen Fragebogen geben Auskunft darüber, was die Besucher über Liverpool denken und welche Erfahrungen sie während ihres Aufenthaltes gemacht haben. Bitte antworten Sie möglichst auf alle Fragen. Ich danke Ihnen für Ihre Teilnahme an dieser Umfrage.

Abschnitt A

Die Menschen besuchen Liverpool aus verschiedenen Gründen. Bitte geben Sie an, wieweit die folgenden Gründe für ihren GEGENWÄRTIGEN Besuch in Liverpool wichtig waren. Unterstreichen Sie bei jeder Begründung einen Wichtigkeitsgrad: **1**=überhaupt nicht wichtig; **2**=nicht sehr wichtig; **3**=ein bisschen wichtig; **4**=ziemlich wichtig; **5**=verhältnismässing wichtig; **6**=sehr wicthig; **7**=am wichtigsten

	überhaupt nicht wichtig	nicht sehr wichtig	ein bisschen wichtig	ziemlich wichtig	verhältnismässing wichtig	sehr wicthig	am wichtigsten
1. Geschäftsreise	1	2	3	4	5	6	7
2. Teilnahme an einer Konferenz	1	2	3	4	5	6	7
3. Einkaufsbummel	1	2	3	4	5	6	7
4. Verwandtenbesuch	1	2	3	4	5	6	7
5. Besuch von Freunden	1	2	3	4	5	6	7
6. Tourismus im allgemeinen	1	2	3	4	5	6	7
7. Besuch von Orten, die für mich von persönlichem Interesse sind	1	2	3	4	5	6	7
8. Besuch von Sportveranstaltungen	1	2	3	4	5	6	7
9. Besuch eines Fussballspiels	1	2	3	4	5	6	7
10. Nachtleben geniessen	1	2	3	4	5	6	7
11. Theaterbesuch	1	2	3	4	5	6	7
12. Rückkehr zu den Wurzeln	1	2	3	4	5	6	7
13. Erinnerungen	1	2	3	4	5	6	7
14. Entspannung	1	2	3	4	5	6	7
15. Tagesausflug	1	2	3	4	5	6	7
16. Entdeckung eines bisher unbekannten Ortes	1	2	3	4	5	6	7
17. Leute kennenlernen	1	2	3	4	5	6	7
18. Andenken an die Beatles	1	2	3	4	5	6	7
19. Sonstige Gründe (bitte angeben)……….	1	2	3	4	5	6	7

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Abschnitt B

Bitte kreuzen Sie in der folgenden Liste an, was Sie während Ihres Aufenthaltes unternommen haben oder noch unternehmen werden.

	schon gemacht	geplant
1. Spaziergang am Albert Dock	( )	( )
2. Besuch der Metropolitan Cathedral	( )	( )
3. Besuch der anglikanischen Kathedrale	( )	( )
4. Kreuzfahrt mit einem Mersey-Fährschiff	( )	( )
5. Besuch der Kunstgalerie Walker	( )	( )
6. Besuch der Tate Gallery	( )	( )
7. Besuch der Lady Lever Gallery	( )	( )
8. Besuch der Granada-Fernsehstudios	( )	( )
9. Besuch des historischen Museums der Beatles	( )	( )
10. Magic Tour of Beatles	( )	( )
11. Spaziergang im Höhlenviertel	( )	( )
12. Besuch des Schiffahrtsmuseums	( )	( )
13. Besuch des Museums von Liverpool	( )	( )
14. Besuch der St.George's Hall	( )	( )
15. Besuch des Rathauses	( )	( )
16. Spaziergang in der Stadtmitte	( )	( )
17. Einkaufsbummel	( )	( )
18. Restaurantbesuch	( )	( )
19. Besuch von Nachtlokalen	( )	( )
20. Besuch im Pub	( )	( )
21. Besuch im Theater	( )	( )
22. Besuch im Kino	( )	( )
23. Besuch eines Fussballspiel	( )	( )
24. Besuch des Irischen Zentrums	( )	( )
25. Arbeiten	( )	( )
26. Besuch des Wirral	( )	( )
27. Bummel in Southport	( )	( )
28. Besuch des New Brighton	( )	( )
29. Besuch des West Kirby	( )	( )
30. Besuch des Chester	( )	( )
31. Ausflug nach Manchester	( )	( )
32. Ausflug nach Blackpool	( )	( )
33. Ausflug nach Wales	( )	( )
34. Ausflug nach Seenregion	( )	( )
35. Besuch von Bekannten	( )	( )

Abschnitt C

Ausgehend von Ihrem Urteil über Liverpool oder von den Eindrücken Ihres Besuches, geben Sie bitte anhand der folgenden Skala an, ob Sie mit folgenden Eindrücken einverstanden bzw. nicht einverstanden sind: **1 = vollkommen einverstanden; 2 =einverstanden; 3 = weitgehend einverstanden; 4 = weder noch; 5 =weitgehend nicht einverstanden; 6 = nicht einverstanden; 7 = ganz und gar nicht einverstanden**

	vollkommen einverstanden	einverstanden	weitgehend einverstanden	weder noch	weitgehend nicht einverstanden	nicht einverstanden	ganz und gar nicht einverstanden
1. Im allgemeinen ist Liverpool ein angenehmer Ort	1	2	3	4	5	6	7
2. Das Unterhaltungsangebot ist gut	1	2	3	4	5	6	7
3. Es gibt viele schöne Geschäfte	1	2	3	4	5	6	7
4. Die Kriminalität ist ein grosses Problem	1	2	3	4	5	6	7
5. Nachts ist man in Liverpool nicht sicher	1	2	3	4	5	6	7
6. Die Sehenswürdigkeiten sind bequem zu erreichen	1	2	3	4	5	6	7
7. Von Liverpool aus gelangt man leicht zu anderen interessanten Städten	1	2	3	4	5	6	7
8. Liverpool biete viele architektonische Sehenswürdigkeiten	1	2	3	4	5	6	7
9. Es gibt viele verlassene Gebäude in Liverpool	1	2	3	4	5	6	7
10. Die Seepromenade ist einladend	1	2	3	4	5	6	7
11. Die Metropolitan Cathedral ist ein schönes Bauwerk	1	2	3	4	5	6	7
12. Die anglikanische Kathedrale ist atmosphärisch beeindruckend	1	2	3	4	5	6	7
13. Die Einwohner von Liverpool sind sympatisch	1	2	3	4	5	6	7
14. Die Einwohner von Liverpool haben Humor	1	2	3	4	5	6	7
15. Die Strassen sind sauber	1	2	3	4	5	6	7
16. Es gibt viele Staus	1	2	3	4	5	6	7
17. In Liverpool ist was los	1	2	3	4	5	6	7
18. Das Nachtleben hat einiges zu bieten	1	2	3	4	5	6	7
19. Im allgemeinen ist das Angebot an Sehenswürdigkeiten sehr vielfältig	1	2	3	4	5	6	7
20. Die Ausstellungen in den Museen und Galerien sind von guter Qualität	1	2	3	4	5	6	7
21. Der öffentliche Nahverkehr ist gut organisiert	1	2	3	4	5	6	7
22. Das Einbahnstrassensystem ist kompliziert	1	2	3	4	5	6	7
23. Die Parkmöglichkeiten reichen nicht aus	1	2	3	4	5	6	7
24. Das Übernachtungsangebot ist reichhaltig	1	2	3	4	5	6	7
25. Das Hotelpersonal ist freundlich	1	2	3	4	5	6	7
26. Die Qualität der Unterbringung ist gut	1	2	3	4	5	6	7

27. In den Museen und Galerien werden ausländische
    Besucher nicht ausreichend informiert   1   2   3   4   5   6   7
28. Die Öffnungszeiten der Fremdenverkehrsbüros
    müssten verlängert werden   1   2   3   4   5   6   7
29. Geschäfte und Restaurants in der Innenstadt
    müssten sonntags geöffnet sein   1   2   3   4   5   6   7
30. Die Fussballspiele sind interessant   1   2   3   4   5   6   7
31. Das Albert Dock ist eine interessante Anlage   1   2   3   4   5   6   7
32. In Liverpool kann man viel unternehmen   1   2   3   4   5   6   7
33. Mit Liverpool geht's aufwärts   1   2   3   4   5   6   7
34. Die Restaurants sind gut   1   2   3   4   5   6   7
35. Die Veranstaltungen und Sehenswürdigkeiten rund
    um die Beatles sind interessant   1   2   3   4   5   6   7
36. Das Preis/Leistungsverhältnis ist gut   1   2   3   4   5   6   7

Abschnitt D: Angaben zu Ihrer Person

1. Geschlecht: männlich   weiblich   (bitte ankreuzen)
2. Alter: .... Jahre
3. Seit wann sind Sie in Liverpool?   (bitte genau angeben)
4. Wie lange wollen Sie bleiben?   (bitte genau angeben)
5. Herkunftsland:
6. Welches Verkehrsmittel haben Sie hauptsächlich benutzt? **a)** Auto **b)** Öffentlicher
   Nahverkehr **c)** zu Fuss   (bitte ankreuzen)
7. Wie sind Sie hierher gekommen? **a)** mit Reiseveranstalter **b)** selbständig
8. Wo sind sie abgestiegen? **a)** im Hotel **b)** im Gästezimmer **c)** in der
   Jugendherberge **d)** bei Freunden/Verwandten (bitte ankreuzen)
9) Ist es Ihr erster Besuch in Liverpool? Ja   Nein   (bitte ankreuzen). Wenn nein,   wie
   oft waren Sie früher schon hier?

IV. SPANISH VERSION OF THE VISITORS' QUESTIONNAIRE

Esta encuesta se realiza entre visitantes en Liverpool. Sus respuestas a este cuestionario contribuirán a comprender lo que los visitantes piensan de Liverpool y las experiencias que tienen durante su visita. Le rogamos que intente responder a todas las preguntas. Muchas gracias por participar en este estudio.

Sección A
La gente visita Liverpool por muchos motivos. Sírvase indicar lo importante que es cada uno de estos motivos en su ACTUAL visita a Liverpool. No se olvide de indicar lo importante que es cada motivo.

	no importa en absoluto	no muy importante	ligeramente importante	relativamente importante	bastante importante	muy importante	el motivo más importante
1. por negocios	1	2	3	4	5	6	7
2. para asistir a una conferencia	1	2	3	4	5	6	7
3. para ir de compras	1	2	3	4	5	6	7
4. para visitar a parientes	1	2	3	4	5	6	7
5. para visitar a amigos	1	2	3	4	5	6	7
6. para visitar lugares de interés turístico	1	2	3	4	5	6	7
7. para visitar lugares de interés personal	1	2	3	4	5	6	7
8. para asistir a un acontecimiento deportivo	1	2	3	4	5	6	7
9. para asistir a un partido de fútbol	1	2	3	4	5	6	7
10. para disfrutar de la vida nocturna	1	2	3	4	5	6	7
11. para ir al teatro	1	2	3	4	5	6	7
12. para encontrar mis orígenes	1	2	3	4	5	6	7
13. para renovar recuerdos	1	2	3	4	5	6	7
14. para descansar	1	2	3	4	5	6	7
15. para pasar un día fuera de casa	1	2	3	4	5	6	7
16. para visitar un lugar que no conozco	1	2	3	4	5	6	7
17. para conocer a gente nueva	1	2	3	4	5	6	7
18. para rendir homenaje a los Beatles	1	2	3	4	5	6	7
19. otro (s) sírvase especificar	1	2	3	4	5	6	7

Sección B

Sírvase marcar en la lista siguiente las cosas que ha estado haciendo o que piensa hacer durante su permanencia aquí.

	estado haciendo	pienso hacer
1. caminar por Albert Dock	( )	( )
2. visitar la Catedral Metropolitana	( )	( )
3. visitar la Catedral Anglicana	( )	( )
4. ir de excursión en los transbordadores del Mersey	( )	( )
5. visitar la galería de arte Walker	( )	( )
6. visitar la galería Tate	( )	( )
7. visitar la galería Lady Lever	( )	( )
8. visitar Granada Studios	( )	( )
9. visitar el museo de la historia de los Beatles	( )	( )
10. hacer la gira mágica de los Beatles	( )	( )
11. caminar por el barrio Cavern	( )	( )
12. visitar el Museo Marítimo	( )	( )
13. visitar el Museo de Liverpool	( )	( )
14. visitar St. George's Hall	( )	( )
15. visitar el Ayuntamiento	( )	( )
16. caminar por el centro de la ciudad	( )	( )
17. ir de compras	( )	( )
18. salir a comer	( )	( )
19. ir a clubes nocturnos	( )	( )
20. ir a beber una copa	( )	( )
21. ir al teatro	( )	( )
22. ir al cine	( )	( )
23. ir a un partido de fútbol	( )	( )
24. visitar el Centro Irlandés	( )	( )
25. trabajar	( )	( )
26. visitar la península Wirral	( )	( )
27. visitar Southport	( )	( )
28. visitar New Brighton	( )	( )
29. visitar West Kirby	( )	( )
30. visitar Chester	( )	( )
31. pasar el día en Manchester	( )	( )
32. pasar el día en Blackpool	( )	( )
33. pasar el día en Gales	( )	( )
34. pasar el día en la Región de los Lagos	( )	( )
35. visitar a gente que conozco	( )	( )

Sección C

En base a lo que piensa de Liverpool o de las experiencias que ha tenido durante su visita, sírvase estar de acuerdo o en desacuerdo con las siguientes afirmaciones según la escala siguiente: **1 = sumamente de acuerdo; 2 = muy de acuerdo; 3 = de acuerdo; 4 = ni de acuerdo ni en desacuerdo; 5 = en desacuerdo; 6 = muy en desacuerdo; 7 = sumamente en desacuerdo.**

	sumamente de acuerdo	muy de acuerdo	de acuerdo	ni de acuerdo ni en desacuerdo	en desacuerdo	muy en desacuerdo	sumamente en desacuerdo
1) En general, Liverpool es un lugar agradable para visitar	1	2	3	4	5	6	7
2) Los espectáculos presentados en Liverpool son buenos	1	2	3	4	5	6	7
3) Hay muchas tiendas buenas en Liverpool	1	2	3	4	5	6	7
4) Liverpool tiene un grave problema de delincuencia	1	2	3	4	5	6	7
5) Liverpool no es segura de noche	1	2	3	4	5	6	7
6) Es fácil llegar a las atracciones	1	2	3	4	5	6	7
7) Liverpool brinda la oportunidad de acceso fácil a otros lugares interesantes	1	2	3	4	5	6	7
8) Hay mucha arquitectura buena en Liverpool	1	2	3	4	5	6	7
9) Hay muchos edificios abandonados en Liverpool	1	2	3	4	5	6	7
10) La ribera es agradable	1	2	3	4	5	6	7
11) El diseño de la Catedral Metropolitana es atractivo	1	2	3	4	5	6	7
12) El ambiente de la Catedral Anglicana es hermoso	1	2	3	4	5	6	7
13) La gente de Liverpool es cordial	1	2	3	4	5	6	7
14) La gente de Liverpool tiene un buen sentido del humor	1	2	3	4	5	6	7
15) Las calles de Liverpool están limpias	1	2	3	4	5	6	7
16) Hay mucha congestión de tráfico en Liverpool	1	2	3	4	5	6	7
17) Liverpool tiene un ambiente lleno de vida	1	2	3	4	5	6	7
18) La vida nocturna de Liverpool es buena	1	2	3	4	5	6	7
19) En general, hay una buena variedad de lugares para visitar en Liverpool	1	2	3	4	5	6	7
20) Las exposiciones en los museos/galerías son de buen nivel	1	2	3	4	5	6	7
21) El sistema de transporte local es de buen nivel	1	2	3	4	5	6	7
22) El sistema de sentido único en Liverpool es difícil	1	2	3	4	5	6	7
23) Las facilidades de aparcamiento son inadecuadas	1	2	3	4	5	6	7
24) Hay una buena variedad de alojamiento en Liverpool	1	2	3	4	5	6	7
25) El personal de los hoteles es servicial	1	2	3	4	5	6	7
26) El nivel de alojamiento en Liverpool es satisfactorio	1	2	3	4	5	6	7

27) Hay falta de información para visitantes internacionales
en los museos/galerías   1 2 3 4 5 6 7
28) El horario en los sitios turísticos debería ser más
prolongado   1 2 3 4 5 6 7
29) Las tiendas y los restaurantes del centro de la ciudad
deberían estar abiertos los domingos   1 2 3 4 5 6 7
30) Los partidos de fútbol son interesantes   1 2 3 4 5 6 7
31) El trazado de Albert Dock es interesante   1 2 3 4 5 6 7
32) Hay una buena variedad de cosas para hacer en Liverpool 1 2 3 4 5 6 7
33) Liverpool se pone cada vez mejor   1 2 3 4 5 6 7
34) Los restaurantes de Liverpool son buenos   1 2 3 4 5 6 7
35) Las atracciones de los Beatles son interesantes   1 2 3 4 5 6 7
36) Liverpool ofrece una buena relación calidad-precio   1 2 3 4 5 6 7

Sección D Acerca de usted

1) Sexo: Masculino   Femenino   (rodéelo de un círculo)
2) Edad: _____ años
3) ¿Hace cuánto tiempo que está en Liverpool? ....   (especifíquelo)
4) ¿Cuánto tiempo más piensa quedarse? ....   (especifíquelo)
5) Nacionalidad:
6) ¿Cuál fue la principal forma de transporte durante su visita? **a)** automóvil
   b) transporte público   **c)** a pie   (rodéelo de un círculo)
7) ¿Vino en **a)** una visita organizada   **b)** viaje individual   (rodéelo de un círculo)
8) ¿En dónde se alojó durante su visita? **a)** hotel **b)** pensión con desayuno
   c)   albergue de juventud **d)** casa de amigos/parientes (rodéelo de un círculo)
9) ¿Es ésta su primera visita a Liverpool? Sí   No   (rodéelo de un círculo)
   Si su respuesta es "No", especifique cuántas veces estuvo aquí anteriormente: .....
❏

5. GREEK VERSION OF THE VISITORS' QUESTIONNAIRE

Η *έρευνα αυτή αφορά τους επισκέπτες στό Λίβερπουλ. Οι απαντήσεις σας σ'*
αυτό τό ερωτηματολόγιο θά βοηθήσουν να καταλάβουμε πως βλέπουν το
Λίβερπουλ οι επισκέπτες του κ'νι τι εμπειρίες αποκομίζουν κατά τη διάρκεια της
ἐπίσκεψής τους. Παρακαλούμε _ροσπαθήστε ν' απαντήσετε σε όλες τις ερωτήσεις.
Σας ευχαριστούμε για την συμμετοχή σας σ' αυτή την έρευνα.

Μέρος Α

Υπάρχουν διάφοροι λόγοι για τους οποίους κάποιος μπορεί να επισκεφτεί το
Λίβερπουλ. Παρακαλώ εκτιμήσετε πόσο σημαντικός κάθε ένας από τους παρακάτω
λόγους είναι γιά την τωρινή επίσκεψή σας στο Λίβερπουλ. Προσέξτε να εκτιμήσετε
γιά κάθε λόγο πόσο σημαντικός είναι γιά σας.

	Καθόλου σημαντικός	Όλι πολύ σημαντικός	Λίγο σημαντικός	Αρκετά σημαντικός	Πολύ σημαντικός	Πάρα πολύ σημαντικός	Ο πιο σημαντικός λόγος
1. για δουλειές	1	2	3	4	5	6	7
2. για να παρακολουθήσω ένα συνέδριο	1	2	3	4	5	6	7
3. για ψώνια	1	2	3	4	5	6	7
4. για να επισκεφτώ συγγενείς	1	2	3	4	5	6	7
5. για να επισκεφτώ φίλους	1	2	3	4	5	6	7
6. για να δω τα πιο σημαντικά αξιοθέατα	1	2	3	4	5	6	7
7. για να επισκεφτώ μέρη που μ' ενδιαφέρουν	1	2	3	4	5	6	7
8. για να παρακολουθήσω μία αθλητική διοργάνωση	1	2	3	4	5	6	7
9. για να πάω σ' ένα ποδοσφαιρικό αγώνα	1	2	3	4	5	6	7
10. για να απολαύσω την νυχτερινή ζωή	1	2	3	4	5	6	7
11. για να πάω σε μια θεατρική παράσταση	1	2	3	4	5	6	7
12. για να ανακαλύψω τις ρίζες μου	1	2	3	4	5	6	7
13. για να αναζοπυρώσω αναμνήσεις	1	2	3	4	5	6	7
14. για να ξεκουραστώ	1	2	3	4	5	6	7
15. για μια μονοήμερη εκδρομή	1	2	3	4	5	6	7

16. για να επισκεφτώ ένα μέρος που δεν έχω
ξαναπάει   1 2 3 4 5 6 7

17. για να γνωρίσω νέους ανθρώπους   1 2 3 4 5 6 7

18. για να τιμήσω τους Μπητλς   1 2 3 4 5 6 7

19. άλλος (οι) λόγος(οι)................................. 1 2 3 4 5 6 7

Μέρος Β

Παρακαλώ σημειώστε στην ακόλουθη λίστα τι κάνατε ή σχεδιάζετε να κάνετε κατά
τη διάρκεια της παραμονής σας στο Λίβερπουλ.

	Έκανα	Σχεδιάζω να κάνω
1. Βόλτα στο Άλμπερτ Ντοκ	( )	( )
2. Επίσκεψη στον Μητροπολιτικό Καθεδρικό ναό	( )	( )
3. Επίσκεψη στον Αγγλικανικό Καθεδρικό ναό	( )	( )
4. Κρουαζιέρα στον ποταμό Μέρσυ	( )	( )
5. Επίσκεψη στην γκαλερί τέχνης Γουόκερ	( )	( )
6. Επίσκεψη στην γκαλερί Τέητ	( )	( )
7. Επίσκεψη στην γκαλερί Λέϊντι Λίβερ	( )	( )
8. Επίσκεψη στα στούντιο τηλεόρασης Γρανάδα	( )	( )
9. Επίσκεψη στο μουσείο ιστορίας των Μπητλς	( )	( )
10. Οργανωμένη τουρ για τους Μπητλς	( )	( )
11. Βόλτα στην περιοχή Κάβερν	( )	( )
12. Επίσκεψη στο Μαριτάϊμ μουσείο	( )	( )
13. Επίσκεψη στο Λίβερπουλ μουσείο	( )	( )
14. Επίσκεψη στο St. George's κτίριο	( )	( )
15. Επίσκεψη στο κτίριο του Δημαρχείου	( )	( )
16. Βόλτα στο κέντρο της πόλης	( )	( )
17. Ψώνια	( )	( )
18. Δείπνο σε κάποιο εστιατόρειο το βράδυ	( )	( )
19. Να πάω στα κλαμπ	( )	( )
20. Να βγω για ένα ποτό	( )	( )
21. Να πάω στο θέατρο	( )	( )
22. Να πάω σινεμά	( )	( )
23. Να πάω σε ένα ποδοσφαιρικό αγώνα	( )	( )
24. Επίσκεψη στο ιρλανδικό κέντρο	( )	( )
25. Να εργασθώ	( )	( )
26. Να επισκεφθώ το Γουίραλ	( )	( )
27. Να επισκεφθώ το Σάουθπορτ	( )	( )
28. Να επισκεφθώ το Νιού Μπράϊτον	( )	( )
29. Να επισκεφθώ το Γουέστ Κίρμπι	( )	( )
30. Να επισκεφθώ το Τσέστερ	( )	( )
31. Ημερήσια εκδρομή στο Μάντσεστερ	( )	( )
32. Ημερήσια εκδρομή στο Μπλάκπουλ	( )	( )

33. Ημερήσια εκδρομή στην Ουαλία   (   )   (   )
34. Ημερήσια εκδρομή στο Λέϊκ Ντίστρικτ   (   )   (   )
35. Να επισκεφθώ γνωστούς μου   (   )   (   )

Μέρος Γ

Με βάση όσα πιστεύτε για το Λίβερπουλ ή τις εμπειρίες σας κατά τη διάρκεια της επίσκεψής σας παρακαλώ σημειώστε αν συμφωνείτε ή όχι με τα παρακάτω σύμφωνα με την ακόλουθη κλίμακα: 1=**συμφωνώ πάρα πολύ**, 2=**συμφωνώ πολύ**, 3=**συμφωνώ**, 4=**ούτε συμφωνώ ούτε διαφωνώ**, 5=**διαφωνώ**, 6=**διαφωνώ πολύ**, 7=**διαφωνώ πάρα πολύ**.

	συμφωνώ πάρα πολύ	συμφωνώ πολύ	συμφωνώ	ούτε συμφωνώ ούτε διαφωνώ	διαφωνώ	διαφωνώ πολύ	διαφωνώ πάρα πολύ
1. Σε γενικές γραμμές το Λίβερπουλ είναι ένα ωραίο μέρος να επισκεφθείς	1	2	3	4	5	6	7
2. Η διασκέδαση στο Λίβερπουλ είναι καλή	1	2	3	4	5	6	7
3. Υπάρχουν πολλά καλά μαγαζιά στο Λίβερπουλ	1	2	3	4	5	6	7
4. Η εγκληματικότητα είναι μεγάλη στο Λίβερπουλ	1	2	3	4	5	6	7
5. Το Λίβερπουλ είναι επικίνδυνο το βράδυ	1	2	3	4	5	6	7
6. Είναι εύκολο να πας από το ένα αξιοθέατο στο άλλο	1	2	3	4	5	6	7
7. Από το Λίβερπουλ έχει κανείς τη δυνατότητα να επισκεφθεί άλλα ενδιαφέροντα μέρη	1	2	3	4	5	6	7
8. Στο Λίβερπουλ υπάρχουν αρκετά κτίρια ωραίας αρχιτεκτονικής	1	2	3	4	5	6	7
9. Υπάρχουν πολλά εγκαταλελειμμένα κτίρια στο Λίβερπουλ	1	2	3	4	5	6	7
10. Η περιοχή κοντά στον ποταμό είναι όμορφη	1	2	3	4	5	6	7
11. Η αρχιτεκτονική του Καθολικού Καθεδρικού ναού είναι ωραία	1	2	3	4	5	6	7
12. Η ατμόσφαιρα στον Αγγλικανικό Καθεδρικό ναό είναι όμορφη	1	2	3	4	5	6	7

34. Τα εστιατόρια στο Λίβερπουλ είναι καλά   1 2 3 4 5 6 7

35. Τα σχετικά με τους Μπητλς αξιοθέατα είναι
    ενδιαφέροντα   1 2 3 4 5 6 7

36. Το Λίβερπουλ δεν είναι πολύ ακριβό   1 2 3 4 5 6 7

Μέρος Δ: σχετικά με εσάς

1) Φύλο: Άνδρας   Γυναίκα   (βάλτε σε κύκλο)
2) Ηλικία: ------------ χρονών
3) Πόσο καιρό βρίσκεστε στο Λίβερπουλ:
4) Πόσο καιρό ακόμα σχεδιάζετε να μείνετε:
5) Εθνικότητα:
6) Ποιό ήταν το κύριο μέσο μεταφοράς κατά τη διάρκεια της επίσκεψής σας:
   α) αυτοκίνητο β) μαζικά μέσα μεταφοράς γ) με τα πόδια (βάλτε σε κύκλο)
7) Ήρθατε: α) με οργανωμένο γκρουπ β) μεμονωμένα (βάλτε σε κύκλο)
8) Πού μείνατε κατά τη διάρκεια της επίσκεψής σας: α) σε ξενοδοχείο
   β) σε πανσιόν γ) σε κέντρο διαμονής για νέους δ) σε φίλους/συγγενείς
   βάλτε σε κύκλο)
9) Είναι η πρώτη επίσκευή σας στο Λίβερπουλ: Ναι   Όχι   (βάλτε σε κύκλο).
   όχι, παρακαλώ, αναφέρατε πόσες φορές έχετε έρθει ξανά ....