Why do Americans Travel?

A Comparative Case Study of WHOPs and DINKs in the United States in cooperation with VisitSweden

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Summary

Purpose: The purpose of our study is to discover and learn more about the motives of American WHOP’s (Wealthy Healthy Older People, age 50 and over) and DINKs (Double Income No Kids, working couples without children, age 25-45) leisure travel and which needs they wish to satisfy.

Method: The thesis is a comparative case study which is carried out as a qualitative empirical study. For our empirical study we conducted twenty semi-structured personal interviews via telephone and Skype conversations. The participants consisted of ten DINKs (five females, five males) and ten WHOPs (five females, five males).

Results and Conclusions: Both groups had strong novel motives and wished to experience something new, especially new cultures. WHOPs had a stronger educational motive and especially wished to learn about new cultures and history. Moreover, both groups found it important to relax, and DINKs have especially stronger motives and needs to relax mentally, particularly due to hard work conditions in their home environments. Another important factor for both groups was to experience an environment other than their own by diverging from their normal routines and home environment.
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1. Introduction

1.1 Background
The tourism industry is a large and important industry for Sweden. Although the global financial crisis has negatively influenced many industries all over the world, the Swedish tourism industry has been performing well. For example, during 2007 revenues of the tourism industry have increased by more than 100 percent within four years time, from 27 million SEK to 56 million SEK. The number of guest nights has increased during the last four years between 2 and 9 percent per year. The “net export value” has risen during the last three years between 7 and 20 percent per year and has now reached a peak of 88 billion SEK.\(^1\) In 2008 the Swedish tourism industry held 2.86 percent of GDP and made annual sales of 244 billion SEK while employing nearly 160,000 people. The export value was 91 billion SEK according to the Swedish agency of economic and regional growth.\(^2\)

According to the UNWTO (United Nations World Tourism Organization), the definition of tourism is people doing different activities and staying in places outside their usual environment for leisure, business and other purpose.\(^3\) According to the definition, the main actor is naturally the tourist or traveler. In order to provide a high quality experience for a traveler, it is vital for tourism marketers and managers in the leisure travel industry to understand travelers’ motivation for pleasure travel and other factors that influence the selection of a destination to spend their vacation.

“Knowing what the traveler is demanding is a good start for successful marketing” says Thomas Brühl, CEO of VisitSweden.\(^4\) VisitSweden is a communications company owned equally by the Swedish Government (via Ministry of Enterprise, Energy and Communications) and the Swedish tourism industry.\(^5\) Karin Sörensen, one of the two authors of this thesis, is doing an internship at VisitSweden’s New York office, from February 2010 to February 2011. The company wishes for her to find out more about the demands of Americans travelers when they are going on their leisure trips.

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\(^2\) Tillväxtverket (2010), http://publikationer.tillvaxtverket.se/ProductView.aspx?ID=1263&pageIndex=0

\(^3\) Goelder & Ritchie (2009), *Tourism- Principles, Practices*


In order to market a product or service successfully, a firm needs to meet its customer needs better than its competitors. At the same time, tourism practitioners must understand consumer motivation. Tourist managers need to research and get a deeper understanding of the values that the tourists seek as users (performance, social and emotional values), buyers (convenience and personalization) and payers (price and credit). In the end, the tourists will choose the destination that offers the most benefits or the one that is the most inexpensive or the most accessible.

The mission of VisitSweden is international marketing and the company has a focus on both product marketing of destinations and image marketing of the Swedish brand. In the field of product marketing of destinations, the company focuses on both leisure and business tourism (especially meetings and incentives). The three target groups VisitSweden focuses on are; WHOPs (Wealthy Healthy Older Person, age 50 and older), DINKs (Double Income No Kids, working couples without children, age 25-45) and Active Family (active families, adults age 25-54).

When creating their marketing strategy, VisitSweden focuses on three areas of interest: which experiences attract the target groups, which messages do they listen to, and through which marketing channels does the company reach the target groups. To be successful in the marketing industry a country must be very specific about what it wants to market and to whom. Therefore, by making continuous consumer researches of the target groups, VisitSweden gets a deeper understanding of the needs, demands and prioritizations of the groups. This necessary knowledge enables the company to become more precise in their marketing strategies and to create and arrange successful activities and campaigns.

VisitSweden works globally and has currently 13 foreign offices at their most prioritized markets. One office is located in New York City, and its primary task is to strengthen Sweden’s image in the US market and to attract more American tourists to Sweden for both leisure and business travel. VisitSweden’s main target groups (of leisure tourism) on the US market are WHOPs and DINKs.

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6 Jobber & Fahy (2007), Foundations of Marketing
7 McIntosh & Goelder (1985), Tourism: Practices, Philosophies
8 Morgan, Pritchard & Pride (2010), Destination Branding
9 Ibid
10 Ibid
The WHOPs in the US are often couples, which are living in two-person households. They are healthier and more active than earlier generations. Many of them have both money and time, and they like spending their money on pleasure, experiences and traveling. While they are traveling they enjoy exploring something exotic and new\textsuperscript{12}. All these factors taken together make them the most interesting and important segment for VisitSweden. The generation of “Baby Boomers” (the generation born during the Baby Boom in the US during the years of 1945-1957) is now middle aged and entering the senior years. This means that even more people in this segment will have more free time and possibilities to travel more than before.\textsuperscript{13}

The second most interesting segment for VisitSweden is DINKs. The DINKs in the US are often well-experienced travelers and experience traveling as a part of their lifestyle. They often have high demands on travel services and products but also shortage of time. They are individualists, and while they are traveling they enjoy to visit friends and family, relax and to explore new cities and places.\textsuperscript{14}

As we mentioned above, the consumer research is a necessary part of the work of VisitSweden. This company arranges annually a customer research of their target groups in the US. Last year, in February/March 2009, a quantitative online survey with 3,074 respondents from New York, Chicago and California was made. The main purpose of the research was to verify the demographic backgrounds, values, attitudes and travel behaviors of the WHOPs, DINKs and Active Families in the US and to identify profiles of the potential target groups. This covering research contains, for example, information about their main purpose of leisure traveling, driving forces of traveling and their general travel behavior. According to the research the main purpose of the trip for WHOPs is roundtrips, trips with more than one destination (20%), while the main purpose of DINKs is to visit family and friends (18%). The most important driving force for WHOPs is “explore something exotic” (67%) while DINKs most important driving force is “to relax and get away from routines” (72%).

\textsuperscript{12} VisitSweden-The Annual Report 2009 (2009)
\textsuperscript{13} VisitSweden- Visit Sweden’s US Market Research of 2009 (2009)
\textsuperscript{14} Ibid
1.2 Problem Area

“A good motivation profile of visitors should be assistance in understanding how well the destination characteristics fit the needs of the travelers. The key to linking travel motivation studies to other tourism studies such as destination choice lies in analyzing the activities offered by the destination and the activities that fulfill the travelers’ motives”\textsuperscript{15} (pg. 259)

We believe that it is important for VisitSweden to offer their customers great benefits, and in order to manage doing that VisitSweden needs to understand what kind of benefits the customers demand.

McIntosh and Goelder write that, leisure needs of travelers may change with life span and across places and the social company they have\textsuperscript{16}. They point out that there is a difference in leisure needs or motivations among travelers depending on the stage of life and social company. Therefore, we believe that it is useful to see WHOPs (Wealthy Healthy Older People) as senior travelers and DINKs (Double Income NO Kids) as non-senior travelers to help us distinguish between the two groups’ travel behaviors. Fleischer and Pizam have mentioned that when people reached their mature stage in their life they become more preoccupied with self-utilization and therefore, they prefer to experience self-fulfilling activities and to take the maximum benefits out of the time they have left\textsuperscript{17}. On the other hand, Swarbrooke and Horner write that young people or non-seniors prefer to relax by doing activities which can be enjoyed without too much mental activity\textsuperscript{18}. Therefore, we see that there are dissimilarities among the interests of seniors and non-seniors in everyday life. This difference can even be seen in their driving forces of traveling. The previous study done by VisitSweden, which we mentioned in the background, shows that WHOPs have a need to explore something exotic, while DINKs wish to relax and unwind themselves from routines.

However, we believe that VisitSweden needs to get more knowledge more about the motives and needs behinds these driving forces and a better understanding of their target groups in order to market Sweden as a brand for leisure travel. If we explain this with an example of a

\textsuperscript{15} Nykel (2007), Handbook of Marketing Research Methodologies for Hospitality and Tourism
\textsuperscript{16} McIntosh & Goelder (1985)
\textsuperscript{17} Fleischer & Pizam (2002), Tourism constraints among Israeli seniors
\textsuperscript{18} Swarbrooke & Horner (2007), Consumer Behavior in Tourism
person who wishes to explore something exotic. Is it because he/she is tired of his/her home environment, or does he/she wish to learn about new cultures? If he/she is motivated to learn, is it because he/she has a need to develop as a person or because he/she wants to connect easier with other people? Kurtzman and Zauhar argue that consumers’ motives are made up by what people want to do or even what they want to have. Consumers then have an incentive to buy a product or service which satisfies their need with what is offered in the market\(^\text{19}\).

Therefore, we believe that the company needs to improve their knowledge about these groups’ motives and needs in a more descriptive way in order to be able to market the brand of “Sweden” more effectively.

Moreover, travelers often do not have just one need or motive for traveling, and the various motives can be ordered by preference. Gammon and Robinson write, “A single motive is rarely identified as the sole reason for travel; rather there are a number of motives for travel—though there may be one which takes precedence over the others....\(^\text{20}\)” Furthermore, most travelers’ holidays consist of multiple motivations, and they try either to have one motivation as dominant or to achieve all the motivations at least partly\(^\text{21}\). Thus, we find it important to identify WHOPs’ and DINKs’ different types of main motives and needs, as travelers have certain dominant needs that are more important for them as well as needs that are less important for them.

Moreover, Goelder contends that the question, ”Why tourists travel” is not a clear subject of study. Instead he stresses the importance to find out why certain groups of travelers choose certain holiday experiences, because this approach focuses attention on similarities among groups of people and the experiences they seek.

Our intention is to discover travelers’ various main motives of leisure travel and which needs it satisfies. We are also interested to examine how these can vary between different groups of travelers, depending on for example age, occupation and stage of life. The intention of VisitSweden is to get a deeper understanding of the travel motives of WHOPs and DINKs. We wish to do a comparative case study for VisitSweden and try to find out the similarities and differences of the target groups’ (WHOPs and DINKs) travel motives and the needs they try to satisfy when they are traveling during their vacation.

\(^{19}\) Kurtzman & Zauhar (2005), *Sports Tourism Consumer Motivation*

\(^{20}\) Robinson & Gammon (2004), *A question of primary and secondary motives: revisiting and applying the sport tourism framework*

\(^{21}\) Swarbrooke & Horner (2007)
1.3 Purpose

The purpose of our study is to discover and learn more about the motives of American WHOPs and DINKs leisure travel and which needs they wish to satisfy. Our research questions are:

1. What are the main motives WHOPs and DINKs have when traveling during their vacation?
2. Which needs do they wish to satisfy?
3. What are the similarities and differences among these two target groups’ needs and motives?

The research questions are analyzed with the aid of theory reference and empirical results, which are given below.

1.4 Target Audience

This thesis work is conducted for VisitSweden in the US, and our research is mainly focused on two market segments in the leisure tourism; WHOPs and DINKs. WHOP is an acronym for “wealthy healthy older people,” age 50 and older. DINK is an acronym for “double income, no kids,” i.e. working couples without children, age 25-45.

1.5 Definitions

Since the concepts “Need” and “Motive” play an important role in this case study and to avoid the misunderstanding of the reader, we have decided to give definitions of those concepts below.

Need: needs can be stimulated either from within a person or without. Initially, internally generated needs establish themselves as an urge.22

Motivation: motivation occurs when an individual wants to satisfy a need. A motive implies action; an individual is moved to do something and that individuals constantly strive to achieve a state of stability, which is called homeostasis. Their homeostasis is disrupted when

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22 Bloch, (1986), The Principle of Hope
individuals become aware of a need deficiency and this awareness creates wants. But to be motivated to satisfy a need, an objective also must be present.\textsuperscript{23}

\textsuperscript{23} Mill & Morrison (1985), \textit{The Tourism System: An Introductory Text}
2. Methodology

2.1 Research Method: a Qualitative Empiric Study, Comparative Case Study

We have chosen to carry out a comparative multiple-case study. A case study can be described as an intensive examination of for example an organization, location, person or event. We have decided to carry out an intensive examination of two target groups of VisitSweden. Multiple case studies are largely undertaken when the purpose is to compare cases, and allow researchers to compare and contrast the findings deriving from each of the cases. We were interested in comparing the two target groups, DINKs and WHOPs. For case studies researches more often choose qualitative methods, since they are very suitable for an intensive review of a case. Qualitative methods help to understand a phenomenon deeply and in detail and to analyze core concerns. Moreover, it is a great approach when seeking understanding of behavior, values and beliefs. Qualitative research can also be better than quantitative to probe below the surface for effective drives and to uncover complex issues. Since we aimed to get a deeper understanding about people’s behavior by studying their motives and needs, we found a qualitative method as the most suitable method. We understood motives and needs as complex issues and our intention was to analyze the core concerns of our participants’ needs and motives of leisure traveling. We also intended to investigate the underlying reasoning of the target groups’ drives. For example, if they wished to explore something exotic, we aimed to understand what was exotic for them, why they wished to explore something exotic and how they wished to do that.

2.2 Type of Data: Primary and Secondary Data

We have chosen to use a combination of primary- and secondary data. We aimed to interview American WHOPs (Wealthy Healthy Older People) and DINKs (Double Income No Kids) about their motives and needs. We also intended to use secondary data, such as research/articles and statistics (from governments and the business industry), since we found these sources as good and suitable complements to our primary data, when answering our research questions.

24 Bryman & Bell (2007), Business Research Methods
25 Ibid
26 Bryman (2006), Samhällsvetenskapliga metoder
27 Richards & Morse (2007), Users Guide to Qualitative Methods
28 Nykiel (2007)
2.3 The Connection between Theory and Research: Inductive and Deductive

For this case study, we have chosen to use a combination of inductive and deductive methods. When formulating and designing our research- and interview questions, we have applied theories of consumer behavior (especially with a focus on tourists´ motives and needs), which could be seen as a deductive method.\textsuperscript{29} Our intention was to first study our target groups empirically and thereafter relate theories according to the observation results, which make our research inductive.\textsuperscript{30}

2.4 Personal Semi-Structured Interviews

We chose to conduct personal interviews, since personal interviews do not involve social pressure on respondents to conform, nor group dynamics.\textsuperscript{31} We found this aspect very important, since our interviews concern inner motives and personal issues, as for example motives of status and prestige. We did not intend to ask too personal and informal questions in bigger groups, since we were unsure to which extent the participants would give us honest answers.

Personal interviews also offer high flexibility and control over the interview situation. We were, for example, able to alter questions to make sure that the respondent had understood them or probe if the respondent did not respond with satisfactory answers. It is important that the interviewer guides interviewees without leading them.\textsuperscript{32} A negative aspect of this method is however, that the interviewer sometimes can influence the respondent too much, which could result in biased answers from the respondents\textsuperscript{33}.

An oral interview should have an unstructured or semi-structured discussion with the participants.\textsuperscript{34} If the researcher is beginning the investigation with a fairly clear focus, it is likely that the interviews will be semi-structured, so that the more specific issues can be addressed.\textsuperscript{35} Thanks to VisitSweden´s market report from 2009, we already had a clear picture of the target groups´ demographics and general travel behavior. However, we wished to get a deeper understanding about the target groups´ motives and needs, which gave our study a

\textsuperscript{29} Bryman & Bell (2007)
\textsuperscript{30} Bryman (2006)
\textsuperscript{31} Nykiel (2007)
\textsuperscript{32} Ibid
\textsuperscript{33} Nykiel (2007)
\textsuperscript{34} Jobber & Fahy (2007), Foundations of Marketing
\textsuperscript{35} Bryman & Bell (2007)
fairly clear focus. Semi-structured interviews are also suitable for comparative case studies, since it makes it possible to ensure cross case comparability between different groups.\textsuperscript{36}

\section*{2.5 Design of Questions for Our Oral Interviews}

The oral interview questions for WHOPs and DINKs can be seen in Appendix 1, while the questions for the WHOP-travel organizer are written in Appendix 3. It was of great importance that our interview questions helped us answering our research questions.\textsuperscript{37} In order to ensure that, we decided to follow the example of Kvale and we therefore mapped our interviews questions with study questions.\textsuperscript{38} The interview map for WHOPs and DINKs can be seen in Appendix 2 and for the WHOP-travel organizer in Appendix 4.

Our goal was to make the interview questions both thematic and dynamic; thematic concerning knowledge production (what to ask), and dynamic concerning the promotion of a good interview interaction (how to ask it).\textsuperscript{39} This was sometimes hard, since a theoretical question is not always a dynamic question. For example, we chose not to ask too direct/personal questions that could result in a bad atmosphere between the respondent and the interviewer, even though these questions might have resulted in better answers with better and richer information for our study.

A good start is to use an opening question that can generate spontaneous and rich descriptions where the respondent can provide what they have experienced as the main aspects of the phenomenon that is investigated.\textsuperscript{40} Therefore, we chose to start our interviews with the general question “\textit{What would you like to do when you are traveling on your vacation}”, in order find out the target groups’ main motives of traveling. Further on follow up questions and probing questions are important for the interview \textsuperscript{41} and we decided to continue the interviews by asking “why” they would like to engage in these vacation activities, since we aimed to understand the needs they wished to satisfy. We also asked “how” they would to do this, in order to get a deeper general understanding about their main motives and needs.

Furthermore, we decided to base the rest of our interview questions based on Swarbrooke’s and Horner’s theory of consumer behavior in tourism, which was recently founded in 2007. According to Swarbrooke and Horner, there are five main motives for a tourist: physical,
learning (including personal development), social, escape (which is connected to relaxation) and status. However, we found other authors who have found more information and written more descriptively about tourism motives (especially Crampon), and we found these theories more useful in the frame of reference, analysis and conclusion.

According to Kvale it is important to start from descriptive, behavioral and experienced to emotional, cognitive and evaluative realms. The term “what” describes an experience, while the terms “why” and “how” require cognitive effort from the participants to answer. Kvale also stressed the importance to have “how” in the end, we therefore saw the order “what,” “why” and “how” as a logical order to ask our questions.\textsuperscript{42}

The interviewer should follow up and clarify the meaning of the relevant aspects of the answers. Her/his attempt is to verify her/his interpretation of the subjects’ answers\textsuperscript{43}, which we aimed to in the end of our interviews; since our intention was to interpret the respondents as good as possible.

### 2.6 Sample

Since qualitative research should be concerned in small scale aspects of social reality and interaction, our intention was also to study and get a good interaction with a small group\textsuperscript{44}. According to Kvale, it is hard to decide an exact number of participants for qualitative interviews, since the result is dependent on the qualitative information that is gathered from the participants and not the number of participants. However, he mentions that a sample size of 10-20 participants is a good guideline\textsuperscript{45}. Our goal was therefore, to conduct interviews with minimum ten DINKs and ten WHOPs. We have decided to ask five participants of each gender, since we believed the gender of the participants could affect the motives of the participants.

We have used a subjective sample, which has been selected by us, our friends and relatives. The sample is a judgment sample, since it is a subjective judgment about the groups (WHOPs and DINKs) in the population that we think can provide the information that is needed. Because of the time pressure and absence of contacts, we have also been forced to use a convenience sample, based on the convenience to reach the participants.

\textsuperscript{42} Ibid
\textsuperscript{43} Ibid
\textsuperscript{44} Ibid
\textsuperscript{45} Ibid
Our aim was also to conduct interviews with travel organizers that arranged trips for WHOPs and DINKs. We have unfortunately just got the opportunity to conduct an interview with a travel organizer that arranges trips for WHOPs.

A list of all participants, with information about “who,” “when,” “where” and “for how long” is attached in Appendix 5. All interviews are recorded and transcribed.

2.7 Empirical Reality

Initially in the empirical process, we formed the interview questions (Appendix 1), discussed them with friends, family and Karin´s coworkers at VisitSweden and thereafter tested the questions on some Americans to analyze how they understood and reacted on our questions. Due to our different cultural and language background, we noticed that designing questions was not that easy as we thought. Therefore, we had to alter the interview questions five to six times before coming up with a good, clear and an effective set of questions.

Thereafter, we continued our empirical research by searching for participants from the target groups. Our intention was to contact and get much help from different senior and non-senior associations, but unfortunately this turned out to be a failure. The main reason was that the American associations showed reluctance to give out and share their members´ information to other people, due to legal circumstances. We also tried to reach participants by advertising in social media, as for example Facebook, where we tried to reach our target groups by different networks, but this did not give any results at all. Even asking ten Swedish Chambers of Commerce offices (located in different American regions) and the Swedish Church in New York did not help. Even though a few of them offered their help after a couple of weeks, the respond came too late and was not helpful for us. Due to time pressure, we had to adopt other methods. The method that proved to be the most useful and effective one, was reaching participants through relatives and friends in the US.

However, we faced even more problems during the interviews. Even though we had gotten information from our friends and relatives that the participants should match our criteria, this was not always the case. During one of the interviews, it came up that one woman was for too young for being a DINK and another woman was too unhealthy for being a WHOP. Since those participants did not match the criteria of our target groups, we decided not to use or analyze those data. Instead we chose other participants that could fit in to our criteria.
As the interviews involve participants from different states, New York (City), California, Washington, Texas, Ohio, Idaho, Pennsylvania, Maryland and Massachusetts, we had to use both direct (live interview) and indirect (telephone and Skype) communication methods. All the interviews have been recorded and transcribed, and more information (e.g. time duration and place) about the interviews can be seen in Appendix 5. Even though, our goal was to conduct as many live interviews as possible, 19 of 20 interviews turned out to be carried out by indirect communication media. The main reason was that New Yorkers appeared to be very busy and did not have time to meet up in person.

We found different types of people with various qualities. Some respondents were very open and talkative during the conversation; they also showed much interest to our questions by explaining their motives with real life examples. This made us feel very comfortable to continue with the conversations. At the same time, we also found interviewees who were less expressive and tried to answer our questions as briefly as possible. That made us to feel uneasy to go further with the interview and made the atmosphere less comfortable. Moreover, the atmosphere sometimes could be a bit pressed when the respondents got the question “How common do you think it is that people travel in order to impress others?” Before asking this question, we had just asked personal questions that concerned the participants’ personal motives and not questions about other persons’ motives. We sometimes got the feeling that they got a bit unsure and suspicious when we asked this question and wondered if we actually wanted to know “How common is it that you travel in order to impress on others?” When answering this question, they first often told us about what they thought about other peoples’ motives and thereafter added their own motive.

Moreover, all the interviews took minimum ten minutes and maximum 42 minutes. Overall, it is worth to mention that we learned and got many useful insights in conducting an interview. Especially, when forming interview questions, we learned about the factors to be considered when designing questions. We understood that “what seemed to be obvious for us not always was obvious for others”. As the number of conducted interviews increased we felt more comfortable in our roles and also more independent during the interviews, which we think created a positive atmosphere among the participants.

We also learned more about how to communicate to Americans. We understood it is important to be very polite, our test persons found for example our questions a bit too direct/impolite in the testing phase. That forced us to repeat the interviews and ask the questions in a more indirect and polite way, but still we had to make sure that we would get the answers that we needed. An example, from the beginning we aimed to ask if the persons
were wealthy and healthy enough to travel to Europe, but this had to be rewritten to “Have you been in Europe during the last year? Have you got plans to travel to Europe during the next year?”. By asking these questions, we quickly got an approximate understanding about how plausible a trip to Europe was and implications that could occur. We were however aware of that the respondents’ answers could differ from the reality. They might have felt too embarrassed to admit that they could not afford a trip to Europe or that they were not well enough to travel there. Even though we were aware of these implications, we did not come up with any better ideas how to ask about these criteria.

2.8 Method Criticism

2.8.1 Validity and Reliability

We aimed to reach a high level of validity and reliability in our research. Reliability can be divided in external and internal reliability and concerns whether the results of a study are repeatable and the measures that are devised for concepts in a study are consistent. 46 External reliability stands for the degree to which a study can be replicated. This is a hard criterion to meet in qualitative research, since it is impossible to freeze a moment, or to replicate a moment with similar roles, environment, questions and people. Moreover, there are hardly any standard procedures to be followed. The investigator is the main instrument of data collection, what is heard and observed and what the researcher decides to concentrate upon is very much a product of her/his predilections. 47 At the same time, the responses of the participants may vary depending on how the researchers are affected by the characteristics of the respondent (personality, age, gender). 48 Internal reliability stands for whether or not the members of the research agree what they have seen and heard (internal consistency). To reach internal reliability we recorded and transcribed all interviews, both listened to them and finally discussed them together. 49

Validity, on the other hand, means the integrity of the conclusions that are resulted from a research. 50 External validity stands for the degree to which findings can be generalized across social settings, problems, case studies and small samples. 51 Internal validity stands for a good match between a researcher’s observations and the theory that they develop, which tends to be

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46 Bryman & Bell (2007)
48 Ibid
49 Ibid
50 Bryman & Bell (2007)
51 Ibid
a strength in qualitative research. Internal validity means that researchers are looking to that whether there is a connection between the empirical study and the theoretical aspects of the research.\(^{52}\)

When it comes to external validity, qualitative research can often not be generalized to the whole population. It is more valuable for exploring an issue.\(^{53}\) Since the scope of findings is restricted, findings in qualitative research, try to generalize theories instead of populations.\(^{54}\) As we conducted interviews among only 20 Americans, it was not possible for us to generalize the motives and needs of the whole American population of DINKs and WHOPs. However it made it able for us to explore issues and to relate the empiric findings to theories (inductive method) about the needs and motives of the target groups.\(^{55}\)

When it comes to internal validity, qualitative research is criticized to be too impressionistic and subjective. The unstructured nature of qualitative data makes the interpretation influenced by subjective leanings of the researcher. A qualitative researcher may have difficulties to maintain distance between themselves and the phenomena under investigation. Moreover, the researcher is limited in the degree to which he or she can genuinely adapt to the world view of the people being studied.\(^{56}\)

### 2.8.2 Trustworthiness

These aspects of reliability and validity made us take a second position to measure the quality of the research. This position is called “trustworthiness” and can be achieved by reaching credibility, transferability, conformability and dependability in the research. We have mainly focused on achieving the first three subjects (credibility, transferability, conformability), since we found dependability (if the finding are likely to appear at other times) much harder to guarantee and archive.\(^{57}\)

Credibility means that the researchers ensure that the research is carried out according to the canons of good practice. This can be archived by submitting research findings to the members of the social world were studying and asking for confirmation in order to make sure that the researcher has correctly understood the world. This should be done by respondent validation. That is why we have provided our findings to the participants in the end of the interviews and

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\(^{52}\) Bryman (2006)  
\(^{53}\) Nykiel (2007)  
\(^{54}\) Bryman & Bell (2007)  
\(^{55}\) Nykiel (2007)  
\(^{56}\) Bryman & Bell (2007)  
\(^{57}\) Ibid
tried to ensure that it was a good correspondence between the findings and the perspectives and experiences of our researched participants.\textsuperscript{58}

Transferability can be achieved by an intensive study of a small group. It is important to make a thick description, including details of the culture of the target group.\textsuperscript{59} We have tried to achieve this by attaching a list with information about the interviews (time, place, participants and date) and information about each participant (see Appendix 6), so that other readers can make better judgments about our findings. When interpreting our data, our aim has been to keep the variables among our participants (i.e. interview time, age, gender, occupation, family and work conditions, geographic region) in mind.

2.8.3 Other Concerns

Since the interviews involve participants from different geographic regions, and the participants were very busy and hard to meet in person, we have mainly used indirect (telephone and Skype) communication methods and just one interview was made live (direct method). Indirect communication made us unable to observe our participants. We could not study their body language and sometimes we felt uncertain if we had understood the respondents correctly.

Sometimes we were also unsure if the participants were honest when they answered our questions. We sometimes got the impression that they wanted to highlight their positive and/or socially accepted motives and needs, but play down and/or hide more negative and socially unaccepted ones. This phenomenon might have been easier to prevent if the interviews were longer and made “live”. In that case we could have asked more detailed questions and got a better relation to the participants.

Moreover, foreign cultures may involve different norms for interaction with strangers, examples of factors are initiative, directness, modes of questions and the like. The interviewer needs to establish familiarity with the new culture and learn verbal and nonverbal factors.\textsuperscript{60} This is why we have asked the personnel at VisitSweden for help to read through and comment on our questions, since they have been living in the US for a longer time and interacted more with the American culture. However, we sometimes faced communication difficulties during the interviews due to the culture differences.

\textsuperscript{58} Ibid
\textsuperscript{59} Ibid
\textsuperscript{60} Kvale (138, c2009)
The participants came from different parts of the US, and we are aware that the US is a huge country with many subcultures and that there are possible differences between people from different regions. However, we have decided not to analyze these possible regional differences between people in our analysis and conclusion, although we have included participants’ state of residence in our results (see Appendix 6).

As we mentioned in “2.5 Design of Questions for Our Oral Interviews”, we have based our questions on Swarbroke and Horner’s five main motives: physical, learning, social, escape and status\textsuperscript{61}. The reason is that we found this theory at the beginning of our study and the data is up to date (2007). However, we later decided to use other motive theories in our analysis, especially one detailed study from Crompton. Crompton, however, mentions nine motives and some are not directly related to Swarbrook and Horner’s five motives. Since we have not asked questions about all Cromptons’s nine motives, we do not have much information about all of them.

\textsuperscript{61} Swarbrooke & Horner (2007)
3. Theoretical Frame of Reference

In order to discover the target groups’ motives and needs of their leisure traveling, we decided to get more theoretical knowledge about these factors. Motives are important for marketers, since they provide useful insights regarding the best ways to appeal to target market segments, particularly in tourism contexts.\(^{62}\) Furthermore, Yoon & Uysal emphasize that, successful marketing of tourist destinations are backed by an extensive analysis of tourist motivation\(^{63}\). Concerning these factors we found it important to focus our literature on tourist motivational theories.

According to Block, needs can be stimulated either from within a person or without. Initially, internally generated needs establish themselves as an urge.\(^{64}\) Mill and Morris claim motivation occurs when an individual wants to satisfy a need. They argue that a motive implies action; an individual is moved to do something and that individuals constantly strive to achieve a state of stability, which is called homeostasis. Their homeostasis is disrupted when individuals become aware of a need deficiency and this awareness creates wants. But to be motivated to satisfy a need, an objective also must be present. The individuals must be aware of a product or service and must perceive the purchase of that product or service as having a positive effect on satisfying their now conscious need. Then, and only then, will the individual be motivated to buy. According to Mill and Morris, it is the role of marketing to create awareness and to suggest objectives to satisfy needs.\(^{65}\)

![Figure 1](Model of the Relationship between Urge, Needs, Motives, Wants and Action, own model)

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\(^{62}\) Snelgrove, Taks, Chalip, & Green, (2008), *How visitors and locals at a sport event differ in motives and identity*

\(^{63}\) Yoon, & Uysal (2005), *An examination of the effects of motivation and satisfaction on destination loyalty: a structural model*

\(^{64}\) Bloch, (1986)

\(^{65}\) Mill & Morrison (1985)

\(^{66}\) Model of the Relationship between Urge, Needs, Motives, Wants and Action, own model
3.1 Tourism Motivation: Push and Pull Theory

“Motivation” is a term which has been referred to the psychological condition of humans and motivation can also be described as a state of need that drives an individual towards a certain type of action that brings satisfaction. When it comes to why people travel or what motivates people to travel, literature in the field of tourism often refer to push and pull forces. The idea behind the push and pull concept is, that people travel to a particular destination because they are pushed by their internal forces and/or pulled by the external forces of the destination. Push factors are generated internally and drive people to make the decision to travel, while pull factors refer to external motives which involve mental representations or cognitive aspects such as knowledge, beliefs or experience. According to Dann, pull factors attract the tourists to a particular destination and may be e.g. “sunshine”, “sea” or the specific culture of the destination. Push factors on the other hand are subjected, and push the individual to take a decision to travel (e.g. escape and nostalgia). Dann has further come up with two push factors and he has hypothesized that, motives for travel are backed by the twin concepts of “Anomie” and “Ego-enhancement”. Anomie refers more or less to an “escape feeling” from a home environment, which must be fulfilled by going away from a home. Dann describes this Anomie factor as a push force, which originates from a person´s feeling of isolation obtained in everyday life. Ego-enhancement, on the other hand, means the recognition in the society, which also derives internally in order to receive status by for example, going to prestigious resorts and places where few have visited.

Crompton has made a study about travelers´ motives and has identified different push and pull-forces. He found nine motives for pleasure vacation and he describes seven of them as socio-psychological factors, namely: escape from a mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The two remaining motives fall under the cultural category, namely: novelty and education. Crompton explains further that most respondents in his study explained their reasons for going on pleasure vacations in terms of the cultural motives novelty and education. He admits that these may be related since exposure to new destinations, sights, and experiences is presumably educational. However, the respondents did
not always perceive this relationship and therefore he decided to separate and distinguish between them. Below is a brief explanation of each motive.\textsuperscript{73}

**Novelty**

This can be explained in many terms: curiosity, adventure, new and different. Crompton notes that “novelty meant new experience but it didn’t necessarily mean entirely new knowledge. Often respondents knew a lot about a place. Novelty resulted from actually seeing something rather than simply knowing of it vicariously” (pg. 419). According to Crompton, a preference for going to a previously unvisited destination was a consistent respondent theme in his study, in most cases; respondents anticipated that re-experiencing known cultural stimuli would not contribute as much as experiencing new stimuli. Hence, when the pleasure vacation product was purchased, a different destination brand was selected by respondents.

One respondent in Crompton study, who was a travel agent, pointed out that for some people it was a fearful experience to go into an unknown situation in a country where the people did not speak their language. “These people would like to go away from home but they also have the desire to be taken care of. That is why you get tours and tour conductors, because it is a security blanket” (pg.420). According to the travel agent, people used organized tours to introduce themselves to travel, its problems and associated fears. Organized tours served to remove any anxiety or exposure to unfamiliar situations that may have been threatening.

Crompton describes those socio-psychological motives as push factors for vacation, while cultural motives are described as pull motives, which are aroused by the destinations. If we therefore summarize these push and pull forces, push factors are the ones which desire to go on vacation and pull motives are the ones which helps to choose the destination. Moreover, Yoon and Uysal briefly describe push and pulls factors as following: “push forces describe how individuals are pushed by motivation variables into making travel decisions and how they are pulled or attracted by destination attributes. In other words, push motives are related to the tourist’s desire, while pull motivations are associated with the attributes of the destination choices”\textsuperscript{74} (pg. 46).

\textsuperscript{73} Ibid
\textsuperscript{74} Yoon & Uysal (2005), An examination of the effects of motivation and satisfaction on destination loyalty: a structural model
Education
Some travelers have their primary considerations in learning something new when selecting a particular destination. This motive helps travelers to develop as an individual and Crompton has written that education was perceived as a way of developing a well-rounded individual. One respondent in his study argued: “As a generalization, those who have been on vacation, and have travelled, are usually more interesting to talk with than those who have not”\(^75\) (pg.420).

Escape
Escape refers not only to escape from a residential area, but also from a specific home or work environment. Crompton mentioned that, it did not appear to be any single optimum type of environment that facilitated escape. The critical ingredient was only that the pleasure vacation context should be physically and socially different from the environment in which one normally lives.\(^76\)

Exploration and evaluation of self
Some people travel to re-evaluate and discover more about themselves which help them to modify their self images. This self discovery results through switching people in new social or cultural situations, for example, when a person put her/himself in a different situation she/he is able to see how she/he can interact with others, what are the hardships and how to deal with those, and to explore what she/he has inside and how that would come out from that person. Crompton’s data suggested that a pleasure vacation may be viewed by some people as an opportunity for re-evaluating and discovering more about themselves or for acting out self-images and in so doing refining or modifying them.\(^77\)

Relaxation
It is apparent to see that relaxation is referred to a mental state, rather than a physical relaxation. Crompton has written that his respondents explained that they felt relaxed during their vacation, but when they returned home, they felt physically exhausted. Therefore, Crompton writes “relaxation means taking the time to pursue activities of interest…”\(^78\) (pg. 417).

\(^{75}\) Crompton, (1979)
\(^{76}\) Ibid
\(^{77}\) Ibid
\(^{78}\) Ibid
Prestige
This was a primary a motivating factor for some people in earlier decades, but as travel has become more frequent it has become less prestigious. Moreover, Crompton believes that travel has become part of the lifestyle than been a status factor of a higher class life style.\textsuperscript{79}

Regression
This refers to people’s motivation to travel in order to do things (activities) which were inconceivable or unacceptable within the context of usual life style. For example, to be puerile, irrational and adapting to child behavior instead of mature adult behavior. Crompton explains that by saying: “looking for simple life, we are not looking for big cities, but looking for peasants of the soil. A lot of us are very romantic. We want to go out and see the fields; to escape Americanism” \textsuperscript{80} (pg. 418).

Kinship relationships
Crompton believes that pleasure vacation can help people to enhance and enrich the family relationship. Moreover, taking pleasure vacation with family gives much greater exchange and understanding of each other and that is easier achievable during the vacation than in normal routine situations.\textsuperscript{81}

Social interaction
Some travelers have strong desires to meet new people in different locations, and these trips were more people oriented than place oriented. Moreover, some travelers take pleasure vacation as an opportunity to meet others from “outside the familiar groups” in order to exchange views. He tells further that interacting with non familiar people can easier be done on pleasure vacation than in a normal course of a daily life.

Crompton also tells that although several respondents expressed a desire to interact with local people in the destination area, they reported that this was frequently difficult to achieve. Most interaction was namely with other tourists in the area. There was, for example, little common identity with local people who were serving as waitresses, and much more with other tourists who were also waiting in line or visiting a particular attraction for the first time. Crompton explains further that some respondents suggested that traveling with others may inhibit opportunities for interacting with local people at the destination. He found that the availability

\textsuperscript{79} Ibid
\textsuperscript{80} Ibid
\textsuperscript{81} Ibid
of companions provided built-in entertainment and removed the urge to visit with others outside of the group; the natural tendency was to turn inward rather than outward.\textsuperscript{82}

### 3.2 Tourism Motivation: Need Based Motivation

When it comes to motivation, Maslow has contributed with a hierarchy in need based motivation, which explains how peoples’ needs change and develop. This hierarchy shows that lower levels on the pyramid have to be satisfied before reaching the higher levels of the pyramid\textsuperscript{83}. However, Maslow’s theory has not been used in our analysis, since many authors including Kay, P\textsuperscript{84}, Kurtzman & Zauhar\textsuperscript{85} and McIntosh & Goelder 1985 have criticized Maslow’s hierarchy by arguing that the hierarchy should be horizontal in order to get a better comprehension, as that no particular need takes precedence\textsuperscript{86}. They emphasize further that when it comes to tourism, there can be range of needs that are seeking to be fulfill during holidays, for example, “a visitor to Canada who attends the Calgary Stampede might be motivated to do so by the pleasant, safe setting, to entertain a child and develop family experiences of togetherness, and to add to knowledge about Canadian culture” \textsuperscript{87} (pg. 256).

\textsuperscript{82} Ibid
\textsuperscript{83} Goelder & Ritchie (2009)
\textsuperscript{84} Kay P (2003), Consumer motivation in a tourism context
\textsuperscript{85} Kurtzman & Zauha (2005), Sports tourism consumer motivation
\textsuperscript{86} Ibid
\textsuperscript{87} McIntosh & Goelder (1985)
Despite these criticisms, Maslow’s hierarchy is considered as a useful tool for identifying consumer motivations in order to develop marketing strategies. Pearce has presented the Travel-Needs Ladder Model, which was built on Maslow’s hierarchy of needs. This model concerns about tourists and their motives of their travel behavior. Pearce argues that people have a career in their travel behavior, which shows their travel motives in a hierarchy, and within this hierarchy people can start from different levels depending on their stage of life cycle. He also mentioned that travelers tend to be more selective on their emphases on travel motives with experience.\(^{89}\)

At the beginning, Pearce had the same ideas as Maslow regarding the hierarchy, namely that people had to satisfy the lower levels of the ladder before moving up to the higher levels, but recently (2009) this Travel-Need Model was revised. Pearce then began to emphasize that travelers have changing patterns of motives and that people also have a range of travel motives.

\(^{88}\) Goelder & Ritchie (2009)  
\(^{89}\) Ibid
motives to be fulfilled when they are going on holiday. Further, Goelder and Ritchie have commented on this model, by arguing that people can have different kind of motives of traveling, although on particular need may be more dominant\textsuperscript{90}. He however, mentions that a “spine” or “core” of needs for nearly all travelers seems to include relationships, curiosity and relaxation. A brief description of each need of the model is given below\textsuperscript{91}.

\textbf{Relaxation or Bodily needs}

These refer to physical needs, e.g. needs for eating and drinking. Travelers need for example restoration, personal maintenance and repair, by enjoying a sense of escape. Moreover, people emphasize basic services, like meals, space and toilets. Physiological needs can be externally oriented and internally oriented. Examples of externally oriented needs are need for escape, excitement, curiosity, external excitement and stimulation. The internal oriented are need for sex, eating, drinking and relaxation.\textsuperscript{92}

\textbf{Stimulation and Security needs}

Tourists want to be safe and excited but not bored and terrified. Pearce further writes, “They emphasize the fun and thrill of rides, the experience of unusual, out of the ordinary settings, different food and people” (pg.125). These needs can be self-directed or other-directed. Self-directed means to reduce anxiety and need to predict and explain the world, while other-directed mean need for security.\textsuperscript{93}

\textbf{Relationship needs}

Travelers feel a need for affiliation, love and affection, in order to build and enhance the personal relationships. Moreover, travelers are motivated by tenderness and affection enjoying activities through others and being involved too. These needs can be divided in other-directed and self-directed. Other-directed means need to reduce anxiety about others, need to affiliate. Self-oriented means need to give love and direction.\textsuperscript{94}

\textsuperscript{90} Ibid
\textsuperscript{91} Pearce & Butler (1992), \textit{Tourism Research}
\textsuperscript{92} Ibid
\textsuperscript{93} Ibid
\textsuperscript{94} Ibid
Self Esteem and Development needs

One is need for status, respect, recognition; the other is need for self development, curiosity/mental stimulation and achievement. These needs can be other-oriented and self-oriented. Other-oriented means need for status, respect and recognition and need for achievement. Need for self-development, growth, curiosity and mental stimulation, mastery and control competence, self–efficacy.95

Fulfillment need

This is for self actualization. Here, the travelers are concerned with “feeling peaceful, happy, magical and transported to another world” (pg.125). Fulfillment needs, can be seen as self-actualization and need for flow experiences.96

3.3 Differences in Senior and Non-Senior Motives

When studying tourist researches that are done in past decade, there are some authors who have distinguished the motives and behavior of senior and non-senior travelers in traveling. Anderson and Langmeyer have done a study on similarities and differences among senior and non senior travelers’ interests.

When it comes to these groups’ lifestyles, non-seniors prefer engaging in physical activities in order to get recreation and to escape from the routines when they are on vacations.97 They prefer to visit friends and relax. Senior travelers on the other hand, are less interested in physical activities, but they like to take pleasure trips to relax or to visit relatives and especially to visit historical places. Therefore, Anderson and Langmeyer concluded three similarity of these senior and non-senior travelers and that is both groups are getting refreshed by taking vacations, do not like vacation to be hectic and that both groups like to thoroughly enjoy the vacation.

Rajshekhar, Javalgi, and Rao have found other interesting facts about seniors and non-seniors in the tourism industry.98 When it comes to pleasure vacation, non-seniors prefer to take close to home pleasure trips, a city trip, an outdoor vacation and trip to a theme park, or special event, while seniors gave the impression of that they like to do cruise or touring

95 Ibid
96 Ibid
97 Anderson & Langmeyer (1982), The under fifty and the over fifty travelers: a profile of similarities and differences
98 Rajshekhar & Javalgi (1992), Consumer behavior in the U.S. Pleasure Travel Market place; An Analysis of Senior and non-senior travelers
vacation. These authors discovered that seniors have more time for pleasure vacation than non-seniors and therefore also preferred to take tours with greater distances during longer time periods. This study also showed one similarity between the groups, and that was that both groups like to take pleasure trips to visit friends or relatives.

Another study showed the different set of motivations among different groups of travelers. For example young couples empathize developing relationships and the need for relaxation. For other travelers – for example those who are exploring exotic locations or participating on more in more diverse forms of tourism – a wider range of motives including self-development, mastery, curiosity, escape and self-fulfillment will be involved.

3.4 A Critical Eye on the Frame of Reference

Although we aimed to use the theories above when interpreting the empirical results, it is not reasonable to believe that everything the interviewees said or have expressed are their real motives for traveling. For example, Robinson & Gammon explain:

“A tourist may express the reason for traveling as a desire to be pampered, but perhaps this need to be pampered stems from self-esteem issues caused by negative childhood experience” (pg. 222).

Moreover, Swarbrooke & Horner argue that tourists may not always express the true motivations due to certain reasons, for example they do not feel that others will accept their motives. For an example, it can be embarrassing to explain that the main reason for holiday is to party and enjoy casual sex. Instead people prefer to tell about more general desires, like relaxing. Moreover, they may not always recognize their motivators for they may be subconscious or unconscious. These differences in motives have been illustrated by Iso Ahola as an iceberg; the tip of an iceberg (i.e. what is visible) symbolizes the expressed motives, while the rest of the iceberg remains unseen below the water line, and represents the underlying motives, which for example can be socialization and personality factors.

Fleischer and Pizam argue that when people reach their mature stage, they become more preoccupied with self-utilization and therefore, they prefer to experience self-fulfilling activities and to take the maximum out of their time left. On the other hand, Swarbrooke

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99 Goelder & Ritchie (2009)
100 Robinson & Gammon (2004), A question of primary and secondary motives: revisiting and applying the sport tourism framework
101 Swarbrooke & Horner (2007)
102 Iso-Ahola (1982), Toward a Social psychological theory of tourism motivation: A rejoinder
103 Fleischer & Pizam (2002)
and Horner write that young people or non-seniors prefer to relax by doing activities which can be enjoyed without too much cognitive activity.\textsuperscript{104}

We are also aware that Dann and Crompton’s studies were made in the 70s and that motives of traveling may have changed during the last 40 years. We have searched for revised theories and research in the field, but discovered that Dann and Compton’s results and theories are still often mentioned and used in recent research (for example, Swarbrooke and Horner have referenced these authors). This made us decide to use these older studies and theories in our study.

\textsuperscript{104} Swarbrooke & Horner (2007)
4 Empirical Materials

4.1 Interview Results

Our method was to conduct interviews with semi-structured questions, since our intention was to get a deeper understanding of our target groups’ motives and needs. In the interviews, we focused on five kinds of motives and needs for leisure travel: physical, social, learning, status and escape. According to the theories we used, these motives seem to be the most important motives of traveler. Each motive was covered by same base of questions: “what,” “why” and “how?”

All individual interviews of WHOP’s (Wealthy Healthy Older People) and DINKs (Double Income No Kids, working couples without children, age 25-45) can be found in Appendix 6. The result part of WHOPs is longer and more descriptive than the result part of the DINKs. One of the reasons for the difference in length is that the interviews with the WHOPs in general were longer, since they had more interest in answering our questions in a more descriptive way. Also we had the opportunity to conduct an interview with a travel organizer specialized in WHOP travel, but not in DINK travel.

We have preliminarily summarized our findings by answering the Kvale’s map that we have drawn our interview questions from (see Appendix 2) in order to discuss our empiric results of the analysis of our thesis.

Thereafter, the DINKs and WHOPs results have been summarized in three tables, one for DINKs (Table 1) one for WHOPs, (Table 2) and one for the travel organizer of WHOPS (Table 3) in order to give a better overview of our findings. We have summarized what the respondents told us about the five motives (physical, social, leaning, status and escape) and also mentioned the age of the participants.

4.2 The Answers to The Study Questions

In this section we have chosen to summarize the DINKs and WHOPs results by answering the study questions that we have drawn our interview questions from (see Appendix 2).
-What kind of main motives do WHOPs and DINKs have when traveling during their vacations?

DINKs mainly travel in order to gain new experiences and to explore new cultures. Some also find it important to engage in physical activities. Another important factor for DINKs is to relax mentally during the vacation. Just as DINKs, WHOPs also find it important to gain new experiences and to explore new cultures. However, they also have a wish to more specifically learn about new cultures and history.

-How important are learning motives of traveling for DINKs and WHOPs?

Four DINKs mentioned “learning about new cultures” as a main motive for their leisure traveling. The reasons were because they enjoy it, are curious, it makes one able to understand and connect with people from other cultures and that it contributes to personal development. These four participants prefer “learning about new cultures” by sightseeing, visiting museums, reading books and interacting with the locals. Two persons did not find learning as important and one DINK had no interest in learning at all. However experiencing new things was a more popular factor among the DINKs.

Six of the WHOPs mentioned “learning about culture and history” as a main motive for their leisure traveling at the beginning of the conversation. For example, Mrs. B explained:

“We like to see historical sites, visit museums and cultural things... because we find it interesting, a good learning experience and we learn about different things”.

In general, they expressed the need of learning with more passion and in more detail than the DINKs. Just as the DINKs, common reasons for learning were curiosity, interest, and enjoyment.

When we asked why it is important for them to learn about new things, DINKs expressed that it is interesting and that they are curious about the heritage and history of a destination. In contrast to the DINKs, two WHOPs also mentioned “learning about other cultures” as some kind of human responsibility. They also claimed that Americans have no history by themselves and experienced that as a reason why they should learn about other cultures and histories.

Mr. R:
“It is important to feel, see and learn the history of the rest of the world...” and later explains “you should learn and know, because we don’t have that kind of depth in America.”

Mr. C:

“You never stop learning. I have travelled the world and most of the States. It is a part of education, a part of your understanding what it is to be a part of this world, to understand how your fellow travelers on this earth live, work, play, create, you know, all these things”

“As Americans we tend to not appreciate how other people are doing things and when you travel abroad you learn that there are different ways looking in the world and different ways of doing things”

Most of the WHOPs explained that it is also interesting to experience how other people live and behave. Some of the participants mentioned that they like learning this by taking tours but prefer tours with high flexibility. The travel organizer also mentioned that older travelers prefer sightseeing and mild activities (not too physically challenging). According to her, WHOPs prefer to take historical tours and also cooking classes with a focus on food and wine. Many of the WHOPs also like to socialize with the locals when exploring the culture.

WHOPs even expressed their motive of experiencing new things. Two mention it in the beginning of the conversation, and six mentioned it as an important motive for traveling.

-How important are physical motives and physiological needs of traveling for WHOPs and DINKs?

Three DINKs told us about their motives to engage in physical activities, which they mentioned at the beginning of the conversation. Two of them mentioned water activities and one mentioned hiking. Two of them explained that they are active people and that physical activities are part of their lifestyles, while one stressed that is important to stay in shape.

Mr. N. answered the first question “I like to relax, most of the time I like to be near the beach, and do any kind of water activities.”

Two found physical activities quite important. Four found it not too important, even if two of them liked visiting national parks. One mentioned that he does not find it too important, but that if the sports are connected with the culture of the country, as for example surfing in Hawaii or skiing in Switzerland, then would like to try it.
When it comes to WHOPs, three of the participants came up with their physical interests (hiking and water activities) at the beginning of their answers for the general question. They all mentioned it as a part of their lifestyle or something that they enjoy doing. All three of them were the youngest of the WHOPs participants. However, six mentioned that is not too important, but that they do not mind walking. The reason was sometimes to stay in shape, but most of the time they mentioned walking as a good way to see and explore a new destination. E.g. Mr. Ro explained

“It is more walking and riding bikes to see new things and not for the sake for walking and riding a bike.”

Two of our WHOP participants also mentioned hiking in nature as a main interest of their vacation. However, when we asked specifically about their interest in physical activities, only three argued that it was important/very important for them, while the majority of the participants did not find it too important. There were three who expressed that they do not prefer to engage in physical activities during their vacation abroad. Moreover, Mrs. J., the travel organizer, stated that the seniors do not show a great interest in physical activities. Even if, for example, cruise ships offer gyms or gym equipment, the majority of the travelers spend their time at the pool.

**-How important are social motives and needs of traveling for WHOPs and DINKs?**

The motive for socializing during a vacation is the main interest for one DINK, as he likes to be with family and friends in the country where he comes from. The rest of them also cite this interest for socialization, but they mentioned so later on in the interviews. The most common answer was to travel together with their partners, which the five oldest respondents (age 28 and over) mentioned. Two of those wished to interact with the locals, while the other three did not have any interest to meet new people. Three of the rest mentioned family and friends as a first choice, and one mentioned friends. They like to spend time together by visiting places and having meals together. There was one who said that he prefers to travel with friends because it is more fun with them than traveling alone.

However, according to the travel organizer, WHOPs are most likely to travel in pairs or together with close friends. Eight mentioned traveling together with partners or family. Six mentioned interacting with new people.
Moreover, most of them preferred to meet friends and relatives during the vacation and to do things together. Two WHOPs however, prefer to travel alone, because they have their own freedom and flexibility to make decisions. According to the travel organizer, most of the travelers travel in groups of two or in larger groups of close friends. The majority of the participants expressed that they prefer to connect with the local people by talking to them, eating food at local restaurants, taking public transportation instead of taking tour buses and visiting grocery stores. The travel organizer also stressed that older people prefer to take fewer guided tours when they are able or feel secure enough to, since they prefer to rely on the locals.

The interest of socializing seems to be much related with the cultural interest that WHOPs expressed. In order to learn about the culture they wish to socialize with the locals. One WHOP expressed socializing as a main motive, since her main interest in taking vacation was to spend time with her family.

-How important are escape motives and needs of traveling for WHOPs and DINKs?

“Experiencing another environment” was a very popular motive among the DINKs. Eight of the DINKs mentioned internal and psychological reasons of why environmental changes were important for them, such as to become relaxed mentally, not get bored, experience new things, develop as a person, get different perspective on their everyday life, become creative (which could be necessary for work), escape everyday problems at home, reset the mind and become refreshed.

Five DINKs explained that to relax mentally was their main motive. Four people mentioned external factors as motivation, for example their geographical home environment. Two of them were living in New York City and wanted a respite from the stressful New York lifestyle by going to calm and relaxing place close to nature. One lived in the middle of the country and longed for water and coastal landscape and one was living in cold and rainy Seattle and longed for warm and sunny places. One did not find environmental changes too important. Instead he told us that:

“I find it less important with an environmental change after extended travel experiences. It was more important for me before, but now it is more important to meet friends”
However, three DINKs mentioned that another environment could be stressful; such as places that were too different from their home environment, especially when they did not have too much time on their vacation and not enough time to get used to the differences.

According to the results, nine of the WHOPs found an environmental change important when going on a vacation. The reasons varied. Half of them came up with psychological motives and reasons and told us that new environments made them able to gain perspective of their older environments and made them look at their home environment in a new, richer and more exciting way. It also made them open to self-reflection, able to learn about new things, relax mentally and leave everyday problems “at home”. Five of the participants mentioned more physical motives and reasons for the importance of an environmental change, and told us about their needs for exploring new places, tasting new food and going to places with different geographic settings than their home environment. Two participants, who lived inside the country, mentioned for example that they wished to go to the coast or close to the water and two participants who lived in big cities (New York and Houston) told us about their need to get away from cities and travel to nature. However, one of the participants did not find it too important to get an environmental change on his vacation. He was living in a small town close to nature in Idaho, and when on vacation he prefers to go hiking in nature as well. He told us that he was brought up with that travel behavior as a child, making him more accustomed to and appreciative of that activity. Ms. J., the travel organizer, told us that the travelers found it important to experience another environment. They told her that they wanted to go to places that they never had been to and always wanted to go to. The most popular tour is to Alaska, and the majority of the travelers are not from Seattle, Washington (that has a similar environment as Alaska), rather from the east coast and Midwest.

-How important are status motives and needs of traveling for WHOPs and DINKs?

Two DINKs believed that it is common or fairly common that people travel in order to impress others. Four think this is so, while one hesitated to confirm this. Three did not think it was common at all, and one was unsure. Two mentioned that it might be popular among Americans and a cultural norm. When it comes to the aspect of admiring, the participants admire people that go to new places. Examples of admirable places are those that are exotic, that require preparatory knowledge, planning, money and time to go to. Moreover, places that are dangerous or require courage in order to travel can be viewed as admirable for some of our participants. One person even mentioned that he admires people that explore real things
and go to authentic places. Two persons did not want to use the word “admire”, and instead chose to tell us about what kind ways of traveling that inspired them.

When it comes to our questions about “status,” the majority of WHOPs paused or hesitated and often started the answers with “I don’t know” or “I’m not sure.” For the question “How common do you think it is that people travel in order to impress others?” most of them said that it is not that common even though it happens. On the other hand, the travel organizer believes that senior travelers do want to impress others, as she has understood this by talking to these travelers over the phone and she has heard their boasting about the different types of tours they have taken before. There were two persons who also said that it is common that people travel to show off. Furthermore, for the question “Do you admire the people who travel to a specific place?” most of them said that they do not admire people, but that they find it interesting to hear where others have been and done because they might like to try the same thing, especially destinations with a vast history. Moreover, they mentioned different types of destinations that they appreciated to hear about or visit by themselves.
4.3 Summary, Tables

Table 1. DINKs, Motives and Needs

All three tables (No. 1-3) are organized in the five categories (physical, social, learning, status and escape) that we have chosen to focus on in our study. According to Swarbrooke & Horner (2007), these motives seem to be the most important of travelers.  

<table>
<thead>
<tr>
<th>No.</th>
<th>Who</th>
<th>Main</th>
<th>Learning</th>
<th>Physical</th>
<th>Social</th>
<th>Escape</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mrs. M A. 30</td>
<td>Hiking and adventure things in beautiful nature, preferably at a beach.</td>
<td>Not too important. Important to explore something new.</td>
<td>Main motive. To stay in shape!</td>
<td>Important to spend time with her husband, second priority friends. Otherwise trying to keep away from people.</td>
<td>Very important. Get away from big city and her stressed life.</td>
<td>It happens. Admires people who are traveling to remote places where she has not been to and which has beautiful nature.</td>
</tr>
<tr>
<td>2</td>
<td>Ms. S A. 30</td>
<td>Being active, and engaging in adventure sports with her man.</td>
<td>1. Important to experience something new. 2 learn about new cultures and trying new food.</td>
<td>Main motive.</td>
<td>Prefers to travel with her man. Ask the locals about recommendations.</td>
<td>Important to get away from the big city and a stressed life.</td>
<td>She has never been thinking about it. It might be an American norm.</td>
</tr>
<tr>
<td>3</td>
<td>Ms. N A. 28</td>
<td>Relaxing and spending time at the beach. Also to engage in water activities.</td>
<td>Important, since she is curious and enjoys it.</td>
<td>A main motive. Relaxing and water activities.</td>
<td>Prefers to travel with family or friends, not too important to meet new people.</td>
<td>Important! Both mentally relaxing and new physical environment.</td>
<td>Fairly common, an American cultural norm. Admires people who go to places that she wishes to go to by herself.</td>
</tr>
<tr>
<td>4</td>
<td>Ms. J A. 25</td>
<td>Do sightseeing, visit museums and learn other cultural artifacts.</td>
<td>Main motive! Important to learn about other cultures. Enjoys it. Also very important to experience new things!</td>
<td>Moderate to pretty important.</td>
<td>Prefers to travel together with family, but not strangers.</td>
<td>Very important.</td>
<td>Probably some people. She admires people who travel, especially if they are traveling often. And if they are going to exotic, remote, expensive and time consuming places.</td>
</tr>
<tr>
<td>5</td>
<td>Ms. P A. 25</td>
<td>New places, sightseeing and having fun.</td>
<td>Important about the history and different cultures. Connect with other people and understand them</td>
<td>Not important.</td>
<td>Prefers to meet relatives and friends at the destination, but does not need to</td>
<td>Important.</td>
<td>Unsure. She admires people who are going to historical places like Egypt.</td>
</tr>
</tbody>
</table>

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105 Swarbrooke & Horner (2007)
<table>
<thead>
<tr>
<th></th>
<th>Mr. T A.25</th>
<th>Visit friends and family.</th>
<th>Important both to learn and experience new things. Reasons: curious, enjoyment and learning.</th>
<th>Quite important.</th>
<th>Main motive. To visit friends and relatives. Also interested in meeting locals.</th>
<th>Important. Psychological motives.</th>
<th>Fairly common. Admire people who are exploring &quot;real things&quot;.</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Mr. B A.35</td>
<td>New places and places where he can combine his hobbies.</td>
<td>Not important to learn new things. Nice to explore new things Since he is curious.</td>
<td>Not too important.</td>
<td>Travel together with his wife. Important to visit family and friends.</td>
<td>Not too important. It was more important before.</td>
<td>Can just speak for himself. Not important for him.</td>
</tr>
<tr>
<td>7</td>
<td>Mr. R A.40</td>
<td>Relax, explore new places and work.</td>
<td>Important to learn about other people and cultures. (a kind of Main Motive).</td>
<td>Medium</td>
<td>Prefers to travel with his wife.</td>
<td>Very important!</td>
<td>Some people do, but he is not doing that.</td>
</tr>
<tr>
<td>8</td>
<td>Mr. J A.28</td>
<td>Relax and get away from daily routines</td>
<td>No interest in learning about historical aspects</td>
<td>No special interest in general, but likes to engage in physical activities that are connected to the destination</td>
<td>1. Friends 2. Family</td>
<td>Very important!</td>
<td>Not too common. Do not admire people, but likes to listen where they have been traveling.</td>
</tr>
<tr>
<td>9</td>
<td>Mr. V A.35</td>
<td>Sightseeing, trying new food, learning about other cultures.</td>
<td>1. Learn about other cultures. 2. Experience new things. She enjoys it!</td>
<td>Not too important.</td>
<td>1. Travel together with wife. 2. Travel together with friends and visiting friends/relatives.</td>
<td>Important! Nice to experience new and different things. Can be both relaxing and stressful.</td>
<td>Not to common. Admire people who are going to dangerous, logistic challenging and time consuming places.</td>
</tr>
<tr>
<td>No.</td>
<td>Who</td>
<td>Main</td>
<td>Learning</td>
<td>Physical</td>
<td>Social</td>
<td>Escape</td>
<td>Status/Prestige</td>
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</tr>
<tr>
<td>1</td>
<td>Mrs. S A. 52</td>
<td>Sightseeing and learning about cultures.</td>
<td>Very important. Main motive to learn and to experience new things!</td>
<td>Not important, but does not mind walking.</td>
<td>Important. Nice to meet new people. Sometimes like to travel alone, sometimes shorter trips with other people.</td>
<td>Important. Both experience and learning new things and to develop as a person.</td>
<td>Not common. She admires people who travel.</td>
</tr>
<tr>
<td>2</td>
<td>Mrs. AM A. 58</td>
<td>Spend time with her family.</td>
<td>Important to learn and experience things.</td>
<td>Not that important, but does not mind walking.</td>
<td>Very important, especially with the family. Main motive.</td>
<td>Very important. Makes her able to relax mentally.</td>
<td>Not that common. Admires people that people to a small degree. But see traveling more as a social thing.</td>
</tr>
<tr>
<td>3</td>
<td>Ms. MA. 50</td>
<td>Physical activities or cultural activities.</td>
<td>Main motive. To learning about other cultures.</td>
<td>Main motive. Water activities or walking in nature.</td>
<td>Very important. Like to make new friends, like to visit friends at the destination. And must travel together with others.</td>
<td>Important. New physical environments. Also important for mentally changes.</td>
<td>Many people travel in order to impress on others and common that they are bragging about it. Admires travelers a lot. Better read, educated and more global thinkers.</td>
</tr>
<tr>
<td>4</td>
<td>Mrs. BA. 65</td>
<td>See historical sites, visit museums and cultural things.</td>
<td>Important to learn new things. Experience important!</td>
<td>Like doing walking and biking.</td>
<td>Travels together with her husband, sometimes also with relatives or close friends. Like to get in contact with the locals.</td>
<td>Very important! Both physical and mentally.</td>
<td>Not that common. More get inspired than admire.</td>
</tr>
<tr>
<td>5</td>
<td>Mrs. CA. 72</td>
<td>Get to know the area, by sightseeing.</td>
<td>Main motive to learn about the area.</td>
<td>She likes walking. Both also to relax.</td>
<td>Prefers to travel with her husband.</td>
<td>Important! Physical change.</td>
<td>It happens, but she does not do it by herself. Admires people who are going to dangerous and remote places.</td>
</tr>
<tr>
<td></td>
<td>Mr. C A. 65</td>
<td>Mr. J A. 52</td>
<td>Mr. R A.52</td>
<td>Mr. J A.52</td>
<td>Mr. R Ro A. 55</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>6</strong></td>
<td>Sightseeing, learning about history and natural things.</td>
<td>Learning about history, main motive.</td>
<td>Not too important any longer, but like walking.</td>
<td>Likes to meet friends and relatives. And interact with the locals.</td>
<td>Important. Mentally. And physical.</td>
<td>He does not do it, but he knows a lot of people who do. Admire people who travel.</td>
<td></td>
</tr>
<tr>
<td><strong>7</strong></td>
<td>Sightseeing, visit museums, and see new things.</td>
<td>Very important both to learn about new people and places and to experience them. Main motives.</td>
<td>Not too important, but he does not mind walking and biking.</td>
<td>Important to spend time with family, but not too meet new people.</td>
<td>Important, hence he is curious and enjoys it.</td>
<td>Fairly common, but nothing that he cares about. He does not admire but get inspired of where other has been traveling.</td>
<td></td>
</tr>
<tr>
<td><strong>8</strong></td>
<td>Go to major cities. Meet locals, visit museums and explore unique things.</td>
<td>Main motive to experience.</td>
<td>Not too important.</td>
<td>Travels with his wife. Like to interact with locals.</td>
<td>Important</td>
<td>Some people might do it, and that he can get impressed depending on the destination and experience.</td>
<td></td>
</tr>
<tr>
<td><strong>9</strong></td>
<td>Camping, hiking and hunting.</td>
<td>Not too important to learn new things.</td>
<td>Very important, main motive!</td>
<td>Important to spend time with family and friends.</td>
<td>Important! Almost main motive. Both physical place and mentally.</td>
<td>Quite common and that he get impressed of trips that acquire economical and time resources.</td>
<td></td>
</tr>
<tr>
<td><strong>10</strong></td>
<td>Go hiking</td>
<td>Not that important.</td>
<td>Main motive!</td>
<td>Very important to spend time with family.</td>
<td>Not too important.’</td>
<td>Aware that it happens, but nothing that his social circle does. Admire people that especially have the time resources, but also economical resources.</td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>Who</td>
<td>Main</td>
<td>Learning</td>
<td>Physical</td>
<td>Social</td>
<td>Escape</td>
<td>Status/Prestige</td>
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</tr>
<tr>
<td>1</td>
<td>Mrs. J.</td>
<td>Sightseeing and mild activities. Especially historical tours.</td>
<td>Learning about history, Food and wine classes. And wildlife. Also to experience new things.</td>
<td>Not that important. WHOPs prefer to relax at the pool.</td>
<td>Often in pairs or together with close friends.</td>
<td>Very/important. Many from the East Coast and Middle of the US wish to travel to Alaska.</td>
<td>Pretty common. Especially those who are going on longer tours which are expensive and acquire a lot of time.</td>
</tr>
</tbody>
</table>
5. Analysis

In this section, our aim was to analyze our target groups’ motives and needs of their pleasure vacation. Therefore, we used the theory reference in order to analyze our empirical results, which lead to our conclusions of this case study.

5.1 Motives of WHOPs’ and DINKs’ pleasure vacation

According to Mill and Morrison, motives imply action; an individual is moved to do something. 106 In order to figure out why DINKs and WHOPs wish to travel on their vacation, it is important to find out about their motives for their leisure travel.

This section has been analyzed by comparing our empirical results mainly with Crompton’s Push and Pull Theory. Crompton has found nine motives for pleasure vacation and he describes seven of them as socio-psychological factors, namely: escape from a mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The two remaining motives belong to the cultural category, and are named: novelty and education107. Crompton describes these socio-psychological motives as push factors for vacation, while the cultural motives are described as pull motives, which are aroused by the destinations. Push factors are the inner forces which make desire to go on vacation and pull motives are the ones, which help to choose the destination.108 All these nine motives are discussed below.

Crompton explains further that most respondents in his study explained their reasons for going on pleasure vacations in terms of the cultural motives “novelty” and “education”. He admits that these motives may be related since exposure to new destinations, sights, and experiences is presumably educational. However, the respondents did not always perceive this relationship and therefore he decided to separate and distinguish between these two motives.

106 Mill & Morrison (1985)
107 Crompton (1979)
108 Ibid
109 Ibid
In our case study it was difficult to draw a line between the terms novelty and education. Some participants for example explained that they wished to learn about new things by experiencing them. For example, Mr. T., a DINK, said:

“I prefer learning new things by experience them, when I go to a specific place I prefer to learn about historical occasions by visiting and experiencing the places in where they happened”

It was also unclear and hard to identify if the participants were driven by novel or/and education motives. For example, many of the participants from both groups mentioned that the reasons why they wanted to learn/experience new things were that they were curious about how other people were living. Moreover, it was unclear if this statement about curiosity should be related to “learning about how other people are living” or/and “experiencing how other people are living”. Crompton argues that the term curiosity is connected to novel motives and according to him; the term novelty can be associated with the words “curiosity”, “new” and “different”. However, our empirical materials do not show any coherence with this statement. For example, some participants explained that they wished to learn about new things, since they were curious. This shows that curiosity can be a strong motive for education motives as well.

According to Crompton, a preference for going to a previously unvisited destination was a consistent respondent theme in his study, and this was the case in our study as well. It is worth to mention that most of the findings reported in the consumer behavior literature indicate that it is usual for customers to purchase a brand that has previously proved satisfactory, rather than to purchase a brand with which they have had no previous experience. However, our empirical results show that this does not appear to apply to pleasure vacations. According to Crompton, in most cases, respondents anticipated that re-experiencing known cultural stimuli would not contribute as much as experiencing new stimuli. Hence, when the pleasure vacation product was purchased, a different destination brand was selected by respondents, which shows strong coherency with our results.

However, there is an exception. One of our respondents mentioned that even though he enjoys going to new places, the importance of an environmental change seemed to decline the more

\[110\] Ibid
\[111\] Ibid
travel experiences he got, or at least vary or/and change dependent on time or/and experiences. To our question about an environmental change he answered:

“It used to be a lot more important for me, until I have seen more of the world, but I have been to a lot of different places, and now I find it less important”.

Likewise, one respondent in Crompton’s study, a travel agent, pointed out that for some people it was a fearful experience to go into an unknown situation in a country where the people did not speak their language. These people would like to go away from home, but they also have the desire to be taken care of. That was the reason why they got tours and tour conductors, because it was a security blanket. According to the travel agent people used organized tours to introduce themselves to travel, its problems and associated fears. Organized tours served to remove any anxiety or exposure to unfamiliar situations that may have been threatening.

This statement shows coherency with our data from the travel organizer that we interviewed. She explained:

“I have noticed that when going to places like Caribbean, Alaska, the Mediterranean and Northern Europe, people are much more confident in going off without guided tours and doing more things on their own and relying on the locals to help, interact with them, where places like Mexico and the Chinese and Japanese coast, they tend to take more tours, because they don’t want to go out of their own as much, so we always have more tours sold in that areas in other, I guess, well known areas.”

This quotation shows that organized tours help to reduce the anxiety to travel to new places. It however, seems as that Northern Europe in general is perceived as safe region to travel to.

The empirical results showed that the respondents like to learn about new things. Crompton did also find this motive important and calls it “education” motive. According to this author, this motive helps travelers to develop as individuals and sometimes also make them being perceived as “interesting”. For example, one respondent in his study mentioned:

"As a generalization, those who have been on vacation, and have travelled, are usually more interesting to talk with than those who have not”113 (pg.420).

113 Crompton (1979)
The same phenomenon could be seen in our case study, since many of the respondents admitted that they also admired travelers who travel to different places and some participants perceive those well travelled people as people with status and prestige. For instance, Mrs. M., a WHOP, said:

“Travelers are often better read, better educated and often more global thinkers”.

Crompton also argues that the feeling that something "ought" to be seen was reiterated by several respondents in his study. It was perceived as almost a moral obligation to take the opportunity to visit a distinctive phenomenon, particularly if it was reasonably accessible. There was a feeling expressed by several respondents that,

"I ought to go because I am here," 114 (pg. 421).

Sometimes the respondents felt that they just had one opportunity in a lifetime to see particular cultural phenomena. If the opportunity was not grasped then educational benefits were lost. The same obligation motive can be found in our study, Mrs. J., DINK, answered that

“I want to experience the place fully and don’t want to miss anything. I am afraid that I will regret it if I am not coming back”.

Also another “ought to” or guilt motive of learning was found among the WHOPs. This motive was expressed as a “ought to” due to “being a human being”, and due to “being an American”. This phenomenon was however, not brought up in our theoretical reference. Some of the respondents argued that Americans “ought to” learn about other cultures and history, since they do not have that kind of culture or history by themselves, or that they in general lack that kind of knowledge.

Mr. R., WHOP: “It is important to feel, see and learn about the history of the rest of the world[...] You should learn and know, because we don’t have that kind of depth in America”.

Mr. C., WHOP: “You never stop learning, I have travelled the world and most of the States.. It is a part of education, a part of your understanding what it is to be a part of this world. To

114 Ibid
understand how your fellow travelers on this earth live, work, play, create, you know, all these things”

Mr. C., WHOP also added:

“As Americans we tend to not appreciate how other people are doing things and when you travel abroad you learn that there are different ways looking in the world and different ways of doing things”

This phenomenon was interestingly not mentioned in Crompton’s study, even though his participants were Americans.

According to the empirical results, many WHOPs seemed to have both novel and education motives. Many of them mentioned terms that were connected with education, as for example “learning” and “get a deeper understanding of” and terms that were connected with novelty as for example “to experience new things” in the same time. Therefore, our data showed very strong coherency between these two different motives. For example, Mrs. S., WHOP, said:

“I would like to experience the Great Wall in China by learning how many people that engaged in the building, what the purpose was and get to know how the people might have felt when they build the wall. I would love to experience how it would be if I was there by myself at that time.”

Moreover, there was one DINK, Mr. T., who told us that he preferred to learn things by experiencing them. This strong coherency between the two motives, differ to Crompton’s findings.

According to the empirical results, the most significant motives for WHOPs were to explore a new culture, doing sightseeing and learning about the history. However, education motives seem to play a more important role among WHOPs than DINKs. More of the WHOPs expressed the importance of this motive and the DINKs were satisfied with “just” experiencing new things, but did not have to learn about them. This result can be related to Fleischer and Pizam’s and Swarbrooke and Horner studies. They argue that when people reached their mature stage in life, they become more preoccupied with self-utilization115, which can be connected to WHOPs wish to learn new things. While Swarbrooke and Horner write that young people or non-seniors prefer to relax by doing activities which can be enjoyed without too much cognitive activity116. A need for self-utilization can explain by the

115 Fleischer & Pizam (2002)
116 Swarbrooke & Horner (2007)
motive for education, since learning new things really contribute to the feeling of being more useful. On the other hand, “just experiencing” does not acquire as much cognitive activity as learning new things.

Mr. B, DINK; “I like to go to new places and explore new things by myself, however it is not that important to learn new facts during the vacation”.

Moreover, “escape” or to get an environmental change, was another important motive of our participants. According to Crompton, escape not only refers to escape from a residential area but also from a specific home-or work environment. 117 Similarly, Dann explains this escape motive as “Anomi”, which also means getting away from the home environment during the vacation. In pleasure vacation context this feeling of escape can be satisfied physically or socially, different from the environment where a person normally lives.

Crompton mentioned that it did not appear to be any single optimum type of environment that facilitated escape. The critical ingredient was only that the pleasure vacation context should be physically and socially different from the environment in which one normally lives. 118 A common answer for many respondents was to go to the beach, especially among the respondents who were living far away from the coast, but also from respondents who were living by or close to the coast.

Besides that our result showed strong coherency with Dann’s study. 119 For both groups, especially psychological motives such as “mental relaxation” and “diversity of stimuli” came up during the interviews. However, also physical factors, connected to geographical characteristics of the destination seem to play an important role among the both groups. For example, WHOPs and DINKs, who lived in big cities longed for calmer places with nature.

Many of the WHOPs expressed following reasons for an environmental change: “diversity of experiences” and “stimulation for them mind” and to “get a new perspective of their old everyday life”. DINKs on the other hand, especially stressed the importance being able to relax mentally.

117 Crompton (1979)
118 Ibid
119 Dann (1977)
“Relaxation” is another motive that showed up in both our empiric results and Crompton’s theory. According to Crompton it is apparent that relaxation referred to a mental state rather than a physical relaxation. Crompton explained that: “relaxation means taking the time to pursue activities of interest...”¹²⁰ (pg. 417). Crompton also tells that the term relaxation was a constant respondent theme, but its use was often ambivalent. Generally, there was reluctance on the part of respondents to relax physically. Respondents explained that they felt relaxed and then later admitted that they came home physically exhausted. It was apparent that the term relaxation referred to a mental state rather than a physical relaxation. Given this interpretation it was possible to reconcile physical exhaustion or fatigue as being mentally refreshing and relaxing.¹²¹

The data of our study both confirm and disconfirm this statement. Two types of respondents, were found, active ones and less active ones. Some mentioned that even though it is important to relax they prefer to be active on their vacation and see and do a lot of things. At the same time, another common answer was that they wished to relax both physically and mentally. Even though this statement was expressed among both groups, we could see that this factor was dependent to the age of the WHOPs. The younger WHOPs answered that they like engaging in physical activities, while older WHOPs preferred to relax and travel in a convenient way. Mrs. C., WHOP, said:

“I love going on cruise ships tours, since it is so convenient. I can see a lot of things and do not have to pack and unpack things”.

Even the cruise ship organizer mentioned that even though the ship had exercise and gym room, most of the participants preferred to stay in at the pool the whole day.

Our study materials also brought up a phenomenon, where engaging in physical activities can rather be seen as push factor than a pull factor. Some participants mentioned that even though physical activities are not too important for them, they enjoy participating in physical activities that have a specific connection to the destination.

Mr. J., DINK: “Even though I don’t find it too important to engage in physical activities, I like trying sports that are connected to the destinations that I am traveling to, as for example surfing on Hawaii”

¹²⁰ Ibid
¹²¹ Ibid
However, physical activities did not seem to be a main motive for many WHOPs, even though they did not bother to engage in those. One WHOPs for example mentioned that she wished to adapt to the same culture or use the same transport as the locals do. She explained that it was more of a cultural norm to use public transport in other countries than in the US. Another more common answer among WHOPs was that walking and biking were good ways of seeing and discovering places. Mr. R., WHOP, expressed this by saying:

“It is more walking and riding bikes to see new things and not for the sake for walking and riding a bike”.

According to our empirical results, DINKs found it stressful to go to places that were too different if they were just away for a week.

Crompton brought also up another motive that a traveler can have for their pleasure, which is called “exploration and evaluation of self”. According to Crompton, some people travel to re-evaluate and discover more about themselves which help them to modify their self images. This self-discovery results through switching people in new social or cultural situations, for example, when a person put himself in a different situation he is able to see how he can interact with others, what are the hardships and how to deal with those, and to see what he has inside and how that would come out from that person. This can again be related to Fleischer and Pizam’s study again; they have mentioned that when people reached their mature stage in their life they become more preoccupied with self-utilization. Some of our participants (especially two WHOPs and two DINKs) expressed this motive, for example Mrs. S., WHOP, explained:

“I like to learn more about other people’s psychology, because it gives me a better understanding of people from different cultures and makes me understand why they behave as they do. That also makes me more aware of my own behavior and more able to analyze and learn more about myself. Thereafter I can decide by myself if I want to adapt or not adapt to the others behavior.”

No clear differences between the groups could be found, and there were no signs of that that this motive should be dependent on age or the stage of life of the respondents. Instead, it seemed to be a factor dependent on personality.

122 Ibid
123 Ibid
However, another motive that can be related to “exploration and evaluation of self” was found in our study, namely “discovery of heritage”. It is important to mention that this is something that neither Crompton nor Dann mentioned in their theories. Three of our participants (two WHOPs and one DINK) wished to discover their heritage and to visit the country where their forefathers come from. The participants explained that discover their heritage, made them able to discover more about themselves. Mr. C., WHOP, for example, explains:

“I find it important to travel to Sweden, visit relatives and explore my Swedish roots and learn from where I come from, since it makes me understand myself better”.

Crompton writes about another motive called “prestige” and according to him, this was a primary motivating factor for some people before, but as travel has become more frequent it has become less prestigious. Crompton believes that travel has become part of the lifestyle than a status factor of a higher class lifestyle. According to him, prestige potential disappears with frequency of exposure.\textsuperscript{124} Our results show some incoherency with this statement. Even though the majority of the participants do not think that it is that common that people travel in order to impress on others, some participants argue the opposite. Also the travel organizer explains that she believes that this is fairly common among the WHOPs travelers on the trips that are organized by her company.

As we mentioned above, Crompton argued that the prestige potential disappears with frequency of exposure\textsuperscript{125}, but according to our study, the majority of our respondents admit that they admire people who travel. One reason is that travelers are more educated and more global thinkers. However, people also admire those who can afford to travel and have time to travel. The admiration is also dependent on the destination, but much on not the frequency. Exotic, remote and dangerous destinations are impressive to go to. Both WHOPs and DINKs who are working admire people who have the time to travel and they complain that they do not have time to travel by themselves.

According to Crompton’s study, although some respondents suggested prestige as a primary motivating factor for other people, few of them told us that there was any prestige motive involved in their own pleasure vacation decisions.\textsuperscript{126} A similar phenomenon showed up in our

\textsuperscript{124} Crompton (1979)
\textsuperscript{125} Ibid
\textsuperscript{126} Ibid
study. Some of our participants thought that there were some people who perceive traveling as a prestige factor, although it was not that common.

Another motive that Crompton takes up is “regression”. According to him, this motivate is of importance when people travel in order to do things (activities) which were inconceivable or unacceptable within the context of usual life style, for example, to be puerile, irrational and more adapt to child behavior instead of mature adult behavior. In order to explain this better, Crompton has used this quotation: “looking for simple life, we are not looking for big cities, but looking for peasants of the soil. A lot of us are very romantic. We want to go out and see the fields; to escape Americanism”¹²⁷ (pg 418). This was a fairly common phenomenon among our participants. It was mainly DINKs who mentioned this motive. Mr. R., DINK, for example said:

“I admit that I sometimes travel in order to escape from my everyday life, traveling makes it able for me to distract myself and avoiding everyday problems. Instead for example worrying about unpaid bills, I have to focus on which boat to take to which island and so on”

This regression motive can be related to relaxation motives as well, since working DINKs often just wanted to get away from a stressed life, and live without too many obligations and compulsories. Many WHOPs on the other hand expressed a wish to escape “Americanism”. They mentioned that they wanted to see authentic foreign places, but seemed to have a romantic picture of the authentic foreign places they wished to explore.

A couple of respondents told their stories about their authentic experiences during different trips, which could be perceived as very romantic. For example Mr. R., WHOP, told us about a leather tailor in Madrid, where “all mothers go with their boys and buy their first gloves”. He also mentioned other romanticized authentic phenomena that inhabitants in Europe might have difficulties to relate to. Mr. R did not, for example, mention anything about visiting authentic suburbs with high criminality, which also exists in Europe.

“Kinship relationship” is also a factor that Crompton mentions in his study. He believes that pleasure vacation could help people to enhance and enrich the family relationship. Moreover, taking pleasure vacation with family gives much greater exchange and understanding of each

¹²⁷ Ibid
other and that is achievable better during the vacation than been in normal routine situations. This also seems to be the case in our study. Mr. J., WHOP, said:

“It is a very good bounding experience, talking to my children, talking to siblings, and working on a closer relationship”.

This motive seemed to be very important for both groups. Older DINKs wished to spend much time preferably exclusively with their partner, which shows coherency with a study of Pearch and Huges, which showed that young couples empathize developing relationships. Pearch and Huges however, did not mention how old “young couples” are. WHOPs however, preferred to go with family or close friends.

When it comes to “social interaction”, Crompton mentions that some travelers found it important to meet new people in different locations and some trips are more people oriented than place oriented. Moreover, some travelers saw pleasure vacation as an opportunity to meet others outside familiar groups in order to exchange views. Crompton tells further that interacting with non-familiar people can easier be done on pleasure vacation than in a normal course of a daily life. This motive seems to be mostly common among WHOPs and not too common among DINKs. However, both groups mention that they wish to interact with locals in order to get to know the place better and to get tips were to go. For instance, Mrs. S., DINK explains:

“We often ask the waiter of suggestions of what to do on the destination”.

However, many of the DINKs stressed that they are not interested in getting any deeper relationships with new people at the destination and rather prefer to spend time with their partner or family. However, a couple of WHOPs showed interest in spending time with new people. They wished to both get to know new friends or connect more with the locals.

According to Crompton, although several respondents expressed a desire to interact with local people in a destination, they reported that this was frequently difficult to achieve. Most interaction was with other tourists in the area. There was little common identity with local people who were serving as waitresses, and much more with other tourists who were also waiting in a queue or visiting a particular attraction for the first time.
This can be compared with what the trip organizer in our study explained:

“I have noticed that when going to places like Caribbean, Alaska, the Mediterranean and Northern Europe, people are much more confident in going off without guided tours and doing more things on their own and relying on the locals to help, interact with them, where places like Mexico and the Chinese and Japanese coast, they tend to take more tours, because they don’t want to go out of their own as much, so we always have more tours sold in that areas in other I guess well known areas.”

This can be shown as an example of anxiety and identification, and that people are afraid about things you do not know about.

Crompton explains further that some respondents suggested that traveling with others may inhibit opportunities for interacting with local people at the destination. The availability of companions provided built-in entertainment and removed the urge to visit with others outside of the group; the natural tendency was to turn inward rather than outward.  

An example of this can be seen in our results. Mr. R. tells that before when he was single, he preferred to travel by himself, hence that forced him to get out of his “comfort zone” and to interact with other people. He thinks that the larger the group you are traveling with, the more isolated you get. Now he is however married and prefers to travel together with his wife (but still like to spend some time by himself).

At this point, all the motives of Crompton’s theory have been discussed with the empiric results. All the motives that Crompton took up in his theory, could also be seen in our study. However, there were two more motives which were found other than Crompton’s and Dann’s motives. One is that some participants (who have their roots in the US) have the motive for discovery of heritage, and they prefer to visit to the countries from where their roots come from. The other motive is ought to learn about the other cultures as an American.

5.2 Needs of WHOPs and DINKs according to Pearce

According to Mill and Morris motivation occurs when an individual wants to satisfy a need.

Now when we have explained which motives WHOPs and DINKs have for their leisure travels, we are interested in which needs they are motivated to satisfy. As we explained in the

132 Ibid
133 Mill & Morrison (1985)
method we have tried to figure out the actual needs of the participants by asking about the reasons of their motives and also how they would like to satisfy those ("why do you wish to..." "how do you wish to"). According to Block, “a need can be stimulated either from within a person or without. Initially, internally generated needs establish themselves as an urge.”

In order to answer this question, we have decided to compare our result with the Ladder of Travel-Needs of Pearce. Below, each need level is compared with the participants needs.

**Figure 2**

134 Bloch (1986), The Principle of Hope
135 Goelder & Ritchie (2009)
136 Pearce & Butler (1992)

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Pearce mentions that no particular need takes precedence. When it comes to tourism, there could be a range of motives that are seeking to be fulfilled during holidays, even though one often is dominant. According to him, people can start from different levels depending on their stage of life cycle. However, he did not mention if “stage of life” was dependent on age.
occupation or both. According to the interviews, the needs seem however depend on both age and occupation.

One of the levels of Pearce ladder is named “physiological needs”. According to Pearce, one kind of needs that tourists wish to satisfy is physiological needs. These needs can be both externally and internally oriented. Examples of internally oriented needs are eating, drinking and relaxation. Examples of external needs are escape, excitement, curiosity and external stimulation.\footnote{Ibid} According to the empirical materials, DINKs and WHOPs have both internally and externally needs that they wish to satisfy on their leisure vacation.

Both groups seem to have motives for relaxation, mainly mentally, but also physically. Our empirical materials show that mental relaxation seems to play a little more important role for DINKs, who especially complained on their work conditions and told us that they wished to relax from their works and stressful everyday life. This can be seen as a need to manage their arousal level that their work provokes, which is an internally oriented need. Also busy geographical locations seemed to provoke high arousal levels among the both groups, since respondents living in big and busy cities, expressed a wish for a calmer environment, and a need to relax.

However, our respondents differ in how they wish to relax. Some found organized tours relaxing, since they did not have to plan or put any effort in organizing things by themselves. Others however, mentioned that they found prescheduled tours stressful, since they had no freedom or flexibility and felt the prescheduled scheme stressful.

Some of the respondents (both DINKs and WHOPs) also expressed that they were motivated to engage in physical activities, since they found that as a part of their lifestyle, and described themselves as “active” people. This can be interpreted also as a physiological need. However, we saw that this factor was dependant on the age of the respondents (just the youngest WHOPs expressed a need for physical activities and the older ones had no interest in this factor). Mr. C., WHOP, told us:

“I used to get into a lot of physical education, as for example sport and tennis. Now I don’t do that as much. I do walking and things like that, no sports. Now I like more the cultural things and the political life in the country”
When it comes to externally oriented needs, both groups mention a need for escaping and excitement. However, WHOPs seem to have a more need for external stimulation, while some DINKs try to avoid it in different ways. Mr. B., DINK, for example tells that environmental changes can be stressful, and that it depends on how many days off from work you have. If he just has one week off, he does not like to change environment totally, since this produces much stress.

According to Pearce, “safety/security needs”, can be divided in self – (e.g. need to reduce anxiety and to predict and explain the world) and other-directed aspects (e.g. need for security) of safety and security needs. The participants did not stress much importance of this need. However, the travel organizer mentioned this as an important factor that determines how their travelers behave.  

“I have noticed that when going to places like Caribbean, Alaska, the Mediterranean and Northern Europe, people are much more confident in going without guided tours and doing more things on their own and relying on the locals to help, interact with them, where places like Mexico and the Chinese and Japanese coast, they tend to take more tours, because they don’t want to go out of their own as much, so we always have more tours sold in that areas in other I guess well known areas.”

Challenging this need and visiting places that are dangerous could result in prestige and recognition among others, which can satisfy needs of self-esteem. This factor was mentioned only by DINKs. This shows that some needs from different levels can be connected to each other and this connection can differ among different groups of people as well.

According to the author, “relationship needs” are both self (e.g. give love and direction) and other oriented needs (e.g. need for affiliate and reduce anxiety about others) for relationship needs. From or empirical materials show that both groups have a need for relationship needs, even though they did not express if it was self or other oriented.

Especially older DINKs were motivated to spend time with their partner, while WHOPs were more motivated to spend time with family and friends and to connect with new people. Some of the social wants, for example “meeting new people” and “interacting with the locals” were, however, not always direct related to relationships needs. In our study, it was often more expressed as a way to learn about oneself or to learn about or experience the destination, and

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138 Pearce & Butler (1992)  
139 Ibid
these factors can be related to self-esteem/development and physiological needs. The respondents explained that meeting new people opened up their horizons and made them develop as individuals, or that asking the local waitress about suggestions about what to do was a great way to get to know the destination.

Moreover, there was a relation between our participants´ relationship/social needs and development needs. When it came to cultural learning, most of the WHOPs liked to connect with locals and to learn about their lifestyle, and also to see how their culture differed from the locals´. Therefore, in order to learn about other cultures, WHOPs often showed interest in socializing and meeting locals, as much as they liked to do sightseeing and visiting museum. There were many who explained that it was interesting to see how the life of the locals of a particular destination was. In order to achieve this motive, travelers used different methods, like taking walking tours, public transport, visiting local restaurants and groceries. This socializing motive can be related to Fleischer and Pizam study, which showed that when people reached their mature stage they become more preoccupied with self-utilization.\(^{140}\)

There is another kind of needs that is called “self-esteem/development needs”. According to Pearce, these needs can be divided in self-and other oriented needs. Examples of other oriented are: status, respect and recognition of others and achievements, examples of self-directed needs are self-development, growth, curiosity, mental stimulation, mastery control and competence.\(^{141}\) Our result shows that other-oriented needs seem to be fairly important for both groups. However, it seemed as DINKs and WHOPs had different meanings about what kind of factors that result in status, respect of others, recognition and achievements. Both groups agreed about factors as for example expensive and remote places. Working WHOPs and DINKs also mentioned places that require time to travel to. DINKs also mentioned “dangerous places” and “physical/logistical challenging trips” as factors that can be related to status factors.

An interesting aspect that came up during the interviews was that some DINKs thought that “impress on others by traveling” might be a typical cultural motive and need among Americans, since it is a cultural norm to “impress your neighbor”. Pearce has not mentioned that the needs of tourists or that this model should differ among tourists of different nationalities.

\(^{140}\) Fleischer & Pizam (2002)
\(^{141}\) Pearce & Butler (1992)
It was sometimes hard to relate the participants’ motives for learning to suitable need/needs. When they were asked why they like to learn about cultures and history they often answered “because I like it, enjoy it or find interesting”, thereafter when they were asked why they find it interesting or enjoy it, they answered, “I just do that”. It was unsure if it was because they wished to satisfy their needs of mental stimulation, mastery, control and competence (internal self-developmental needs) or it was because they wished get recognition of others (external self-developmental needs), or it was to easier connect and affiliate with others (relationship needs). Some participants also mentioned that they wished to get to know new places, since they were curious. This motive is also hard to relate to this model, since the word “curiosity” is used both for physiological and self development and self-esteem needs.

Our interview results could also relate some of the physical motives to self-esteem motives, since some answered that they wished to engage in physical activities, since they wished to stay in shape. This can be interpreted as staying in shape in order to get recognition from others. According to Pearce “fulfillment needs” are needs for self-actualization and flow experiences. From the empirical results it was hard to get much information about these motives from our personal interviews, but according to the travel organizer, many of the cruise ships’ participants travel in order to do their trip of their lifetime, which can be seen as a fulfillment of their dreams and goals of life. Although Fleischer and Pizam have mentioned that when people reached their mature stage in their life they become more preoccupied with self-utilization, no signs that WHOPs had more needs for self-fulfilling activities than DINKs were found.

According to this discussion, all our participants´ needs could be related to the Pearce´s Travel Need Ladder. However, especially physiological, relationship and self esteem/development needs show a very strong coherence with our empirical result, while the rest of the needs of Pearce did not totally match with our respondents´ needs.

5.3 DINKs and WHOPs in comparison

According Anderson and Langmeyer non-seniors prefer to engage in physical activities and to escape from their daily routines when they are on vacation, which was not the case from

\[142\] Pearce & Butler (1992)
\[143\] Fleischer & Pizam (2002)
\[144\] Anderson & Langmeyer (1982)
our results. DINKs results did not show that engaging in physical activities was a main motive for them, which shows that this motive is not that common for DINKs. The study of Anderson and Langmeyer also showed that non-seniors like visiting friends and to relax. Moreover, Rajshechkar’s study also shows that both groups prefer to visit friends and family. Our result show coherency with the motive of relaxing, but our DINK respondents were not too interested in visiting friends or family. On the contrary, they preferred (especially the older ones) to spend time and mainly socialize with their partner. Our results therefore, show more coherence with a study by Swarbrooke, and Horner, since they claim that young couples empathize developing relationship and the need for relaxation during their vacation.

Anderson and Langmeyer also argue that seniors are less interested in physical activities, but like to relax and to visit relatives and also to visit historical places. This information shows coherency with the results from our study. The WHOPs show less interested in physical activities, even though three WHOPs mentioned hiking, hunting and scuba diving as main motive for their pleasure trips. However, these WHOPs were the youngest ones of our WHOPs participants. The majority of the older ones did not find physical activities too important; even though many of them mentioned that they did not have anything against milder activities and appreciated guided walking tours.

Our results did not show that our WHOPs in general were interested in visiting relatives, even though they like to travel together with the family on their vacation. However they like to visit historical places, both according to themselves and the travel organizer.

According to another study of Rajshechkar, non-seniors prefer to a greater extent than seniors to take close to home pleasure trips, a city trip an outdoor vacation and a team park, special event while seniors gave the impression that they liked to do cruise or touring vacation. These authors could also prove that senior had more time for pleasure trips than non-seniors and therefore prefer to take tours with greater distance and longer periods too. However, our results do not show much about the time duration of the vacation that the two different groups prefer to take. According to our results, both DINKs and WHOPs prefer to travel to different destinations instead of spending their vacation in the same city where they live, because of their motives of learning and experiencing new cultures. Anderson and Langmeyer also argue

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145 Anderson & Langmeyer (1982)
146 Swarbrooke & Horner (2007)
147 Anderson & Langmeyer (1982)
148 Rajshechkar & Javalgi (1992)
that both seniors and non-seniors do not like vacations to be hectic, which our results also showed.\textsuperscript{149}

\footnote{Anderson & Langmeyer (1982)}
6. Conclusions

In our conclusion we aimed to answer our research questions one by one in numerical order.

1. What are the main motives WHOPs and DINKs have when traveling during their vacation?
2. Which needs do they wish to satisfy?
3. What are the similarities and differences among these two target group’s needs and motives

The purpose of our study was to discover and learn more about the motives of American WHOP’s (Wealthy Healthy Older People, age 50 and older) and DINKs (Double Income No Kids, working couples without children, age 25-45) leisure travel and which needs they wish to satisfy.

1. **What are the main motives WHOPs and DINKs have when traveling during their vacation?**

In the analysis we discussed our empirical results with the use of Crompton´s study results, and we found that there are some motives that seem to be important for both groups, for example to experience something new, social interaction, to escape their home environment and to relax. However, we can see that WHOPs have certain main motives when traveling during their vacation, including experiencing and learning about other cultures. They also like to learn about history. This means that they have novel and educational motives for their leisure traveling. DINKs on the other hand particularly like to experience other cultures (novel motive) and to escape from their home environment, especially in order to relax.

When it comes to novel motives, both groups mentioned that they are curious about new things. According to Crompton the theme “curiosity” is defined as a novel motive. We can however also relate our participants’ curiosity to educational motives. We saw that the educational motive is more common among WHOPs than DINKs.

Moreover, a common motive for both groups is to go to new places. It is worth mentioning that most of the findings reported in the consumer behavior literature indicate that it is usual for customers to purchase a brand that has been previously proved satisfactory rather than to
purchase a brand with which they have had no previous experience. However, we see that this does not appear to apply to pleasure vacations, since both DINKs and WHOPs prefer to experience new places on their vacation.

When going to new places, the participants expressed a need to discover authentic things or places. When they described examples of authentic things or places, they seemed to have a very romanticized picture of these phenomena.

We also discovered that some American travelers felt a certain obligation to learn. They felt obliged not to miss anything or obligated to learn about certain things about the destination (culture and history), since they are Americans. As far as we know, the obligation to learn new things, because of a certain nationality has not yet been discussed in tourism research and was also not mentioned in our frame of reference.

Pleasure vacation may be viewed by some people as an opportunity for re-evaluating and discovering more about themselves. Another interesting finding was the need of “discovery of heritage.” Both DINKs and WHOPs wished to discover their heritage and to visit the country where their forefathers came from in order to learn more about themselves. We found this more interesting, since this can be an extra interesting case for Americans due to the history of the US. This motive was not mentioned in our theory of reference, and we think that even in this area, further research can be performed.

Another important motive of our participants is to escape from the home environment. Both groups expressed that they find it very important or important to get away from their routines and explained that main reason for escaping was to relax. DINKs prefer to relax mentally instead of physically, and the main reason seemed to be their busy lives and work conditions at home. On the other hand, older WHOPs, who did not work, liked to relax physically. Both groups showed interest in escaping their geographical home environment. We also found that people who live in big cities wished to go to nature and calmer places and people who live inside the country and close to the coast wished to go to the coast.

However, we could find exceptions of the popular motive of “experiencing another environment.” One of our participants mentioned that even though he enjoys going to new places, the motive of “experiencing another environment,” seemed to decline the more he

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150 Engel, Kollat & Blackwell (1973)
Mr. B. tells that experiencing another environment is less interesting the more he travels.

Lastly, there are two more motives that we found very important for both groups: social interaction and kinship relationship. According to the empirical results of WHOPs, we saw that the majority found it very important to spend time with their families (kinship relationship) during their vacation. As we mentioned earlier, WHOPs had educational motives to learn about other cultures, and thus the majority of the WHOPs liked to interact and meet new people from that particular destination. This result shows a connection between the different motives. However, we saw that DINKs prefer to have kinship interactions during their vacation, especially the older ones who preferred to spend time with their partners. When it comes to social interaction with locals or new people, most of the DINKs did not show much interest in this motive during the conversations we had with them.

2. Which needs do they wish to satisfy and why and how?

When answering this question, we have chosen to discuss Pearce´s needs theory of traveling with our WHOPs and DINKs interview results. According to our analysis WHOPs have mainly self-development needs and relationship needs, since they wish to learn about new things and interact with family, friends and locals at the destination. WHOPs also have a physical need for experiencing new things and a need for mental stimulation. However, it was somewhat hard to identify exactly which needs they wished to satisfy. We found it difficult to relate the participants’ motives for learning to suitable need or needs. When we asked why they liked to learn about cultures and history, for example, they often answered “because I like it, enjoy it or find interesting.” and when we thereafter asked why they find it interesting or enjoy it, they answered, “I just do that.” It was unclear if this was because they wished to satisfy their needs of mental stimulation, mastery control and competence (internal self-developmental needs), if it was because they wished get recognition of others (external self-developmental needs) or if it was in order to more easily connect and affiliate with others (relationship needs). Some participants also mentioned that they wished to get to know new places due to curiosity. This motive is also hard to relate to this model, since the word “curiosity” is used both for physical and self-development and self-esteem needs. However, we find curiosity as a motive both for experiencing new things and to learning new things.

DINKs were more interested in satisfying physical needs, since they wished to experience new things to relax and manage their arousal level. They complained about their work and
stressed everyday life, and it seems as they get their self-esteem, developmental and mental stimulation needs satisfied at work but not their physical needs. Unemployed WHOPs, on the other hand, might get their physical needs satisfied in their home environment but are in need of more mental stimuli. Therefore, according to Pearce’s need theory, we can see DINKs’ main motives can be related to physiological needs, as they are curious in knowing about new things and prefer to relax mentally.

3. What are the similarities and differences among these two target group’s needs and motives?

We have already mentioned certain similarities and dissimilarities among WHOPs’ and DINKs’ needs and motives. We have chosen to start with similarities. One result we viewed was that both groups liked to experience new things (novel motives) in different destinations, and they liked to escape from their home environment. These motives show that both DINKs and WHOPs have physical needs. Both groups also like to relax. We could however see that DINKs prefer to relax mentally, while older WHOPs prefer to relax physically.

When it comes to the differences, WHOPs, or our senior participants, prefer to learn about different cultures and history of countries. In order to satisfy this self-development motive, they prefer to socialize with locals in a particular destination. Therefore, we see that seniors also have relationship needs they wish to satisfy when traveling. DINKs in general did not show the same interest in learning new things or interacting with locals or new people.

Moreover, non-seniors prefer to escape from their daily routines, and they also preferred to spend time and socialize with their partner. Seniors seemed to be less interested in physical activities than DINKs, but liked to relax and visit relatives and historical places.
7. Recommendations

Based on the conclusion, we have developed our own recommendations for further research and for the company VisitSweden.

7.1 Recommendations for further research

We especially found two phenomena that we believe can be useful for further research. These are mentioned above.

-**The connection between curiosity and learning/experiencing.** Is the concept of curiosity connected to novel and/or educational motives?

- **The connection between tourists from different nations and their motives and needs.** Do tourists from the US have different motives and needs than others, for example? If yes, which motives and needs are important and to what extent are they important?

7.2 Recommendations for VisitSweden

Due to our findings that we mentioned in the result and conclusion, we suggest VisitSweden to:

- **Cooperate with other similar destinations/marketers for similar destinations.** Since the target groups wish to experience and learn about new destinations and show low brand loyalty, we believe it can be useful to cooperate with similar companies that market similar destinations and have similar target groups.

- **Focus on learning experiences for WHOPs.** Since many WHOPs showed a great interest in learning about culture and history, VisitSweden should focus on marketing these kinds of experiences/products for the target group.

- **Focus on experiences for DINKs.** Since DINKs show a greater interest in simply experiencing new things and not necessarily learning about them, the company should market experiences that are focused on stimulating the senses but not involving too much cognitive stimulation.
- More research about heritage. Since the target groups showed an interest in experiencing and learning more about the countries and cultures from where their forefathers came from, the company should try to supply experiences connected to this phenomenon, and especially market them to the part of the target group that have Swedish roots.

- More focus on customized social activities for the different groups. The company should market experiences for couples to older DINKs and experiences that involve more contact to “outsiders,” (both new friends and locals) to WHOPs.

- Marketing romanticized authentic Swedish destinations and experiences for WHOPs. The company should find out how WHOPs associate “authentic Swedish experiences,” and focus on promoting those to their target group.
8. References

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Appendix

Appendix 1. Interview Questions for WHOPs and DINKs

1. a) Interview Questions for WHOPs

- Have you been in Europe during the last year? Have you got plans to travel to Europe during the next year?
- How old are you?

1. a) Interview Questions for DINKs

- Are you in a relationship?
- Are you and your partner working?
- Do you have children?
- How old are you?

2. Introduction Questions

- What would you like to do when you are traveling on your vacation?
- Why is that important for you?
- How would you like to (answer of the first question) on your vacation?

Questions about the different kinds of motives, which we wish to know more about. The order is depended on the participants, since personal interviews should proceed depending on participants respond to the subject. 151

151 Gustavsson (2006), Kunskapande metoder
a) Physical

- How important is it for you to engage in physical activities during your vacation?
- Why/why not?
- How would you like to do that?

b) Social

- How important is it for you to spend time and socialize with other people on your vacation?

*If Important:*

- Who? (If we need: -Is it important for you to travel with other people? Find new friends, or visit your friends and relatives on your vacation? Is it important for you to interact with locals?)
- Why is it important to socialize with..?
- How would you like to socialize with …on your vacation?

c) Escape

- How important is it for you with an environmental change on your vacation?
- Why/why not is that important for you?
- How would you like to do that?

d) Learning

- How important is it for you to learn about new things on your vacation?
- What do you wish to learn about?
- Why do you wish to learn about that?
- How would you like to learn about that?
e) Status

-How common do you think it is that people travel to specific places because they wish to impress others?

-How much do you admire people who travel to specific places?

-Why/why not? What kind of places?

3. Final question;

-Ok, as I have understood it is important for you to ….. on your vacation. On the other hand it seems to be less important for you to ……. , is that fairly correct?
Appendix  2. Kvale Map, Interview Questions and Study Questions for WHOPs and DINKs

According to Kvale it is important to make a question map that shows how the interview questions cover the study questions of the research. 152

1. a) Interview Questions for WHOPs

- Have you been in Europe during the last year? Have you got plans to travel to Europe during the next year?
- How old are you?

Try to find out if:

- Is the person healthy and wealthy enough to travel to Europe?
- Is the person 50+?

1.b) Interview Questions for DINKs:

- Are you in a relationship?
- Are you and your partner working?
- Do you have children?
- How old are you?

Try to find out if:

- Do the person and his/her partner have a double income?
- Does the person have children?
- Is the person between 25-45 years old?

152 Kvale (1938, c 2009)
2. Introduction Questions, Main Motives and Needs

Interview Questions:

- What would you like to do when you are traveling on your vacation?

- Why is that important for you?

- How would you like to (answer of the first question) on your vacation?

Study Questions:

- What kind of main motive/s do WHOPs and DINKs have when traveling during their vacation?

- Why? - Which main needs do WHOPs and DINKs wish to satisfy when traveling during their vacation?

- How do WHOPs and DINKs wish to fulfill their main motive/s and needs during their vacation?

Questions about the different kinds of motives, which we wish to know more about. The order is depended on the participants. *Personal interviews should proceed depending on participants respond to the subject.*

a) Physical Motives and Needs

Interview Questions:

- How important is it for you to engage in physical activities during your vacation?

- Why/why not?

- How would you like to do that?

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153 Gustavsson (2006)
**Study Questions:**

- How important are physical motives of traveling for WHOPs and DINKs?

Why? - Which physiological needs do WHOPs and DINKs wish to satisfy when traveling during their vacation?

- How do they wish to fulfill their physical needs and motives?

b) Social Motives and Needs

**Interview Questions:**

- How important is it for you to spend time and socialize with other people on your vacation?

*If Important:*

- Who? (If we need: - Is it important for you to travel with other people? Find new friends, or visit your friends and relatives on your vacation? Is it important for you to interact with locals?)

- Why is it important to socialize with...?

- How would you like to socialize with ... on your vacation?

**Study Questions:**

- How important are social motives of traveling for WHOPs and DINKs?

- Which Relationship needs do WHOPs and DINKs wish to satisfy when traveling during their vacation?

- How do they wish to fulfill their social needs and motives?

c) Escape, an environmental change

**Interview Questions:**

- How important is it for you with an environmental change on your vacation?
- Why/why not is that important for you?

- How would you like to do that?

**Study Questions:**

- How important are escape motives of traveling for WHOPs and DINKs?

- Why? Which escape needs do WHOPs and DINKs wish to satisfy when traveling during their vacation?

- How do they wish to fulfill their escape needs and motives?

d) **Learning**

**Interview Questions:**

- How important is it for you to learn about new things on your vacation?

- What do you wish to learn about?

- Why do you wish to learn about that?

- How would you like to learn about that?

**Study Questions:**

- How important are learning motives of traveling for WHOPs and DINKs?

- What do they wish to learn?

- Which needs do WHOPs and DINKs wish to satisfy when learning during their vacation?

- How do they wish to fulfill their needs and learning motives?

e) **Status/Prestige Motives and Needs**

**Interview Questions:**
-How common do you think it is that people travel to specific places because they wish to impress others?

-How much do you admire people who travel to specific places?

-Why/why not? What kind of places?

**Study Questions:**

- How important are status motives of traveling for WHOPs and DINKs?

- Which needs of status, self-esteem/development do WHOPs and DINKs wish to satisfy when traveling during their vacation?

**3. Final question**

- Ok, as I have understood it is important for you to …… on your vacation. On the other hand it seems to be less important for you to …….. , is that fairly correct?
Appendix 3. Interview Questions for Travel Organizer WHOPs

1. a) Interview Questions

-What kind of travelers do you have? How old are they? Are they wealthy and healthy?

2. Introduction Questions

-What would WHOPs like to do when they are traveling on their vacation?
- Why is that important for them?
-How would they like to (answer of the first question) on their vacation?

Questions about the different kinds of motives, which we wish to know more about. The order is depended on the participant. Personal interviews should proceed depending on participants respond to the subject. 154

a) Physical

-How important is it for WHOPs to engage in physical activities during their vacation?
-Why/why not?
-How would they like to do that?

b) Social

-How important is it for WHOPs to spend time and socialize with other people on their vacation?

154 Gustavsson (2006)
If important:

-Who? (If we need: -Is it important for them to travel with other people? Find new friends? Socialize with old friends? Interact with the locals?)

-Why is it important to socialize with……-?

-How would they like to socialize with ……. on their vacation?

c) Escape

-How important is it for WHOPs with an environmental change on their vacation?

-Why/why not is that important for them?

-How would they like to do that?

d) Learning

-How important is it for them to learn about new things on their vacation?

-What do they wish to learn about? (E.g.. Culture, history, or new skills?)

-Why do they wish to learn about that?

-How would they like to learn about that?

e) Status

-How common do you think it is that WHOPs travel to specific places because they wish to impress others?

-Why/why not? What kind of places?

3. Final question;

-Ok, as I have understood it is important for WHOPs to ……. on their vacation. On the other hand it seems to be less important for them to …….. , is that fairly correct?
Appendix 4. Kvale Map, Interview Questions and Study Questions for Travel Organizer WHOPs

According to Kvale it is important to make a question map that shows how the interview questions cover the research questions of the research.\textsuperscript{155}

1. a) Interview Questions about WHOPs:

- What kind of travelers do you have? How old are they? Are they wealthy and healthy?

\textbf{Try to find out:}

- If they have WHOPs on their trips.

2. Introduction Questions

\textbf{Interview Questions:}

- What would WHOPs like to do when they are traveling on their vacation?

- Why is that important for them?

- How would they like to (answer of the first question) on their vacation?

\textbf{Study Questions:}

- What kind of main motive/s do WHOPs have when traveling during their vacation?

- Why? -Which main needs do WHOPs wish to satisfy when traveling during their vacation?

- How do WHOPs wish to fulfill their main motive/s during their vacation?

\textsuperscript{155}Kvale (1938, c 2009)
3. Questions about the different kinds of motives, which we wish to know more about.
The order is depended on the participant. Personal interviews should proceed depending on participants respond to the subject.  

a) Physical

**Interview Questions:**

- How important is it for WHOPs to engage in physical activities during their vacation?
- Why/why not?
- How would they like to do that?

**Study Questions:**

- How important are physical motives of traveling for WHOPs?
  Why? - Which physiological needs do WHOPs wish to satisfy when traveling during their vacation?
- How do they wish to fulfill their physical motives?

b) Social

**Interview Questions:**

- How important is it for them to spend time and socialize with other people on their vacation?
- (if yes) Who? (If we need; - Is it important for them to travel with other people? Find new friends? Socialize with old friends? - Why is it important to socialize with…….?)
- How would they like to socialize with ……. on their vacation?

**Study Questions:**

- How important are social motives of traveling for WHOPs?

---

156 Gustavsson (2006)
-Which Relationship needs do WHOPs wish to satisfy when traveling during their vacation?
-How do they wish to fulfill their social needs and motives?

c) Escape

**Interview Questions:**

-How important is it for WHOPs with an environmental change on their vacation?
-Why/why not is that important for them?
-How would they like to do that?

**Study Questions:**

-How important are escape motives of traveling for WHOPs?
-Which escape needs do WHOPs wish to satisfy when traveling during their vacation?
-How do they wish to fulfill their escape motives?

d) Learning

**Interview Questions:**

-How important is it for them to learn about new things on their vacation?
-What do they wish to learn about?
-Why do they wish to learn about that?
-How would they like to learn about that?

**Study Questions:**

-How important are learning motives of traveling for WHOPs?
-What do they wish to learn?
-Which needs do WHOPs wish to satisfy when traveling during their vacation?
-How do they wish to fulfill their learning motives?

e) Status

Interview Questions:

-How common do you think it is that WHOPs travel to specific places because they wish to impress others?

-Why/why not? What kind of places?

Study Questions:

-How important are status/prestige motives of traveling for WHOPs?

-Which needs of status, self-esteem/development do WHOPs wish to satisfy when traveling during their vacation?

3. Final question

-Ok, as I have understood it is important for WHOPs to …… on their vacation. On the other hand it seems to be less important for them to …….. , is that fairly correct?
## Appendix 5. List of Participants

### DINKs

<table>
<thead>
<tr>
<th>No.</th>
<th>Who</th>
<th>Where</th>
<th>When</th>
<th>Method</th>
<th>How long</th>
</tr>
</thead>
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<tr>
<td>1</td>
<td>Ms. M</td>
<td>Bryant Park, NYC</td>
<td>May 28, 2010</td>
<td>Live</td>
<td>12 min</td>
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<tr>
<td>2</td>
<td>Ms. S</td>
<td>NYC</td>
<td>May 10, 2010</td>
<td>Telephone</td>
<td>10 min</td>
</tr>
<tr>
<td>3</td>
<td>Ms. N</td>
<td>NYC and MA</td>
<td>June 7, 2010</td>
<td>Telephone</td>
<td>14 min</td>
</tr>
<tr>
<td>4</td>
<td>Ms. J</td>
<td>NYC and WA</td>
<td>May 11, 2010</td>
<td>Telephone</td>
<td>13 min</td>
</tr>
<tr>
<td>5</td>
<td>Ms. P</td>
<td>NYC and CA</td>
<td>May 9, 2010</td>
<td>Skype</td>
<td>12 min</td>
</tr>
<tr>
<td>6</td>
<td>Mr. T</td>
<td>NYC and MA</td>
<td>May 26, 2010</td>
<td>Skype</td>
<td>35 min</td>
</tr>
<tr>
<td>7</td>
<td>Mr. J</td>
<td>NYC and OH</td>
<td>May 10, 2010</td>
<td>Telephone</td>
<td>12 min</td>
</tr>
<tr>
<td>8</td>
<td>Mr. R</td>
<td>NYC</td>
<td>June 7, 2010</td>
<td>Telephone</td>
<td>15 min</td>
</tr>
<tr>
<td>9</td>
<td>Mr. B</td>
<td>NYC and PE</td>
<td>June 10, 2010</td>
<td>Telephone</td>
<td>22 min</td>
</tr>
<tr>
<td>10</td>
<td>Mr. V</td>
<td>NYC and PE</td>
<td>June 10, 2010</td>
<td>Telephone</td>
<td>22 min</td>
</tr>
</tbody>
</table>

### WHOps

<table>
<thead>
<tr>
<th>No.</th>
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<th>Where</th>
<th>When</th>
<th>Method</th>
<th>How long</th>
</tr>
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<tr>
<td>1</td>
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<td>Telephone</td>
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<td>NYC and WA</td>
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<td>5</td>
<td>Mrs. C</td>
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<td>6</td>
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<td>7</td>
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<td>May 18, 2010</td>
<td>Telephone</td>
<td>10 min</td>
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<tr>
<td>10</td>
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<td>NYC and IO</td>
<td>May 6, 2010</td>
<td>Telephone</td>
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**Travel Organizer, WHOPs**

<table>
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<th>No.</th>
<th>Who</th>
<th>Where</th>
<th>When</th>
<th>Method</th>
<th>How long</th>
</tr>
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<td>June 10, 2010</td>
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</table>
Appendix. 6 Individual Interviews, DINKs, WHOPs, Travel Organizer

WHOPs

DINKs, Double Income No Kids

1. Mrs. M, female, New York City,

She is 29 years old and works as an event planner.

Mrs. M’s answer to our first general question is that she prefers doing adventurous stuff, hiking, being at the beach and seeing new things. She adds that she likes to be in the nature, since she appreciates an environmental change and getting away from the big city (New York). She explains that she gets tired of the city life, since “it is the same old thing.” According to her, nature is beautiful and there is not much nature in the city. In nature, she enjoys hanging out and engaging in physical activities, since she wishes to stay in shape. She finds relaxing quite important and adds,

“it could sometime be stressful to go to other countries, because of other languages and so on…”

During her vacation, she finds it important to spend time with her husband. She could imagine traveling with friends, which she has not done since college. She is not interested in socializing with other people, and rather tries to get away from other people during her vacation. She does not find it that important to learn new things and explains:

“It can be interesting to learn new things, but it is not a priority, just being there is enough.”

According to her, most people travel for themselves, but it happens that people travel in order to brag and impress others. She admires and envies people who go to places far away where she hasn’t been herself, especially places with nice nature, as for example South Africa or Australia.

2. Mrs. S

She is 30 years old, lives in New York, works as a social worker and has relatives in Sweden.
Mrs. S’s answer to our first general question is that she prefers to be active on her vacation and engage in adventurous sports with her man, including water and ski sports together. This is important as she is an active person and otherwise become restless. She finds it important to experience something different on her vacation. She mentioned that she likes to learn about new cultures and food. She also finds it exciting to learn about new things since she is curious and she prefers to do it actively, perhaps by interacting with the locals instead of reading books. Mrs. S and her man often ask restaurant waitresses for suggestions about what to do and where to go. It is important for Mrs. S to experience an environmental change and get away from the busy city life. She prefers to travel to places where she can experience something totally different, as for example a Caribbean Island, where she can relax and not feel any stress. She has not thought about the fact that people should travel in order to impress on others. However, she adds that it might be common in the American culture. She admires people who travel to exotic places, especially places that she has not thought about going to herself or that require a lot of knowledge and planning.

3. Ms. N

She is 29 years old, working as a nurse and lives in a small town in western Massachusetts.

Ms. N. likes to relax and spend time close to a beach. She likes engaging in different water activities, such as snorkeling, jet skiing and swimming with dolphins. It is important for her to relax since her life at home is stressful. When she experiences a change of environment, it enables her to leave mental problems and stressors at home. She says that she grew up in Western Massachusetts, which is very far away from a beach, an environmental change that means a lot to her. She likes the calm atmosphere of a beach and the calming sound of the waves. However, she also likes doing other activities as for example shopping and walking. She further says that engaging in physical activities is very important for her.

“As much as I need resting and relaxing I also need activity. I need both”.

She always prefers to travel in a group and likes to socialize with family and friends. She thinks it is a great way to get closer to them and create memories with these people. She is not too interested in meeting new people. When traveling with her family, she often does historical tours. She likes to learn new things since she is curious and enjoys it. She likes traditional sightseeing tours by bus because they are fast and efficient. If she is traveling with friends, she prefers to do wilder activities, as for example jet skiing and clubbing. She
mentions that she thinks it is fairly common that people travel in order to impress others, at least in the US, since it is a cultural norm. She admires and envies everyone that can travel, but she finds some destinations more desirable than others. She especially finds Brazil fascinating and she wishes to go there herself for the combination of beach and culture. She also wishes to go to Lebanon because she has a Lebanese background, was brought up with Lebanese traditions, and wishes to explore the country and culture even more.

4. Ms. J

*She is 25 years old, lives in a small town close to the nature in Washington State and works a social worker.*

Ms. J. answers the first question by saying that she prefers to do sightseeing, visit museums and other cultural artifacts. She likes learning about cultures and resting. She wants to experience the place fully and not to miss anything, since she is afraid she will regret it if she is not coming back. She prefers to learn new things especially by reading books, and also by taking tours and observing. She finds physical activities moderate to pretty important. She prefers to do walking and swimming, and tells us that she is an active person, is health conscious and wishes to stay in shape. She also finds walking a great way to explore a city. It is important to socialize with her family on the vacation, but not with strangers. She likes to spend time together with family most of the time, but also needs to be alone and relax sometimes. She prefers to travel with family because they are the most important persons in her life and she wishes to share experiences with them. She prefers to do this by staying tighter, visiting places together and sharing meals together. An environmental change and total removal from her home environment is very important for her. It makes it possible for her to get a break from her stressful everyday life and daily routines and relax. She tells us that Seattle is a very rainy and cold place and she prefers to go to warm and sunny places. She says that some people probably travel in order to impress others. She admires people who travel. She is most impressed by “how often” people travel than “where” they travel. However, she admits that she is impressed by people who travel to exotic and remote places, such as Africa and India. It is expensive and time consuming, and not everyone can afford it or has the ability to get away for a long period of time.
5. Ms. P

She is 25 years old and lives in Maryland. She works as an assistant to a PHD student and lives in a small town near the coast.

“I want to go somewhere I haven’t been, I want to do sightseeing and to have fun basically…”

This is what Ms. P said for the first question. She added that it is important for her to go sightseeing and learn about the history. For example, she wants to see the Great Wall, traditional houses, and the western part of China. The reason that she prefers to learn about cultures is because she knows people from different cultures, and wants to strengthen bonds with them by learning about their culture. Ms. P added that she likes to escape from daily life and just have a lot of fun during her vacation. It is not important for her to engage in physical activities. She prefers to meet relatives and friends at the destination, rather than new friends or people. She is not sure if people travel to impress others, but she believes that people wish to share specific travel experiences with others. She admires others who are traveling to specific places and believes that admiration in general depends on the destination.

“People will admire you if you go to Egypt, but not if you go to Sri Lanka”.

She explains that the reason is that Egypt is more famous and has a more ancient background than Sri Lanka. Ms. P likes to have a feeling of escaping, by experiencing a variety of environments during her vacation.

6. Mr. T

He is 25 years old, living in a small town in Massachusetts. He works as a Project Manager / Game Designer/ Programmer at a game studio specializing in social games. He has family in Hong Kong.

Mr. T prefers to visit friends and family in Hong Kong, because he does not see them often. He wishes to spend everyday life with them, and do things that are unique to Hong Kong. It is important to travel to visit friends, because he prefers to meet them in person and not just in “the digital world.” He also likes to do hiking activities with family and friends. He enjoys cooking when he travels to other countries and uses special spices from the country he is traveling to. Environmental change is important for Mr. T since it gives him new perspective; otherwise, he can get bored. He likes to see new places and need extra stimuli in life. He also
likes learning about how other people are living and gaining life experience. He prefers to learn things by experiencing them actively in real life as he thinks that results in personal development and self-reflection. He prefers to learn by connecting with locals and taking part in their everyday life. Mr. T thinks it is fairly common that people travel in order to impress others by going to “cool places”, and places that are often connected with physical challenge. He admires people who travel in order to explore “real things” and see authentic places.

7. Mr. B

*He lives in a small town in Pennsylvania, and works in a bigger town in Pennsylvania as a computer engineer. He is 35 years old and has been traveling a lot in work.*

Mr. B likes to travel to places that he never has been to and incorporates his interest of beer into his trips, mentioning Belgium as an example. He likes to go to big cities or to nature and is often traveling with his wife in order to visit and spend time with friends. He likes to explore new places and cultures because he is curious. He explains that it is more important for him to experience new things, but that he does not necessarily need to learn much about them. He prefers to experience new things randomly and naturally by himself, since he does not like to be too structured. Over the last few years, he has mostly combined his trips by visiting either family or friends, as he otherwise does not meet that often. He finds physical activities less important, but it happens that he travels with his wife to national parks. He finds relaxing as one of the most important factors, since he has a stressful everyday life. He relaxes by reading or taking a drink. When it comes to environmental change, Mr. B says,

“*It used to be a lot more important for me, until I saw more of the world, but now that I have been to a lot of different places I find it less important*."

He also adds that environmental changes can be stressful, and that it depends on how many days you have off. Time is something he considers when choosing a destination. For the question if people travel in order to impress others, he cannot speak for others, just for himself. It has never been a personal goal for him to travel in order to impress others, but he once traveled to an impressive place because it was not popular among Americans to go there. He admires people that go to places that require different investments and resources or are difficult to go to and not too many people visit. It does not have to involve physical challenge, rather a logistic challenge or danger.
8. Mr. R

*He lives in New York City, is 41 years old and works as a movie writer.*

Mr. R travels for three different reasons; in order to relax, explore new places and third, to work and write without distraction. Sometimes, he combines these motives during his trips. Since his life in New York can be very stressful, he finds it important to relax as it allows him “to clear his mind.” For Mr. R, an environmental change is very important, as he needs it on a daily basis.

“It is like going to the gym, it works out your mind.”

It also helps him develop as a person, gain a different perspective of things and become more creative (as he needs to use different parts of his brain), which is necessary for his work as a writer. He also travels in order to escape from his everyday problems. He admits that it makes him able to distract himself and avoid everyday problems. He clearly separates the words “vacation” and “trip”. When going on a vacation, Mr. R prefers to relax. When he is going on a trip, it is more important to learn and explore things. He likes learning about other cultures since it opens up your world and broadens your horizons and perspectives.

“The richer experiences you get the more you can relate to other people.”

He likes to connect with people and spend much time with the locals. He does this by living together with them (for example, privately owned guest houses), visiting local restaurants and doing his best to avoid touristy places. When Mr. R was previously single, he preferred to travel by himself, forcing him to get out of his “comfort zone” and interact with other people. He thinks that the larger the group you are traveling with, the more isolated you become. However, he is now married and prefers to travel with his wife, although he still likes to spend some time on his own. He believes that some people travel in order to impress others, but adds that it is not his motive. He mentioned that he has been to Cuba, is proud of that, but did not go in order to impress others. He likes to hear where people have traveled, because they can inspire him to travel.

9. Mr. J

*He is 26 years old and lives in a big city in Ohio. He works as an assistant to a PHD student*
To the first question, he replied that he wants to relax and get away from daily routines. Mr. J loves to have a feeling of escape during his vacation, as it resets his mind and he feels refreshed. He feels relaxed when he is doing cultural activities, especially by enjoying different kinds of food. However, he has no interest in knowing or learning about the historical aspects of a particular destination. He has no special interest in doing physical activities in general, but enjoys engaging in physical activities relevant a location’s culture. Mr. J likes to travel with his friend and sometimes with family, but does not prefer to socialize with the locals of a particular destination. He added that he likes to visit friends if he gets the chance. He does not think that it is common for people to travel to specific places in order to impress others. However, he adds that people might talk about their travel experience, but only because they like to share their experiences and not to boast. Mr. J does not admire people who travel, but finds it interesting to hear about trips he would like to do by himself.

10. Mr. V

He lives in a small town in Pennsylvania, but works as an engineer in a bigger city in Pennsylvania. He is 35 years old.

He answers the first question by explaining that he does not like having a planned agenda when he is traveling. However, he likes to walk around, do some sightseeing, try new food and do whatever is unique to the destination. He likes to do sightseeing because he likes to learn about other cultures. He especially finds cultures of the Middle East and Asia interesting, since they differ a lot from the culture of the US. He prefers to do sightseeing by himself or with his wife, but not with a travel agent. The reason is that he likes flexibility and doesn’t like to have a planned agenda. He always travels with his wife, and although it can be nice to travel with other people, it is not preferable. However, it could be nice, hence his friends could bring him to places/activities that he would not have visited or done by himself. Sometimes he visits friends and family. Then, they hang out together, and he lets them guide. They have a drink or something to eat. He does not find physical activities important. However, he finds it very important to relax, both mentally and physically. That is the reason why he doesn’t prefer strictly planned trips. For him, it is important to get a change of environment when he is traveling. He also likes to experience new and different things.

“You feel like a vacation should be something special. It should be something different than going to work and your everyday activities.”
He finds going to new environments relaxing, although it may be stressful to adjust to new surroundings. He likes to go to new cities or nature with mountains, especially different natural parks. He does not think it is common for people to travel to specific places in order to impress others. He admires people that go to dangerous places, especially those that are hard to reach and demand planning, time and courage.

**WHOPs, Wealthy Healthy Older People**

1. Mrs. S.

*She is a teacher, 52 years old and lives in a middle-sized town in California that is located by the coast.*

To the first general question, her reply was that she loves doing sightseeing and learning about cultures, since she enjoys it and finds other cultures, religions and people interesting. She adds that she appreciates meeting new people. She likes to learn about heritage, history and unique things about the destination and imagine and visualize how people live there.

“For example, if I am going to China, I want to experience the Great Wall by learning how many people engaged in the building, what the purpose was and to feel how they were feeling and try to imagine how it would be if I was there at that time.” Later she adds, “I both want to know more about the time and feel how it would be in that time”

Physical activity is not that important for Mrs. S., but she does not mind walking long distances or using different kinds of transportation on her vacation. She loves to relax and not occupy her mind during her vacation. Mrs. S. enjoys an environmental change, new places, food and meeting new people. She likes to learn more about other peoples´ psychology because it gives her a better understanding of people from different cultures and makes her understand why they behave as they do. It also makes her more aware of her own behavior and more able to analyze and learn more about herself. Thereafter she can decide if she wants to adapt to the other behavior. She said that she sometimes likes to travel alone and not be responsible for or obligated to others, which makes her feel free. However, sometimes she takes shorter vacations with other people. Moreover, she does not think it is common that people travel in order to impress others, but she admires other people who travel.
2. Mrs. AM

She is 58 years old and lives in a small town surrounded by nature in the state of Washington. She works as a special education teacher, specifically with the deaf, blind, autistic, and/or combinations of those, as well as special needs children.

Mrs. AM finds it very important to spend time with her family on her vacation. They often do sightseeing and she prefers to take historical tours, since she is very fascinated about the past. She finds it appealing to experience places where different historical happenings have happened. Mrs. AM likes visiting beautiful nature and shopping. She is active on her vacation and enjoys learning new things. She prefers doing this by taking sightseeing tours, especially self-guided tours, since they offer flexibility. Mrs. AM does not find physical activities very important, but she does not mind walking. An environmental change is very important for her, since it makes her able to relax mentally and not feeling guilty for things that she otherwise “have to do” at home, e.g. housecleaning. She does not believe that it is very common that people travel in order to impress others, although she adds:

“I imagine there is probably a fraction of the society that does things because it is the ‘in’ thing to do.”

She admires others who travel to a small degree, but does not take too much interest in what others do. Moreover, she perceives traveling as something personal and an opportunity to spend time and socialize with her family.

3. Mrs. M.

She is 50 years old and works as a journalist in New York City. She travels a lot for work.

Mrs. M answered the first question by saying:

“I like to take different kinds of vacations...”

She prefers taking vacations filled by physical activities, e.g. surfing, walks and scuba driving or vacations filled by cultural activities (e.g. learning more about other cultures and visiting museums). If possible she combines these two types of vacations. Mrs. M appreciates experiencing nature by walking on a beach or in nature parks. She also likes to get to know new people and learn more about their lives and why they do certain things in a specific way.
Moreover, she enjoys socializing with her friends (who live at the destinations she travels to), because they can give her a better picture of the destination:

“You can get automatically plugged into the area, which normal tourists not are able to.”

She prefers to travel with other people, since she hates being alone and has a poor sense of direction. She appreciates to travel to places that are different from New York, (i.e. Rome) because she likes to experience new environments. New places stimulate different parts of her mind and imagination and make her look at her old surroundings in a different and more exciting way. She views that as an example of personal development. Mrs. M thinks that many people travel in order to impress others and believes it is common that people brag about their trips. She admires travelers a lot, as she believes that travelers are better read and better educated and that they often are global thinkers. She especially admires people, who travel to exotic places (e.g. Hawaii and Thailand) and places that already have a positive reputation.

4. Mrs. B.

She lives in a small town in Maryland and is 65 years old. She enjoys traveling and travels a lot with her husband.

“We like to do see historical sites, visit museums and cultural things...”

Mrs. B said at the very beginning of the conversation. She explains that the reasons are:

“Because we find it interesting, a good learning experience and we learn about different things”.

Later she adds that they find it interesting to see how other people are living and to experience new things. She also explains that she appreciates to see the similarities and differences between different cultures and her own culture, and that makes her able not seeing the world in one view. Mrs. B prefers to take walking tours organized by historians or educational institutions, since she wants the correct and genuine facts about new things. She also prefers to connect with the locals of the destination, by talking to them, visiting small grocery stores and doing laundry at the location. She adds:

“It is more important for us to find things that are more authentic than commercial.”
Mrs. B prefers to travel with family and her husband. Sometimes they also travel with close friends or relatives, but not in group tours, as she prefers to be flexible. She finds it very important to choose a destination, which offers an environmental change. She explains that:

“We do not want to stay at places that make it seem that you are at home.”

She prefers to walk and ride bikes on her vacation. She also likes public transportation, since she can get away from “tourist things” and do things more “naturally.” It is very important for her and her husband to “live as the locals.” They do that by for example going grocery shopping, doing laundry and visiting the restaurants which the locals go to. Finally Mrs. B argues that it is not that common that people travel in order to impress others, even though it happens. She finds it interesting to hear where others have been traveling and she likes to get information from people that have done trips that she wishes to do by herself. She enjoys talking to people that inspire and teach her about an area before going there.

5. Mrs. C.

She lives in a small town in Pennsylvania and is 72 years old. She travels a lot with her husband.

Mrs. C tells that:

“We wish to get to know the area that we have traveled to.”

Mrs. C and her husband like doing that by taking tour busses or walking. They also appreciate getting to know the locals by talking to them and see how they are working. Mrs. C likes to travel with friends and her husband. She also appreciates to take cruise tours, as it is very relaxing when she can go on round trips without pack and unpack her suitcases or travel around to different hotels, which she finds stressful. She stresses that relaxing is one of her main purposes when going on vacation. Mrs. C likes to walk on her vacation, since it is good for her health. It is important with an environmental change for Mrs. C, and she especially likes to go to places with a lot of water, e.g. beaches or rivers, since she is living in the middle of Pennsylvania and she likes having a feeling of change. She believes that it happens that people travel in order to impress others, but she does not do that by herself, and she and her husband do not often talk too much to others about their trips. On the other hand, she admires people who travel to specific places, especially places that are dangerous and require courage to go to and places that are far away. She wishes that she could afford to travel more and
envies people that are wealthy enough to travel all the time. She gets inspired by people that are going to places that she wishes to visit as for example, Egypt, Australia and Norway. Even though she wishes to go to Egypt, she will not go since she is afraid of the violence in the Middle East, but she admires people who have the courage to go there.

6. Mr. C.

He is 65 years old and lives in a small town in Pennsylvania, far away from the coast. He travels a lot and has also lived abroad (e.g. Istanbul, Turkey) when he was younger.

Mr. C started to answer the first questions by saying, “Mostly sightseeing, learn about history and natural things, as for example Yellowstone National Park” and thereafter explains that historical and cultural things are his interests. Mr. C adds that he is interested in to see how famous persons (especially authors which books he loves reading or that he has been studying about in college/university) have lived.

“I like seeing cultural stuff that I have been studying in college. Where you get to see the actual place where they lived, as for example August Strindberg in Sweden... for me that is extremely interesting."

He also appreciates learning about how other people do things due to different cultural backgrounds, and he sees that as a personal development and entertainment.

“You never stop learning, I have traveled the world and most of the States. It is a part of education, a part of your understanding what it is to be a part of this world. To understand how your fellow travelers on this earth live, work, play, create, you know, all these things”

“As Americans we tend to not appreciate how other people are doing things and when you travel abroad you learn that there are different ways looking in the world and different ways of doing things”

However, Mr. C is not very interested in physical activities during vacation, even though he often walks a lot.

“I used to get into a lot of physical education, as for example sport and tennis. Now I don’t do that as much. I do walking and things like that, no sports. Now I like more the cultural things and the political life in the country.”
He prefers not to take group tours as he likes to be flexible on his vacation. Mr. C prefers to meet relatives and friends on his vacation, but also appreciates to meet new people. He finds it important to travel and visit relatives in order to explore his roots and learn from where he comes from, which makes him understand himself and also able to reconnect with relatives. That gives him a feeling of community

"Relatives must come from that you can relate to people."

Mr. C prefers to get an environmental change. He also likes to go to warm places and places close to the water. He thinks it is important to change environment in order to refresh himself once a while. Moreover, Mr. C says that he does not travel in order to impress others, but that he knows a lot of people who are doing that. He admires others who travel and wishes that he could travel more by himself.

7. Mr. J

He is 65 years old and lives in a smaller town in Maryland. He travels a lot with his wife.

Mr. J started his answer by saying:

“We like to do sightseeing, visiting museums and to see new things.”

He wishes to learn about new places and people, since he finds it interesting and he is curious about it. He adds that he likes to try new cuisines and restaurants. He prefers to travel with the family and not to socialize with other people on his vacation, since he prefers:

“To travel with people that you know and like to be with.”

Mr. J also likes to walk around and ride bikes when he is on semester, but adds:

“It is more walking and riding bikes to see new things and not for the sake for walking and riding a bike.”

He is curious and likes to get a change from his normal environment, since he “finds it fun to see new things.” Finally, he explains that he believes it is fairly common that people try to impress others by traveling but that it is nothing that he cares about. Mr. J does not admit that he admires other travelers, but finds it interesting to hear about others’ experiences and discover if that is something he would like to do by himself. He adds that he wishes to hear about new cities with a large history and peaceful cities with “not too much crime.”
“I don’t actually wanna go to a place with a lot of crimes or anything like that.”

8. Mr. R.

He lived in a medium-sized town in California near by the ocean and worked as a freelance writer for a travel magazine together with his wife. He traveled a lot for work and often combined his leisure trips with his trips for work. He was 55 years old, but died in the beginning of July 2010.

Mr. R. preferred to visit major cities, since they have more to offer and also are often located close to an airport, which makes it easier and more convenient to get there. He preferred to meet and talk to the locals, visit museums and explore unique things that one cannot experience in the US. When he and his wife visited museums, they prefer to be efficient, and tried to visit a variety of museums and spend about a half - one hour at each museum. They also liked to try local food. He mentioned his fascination of foreign craftsmen and tells that it is nothing that is typically common in the US. He adds that meeting locals was important in order to get a better sense of the country, and that he liked to ask them about their personal advice about where to go/what to experience and find the unique things that the destination has to offer. Mr. R liked to buy souvenirs, as they reminded him of the trip and made him able to reconnect with his experiences from the trip. He thought it was important to learn a bit about the culture of the destination to a certain degree. Examples of things that he found important to learn are how to say “thank you” in the native language, which attitude to have and the dress code of the country, since it is important to respect the people who are living there (which he thinks many Americans are bad at). He added:

“It is important to feel, see and learn the history of the rest of the world.” Later he explains, “you should learn and know, because we don’t have that kind of depth in America.”

He also found it fascinating to visit the country from where he had his roots, because he is curious about his background and found it important to know where he came from. He liked walking; since it made him able to see more of the destination. Apart from that, he did not find physical activities too important. He argued that some people might travel in order to impress other people and that he got impressed and jealous when people went to places that he wished to go to, as for example St. Tropez or Formel 1 in Monaco (but he was not impressed by a friend’s recent trip to the pyramids in Egypt or seeing the gorillas in Africa, since he is not that interested in those sights). However, he did not talk that much about his
trips to people at home, since they did not use to be that interested in what he had experienced.

9. Mr. Jo.

He is 52 years old, works as a teacher and lives in a big city in Texas far away from the coast.

He prefers to go camping, hiking and hunting on his vacations. He thinks it is nice to go to the nature, get away from the big city and to get time to socialize with family and friends. He stresses the importance of an environmental change. Because his home town is a big and busy city, located inside the country, he prefers to go to nice warm beaches or to travel to colder climates and go skiing. He thinks that that is quite common that people travel in order to impress others, and that people get impressed because traveling requires both economical resources and ability to take time off. He admires people that travel, especially to Europe, as he wishes to go there by himself.

10. Mr. Ro.

He lives in a small town in Idaho located close to the nature. He is 52 years old and works as a dentist.

His first answer to the general question was “go hiking.” He explains that it gives good exercise and shows you beautiful places. He especially likes to go hiking close to lakes and mountains. Hiking makes him stay in shape, but the main reason why he likes it, is because he finds hiking very enjoyable. Mr. Ro stated that an environmental change is not too important for him. He explains his passion for hiking by saying,

“From the time as I was a child, we would go camping and hiking and that is what I have learned enjoyed doing.”

He prefers to travel with his family, but close friend also works fine. He tells us that

“It is very good bounding experience, talk to my children, talk to siblings, and to work on a closer relationship”.

“Learning new or cultural things” is not that important for Mr. Ro, but he likes to take pictures of the places where he is hiking. Regarding the question about status, Mr. Ro is aware that it happens that people travel in order to impress others but that is nothing his social
circle does. Finally, he admires and envies people who have the freedom to do world travel and who are going to places as for example Egypt and Greece. It is a little bit because of the economic resources but most because of the time resources. He explains that he can just take one week off from work, and this makes it difficult for him to make any longer trips.

4.2.3 Travel Organizer, WHOPs

1. Mrs. JM, Market Manager for an American Cruise Ship Company

The company offers 500 sailings per year visiting all seven continents. Cruises include both popular and less-traveled ports in the Caribbean, Bermuda, Alaska, Europe, Mexico, South America, the Panama Canal, Australia, New Zealand and Asia, as well as unique voyages to the Amazon, Antarctica and their extended Grand Voyages. Mrs. JM. is 25 years old and works in Washington state as a Market Manager. The travelers are often older, wealthy and have a lot of free time.

According to Ms. JM. WHOPs like to do sightseeing and mild activities, as for example short excursions. Especially the historical tours and city tours are popular. She thinks that this kind of activities are popular because they are very convenient, she adds that not too much physical activity is involved, tour guides are arranged, the travelers do not have to get lost, the tours are not too long and the safety level is high. She also adds that some travelers enjoy shopping. The tours offer different kinds of courses and some of the most popular classes that often sell out before the trips start are cooking and “food and wine” classes. The participants get the chance to learn to cook different types of food (examples of themes: “quick and easy” and “cuisines from all over the world”) together with different famous guest chefs.

Sightseeing tours and city tours including stops to meet with locals are also very popular. Local restaurants and local small shops are popular, but it depends on the destination. Further on she tells that

“I have noticed that when going to places like Caribbean, Alaska, the Mediterranean and Northern Europe, people are much more confident in going off without guided tours and doing more things on their own and relying on the locals to help, interact with them, where places like Mexico and the Chinese and Japanese coast, they tend to take more tours, because they don’t wanna go out of their own as much, so we always have more tours sold in that areas in other I guess well known areas.”
In the summer season the wild life tours in Alaska are very popular, which include seeing moose and grizzly bears. She believes it is because the tours give the travelers opportunity to see animals that they otherwise never see in their everyday life or in their real habitat.

The travelers travel often in pairs or in groups of close friends that know each other and are used to travel together. Physical activities are not that important for the travelers. Even if the ships have a gym, the travelers prefer to spend time around the pool and to relax. She believes that is dependent on the age and how in shape they are. She thinks the travelers find it important with an environmental change. The often wish to go to places that they never have been to, or always wanted to go to. One of the most popular destinations is Alaska, and the travelers have told her that they have been saving their whole life for an Alaska tour, and she explains:

“They may never go again, so they wish to get the best experience the first time.”

Most travelers that go on the Alaska tour come from the east coast or Midwest and travel in order to explore the stunning nature.

She thinks that it happens pretty often that the travelers travel in order to impress others. She gets that impression when she communicates with the travelers by phone. They brag about the different tours, which they have made with different companies. She thinks this is especially the case for travelers who are going on longer voyages, such as the around the world tours for 60 days. Not everyone is able to take 60 days of for cruising around the world and adds,

“They probably wanna be on that long tour, just to tell others that they have done it.”