

Influences of pro- all-inclusive travel decisions

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Abstract

Purpose – *This paper aims to identify the motivations for choosing all-inclusive package tours when traveling, and to specify the visitor and travel attributes associated with those motivations.*

Design/methodology/approach – *A specific visitor-exit-survey involving all-inclusive tourists visiting the Balearic Islands (n = 843) was conducted during the summer of 2006 at the Airport of Palma de Mallorca. Then, through discrete choice models-binary logit, relationships between the identified motivations and specified attributes were analyzed by looking for the attributes that are more associated with each motive.*

Findings – *The study results show that tourists traveling through all-inclusive tours attach more importance to the motivations related to convenience and relaxation, economies of resources as well as safety and security in their vacationing processes; with specific tourist and trip attributes influencing the probability for confirmation.*

Practical implications – *Understanding the motivation of different tourist profiles visiting the destinations is useful in managing the tourism industry for satisfying specific tourist segments without jeopardizing the interests of the host community. A full understanding of all-inclusive motivation would help travel organizers and marketers to plan, design and deliver products and services that cater for the specific needs of the all-inclusive market, with the aim of capturing the financial benefits which are the central element of the economy.*

Originality/value – *There is still little knowledge in the literature about all-inclusive package tourism. Specifically, the knowledge of tourist motivation with reference to the tour mode choice within the tourism landscape is still diluted, and therefore the motive behind one traveling through certain tour modes like all-inclusives continues to miss the ground works. Nor have the factors that influence evaluation of the motivations related to the decision of this type of trip have been much studied, which renders this field of study one of the underdeveloped areas in the tourism social sciences. The paper attempts to contribute where there is this lack of knowledge.*

Keywords *Tourism, Motivation (psychology), Spain*

Paper type *Research paper*

1. Introduction

The motivations that lead tourists to choose a certain destination have been extensively studied which is reflected in the number of contributions to the literature in the field. However, the specific motivations that influence tourists in their choice of a certain type of tour mode have not received the same amount of attention. Choice of tour mode can be considered one decision nested in travel style choice that tourists prefer for each holiday experience. In this sense, Woodside and Dubelaar (2002) contend that similar behavior patterns can be found among visitors to a destination who have chosen the same type of travel style and made a series of similar decisions as a result. Tourists' motivations play a fundamental role in the choice of travel style and, therefore, tour mode. Studying the specific motivations behind choosing package tours is indispensable for many mass tourism destinations, whose offer is essentially based on this type of product. As Becken and Gnoth (2004) indicate, ascertaining the behavior and characteristics of tourists associated with each travel style

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allows us to understand the specific character of demand and manage destinations accordingly. As a particular example of travel style and within the umbrella of package tours is the all-inclusive (AI) package tour, which is a kind of product increasingly, offered in many sun and sand destinations in the Caribbean and the Mediterranean. Since AI package tours are holidays in which practically everything is included in a pre-paid price and the use of cash is eliminated from a holiday experience (Tourism Intelligence International, 2000a) that tourists expect to be entirely arranged for them (Heung and Chu, 2000; Philips and Webster, 1983), ascertaining their motivations and therefore, their expectations is fundamental for both destination managers as well as service providers. In this sense, it should be taken into account that unlike others tour modes, AI package tours involve few providers at destinations, perhaps even only one, and therefore the responsibility for securing consumer satisfaction falls to a limited number of providers who must avail themselves of the maximum amount of information about their clients.

AI holidays maintain the leading role in many sun and sand destinations (Corcoran *et al.*, 1996; Falzon, 2003; Issa and Jayawardena, 2003) and mature destinations. Understanding tourists' motivations for choosing this kind of trip is imperative for these destinations if they are to be capable of evaluating whether a turn towards this type of product is a potential competitive strategy in terms of economic and social profitability. These destinations' greatest concern has often been this type of tourist's under-spending. The world's most popular AI destinations can be found in the Mediterranean and Caribbean, with European countries being the leading market for these holidays (Tourism Intelligence International, 2000a, b). The AI model was first introduced in the Balearics, one of the favorite AI Mediterranean destinations, in the 1950s, when Blitz opened an AI holiday club, Club Méditerranée – or Club Med – in Mallorca in response to the demand for a unique escape from the hardships of post-war Europe (Issa and Jayawardena, 2003). Although demand for AI holidays in the Balearics was not widespread during this early period, British and German tour operators, the Islands' main tourist suppliers (Conselleria de Turisme, 2003, 2006a; Alegre and Juaneda, 2006), have demonstrated their devotion to the product in recent years (Tourism Intelligence International, 2000a, b). According to the Conselleria de Turisme (2006b) and Alegre and Pou (2006), in 2004 the total tourist arrivals in the Balearics were 11,486,683. As can be seen in Table I, it was estimated that the 16.32 percent of them corresponded to AI tourist and the growth rate for AI demand was 70.35 percent from 2002 to 2004. Specifically, in this year the share of AI demand was higher than that of full board, bed and breakfast, and independent tourism.

A sound grasp of the factors behind the demand for AI tours involves contemplating tourists' motivations for choosing this kind of holiday experience. Unfortunately, our knowledge of tourist motivations for travel style choices within the tourism panorama is still scant and thus, the groundwork explaining these motivations for choosing certain tour modes such as AIs has yet to be laid. This paper aims to help bridge this gap in knowledge by identifying motivations for choosing AI package tours and specifying the visitor and travel attributes associated with them. The paper goes on to analyze the relationship between AI motivations and specified attributes by seeking the attributes most closely associated with each motivation, which allows us to pinpoint the visitor profile most closely linked to each case. With the Balearic Islands as a case study and using data from a specific survey, the

Table I Services bought at the country of origin (percentage) in the Balearic Islands

| <i>Tour mode</i> | <i>2002</i> | <i>2004</i> | <i>% change</i> |
|------------------------------|-------------|-------------|-----------------|
| Transport only | 11.66 | 11.68 | 0.0 |
| Transport and bed | 29.28 | 21.13 | 27.8 |
| Transport, bed and breakfast | 6.01 | 6.01 | 0.0 |
| Transport and half board | 38.29 | 39.33 | 2.7 |
| Transport and full board | 5.17 | 5.52 | 6.8 |
| All-inclusive | 9.58 | 16.32 | 70.4 |
| Total | 100.00 | 100.00 | |

Sources: Modified from Conselleria de Turisme (2006b); Alegre and Pou (2006)

probability of agreement with a series of 18 hypothesized motivational items that explain facets of AI tourists' behavior have been estimated by using a binary logit model; the determinants that affect decisions have also been highlighted.

2. Motivations and influences related to all-inclusive travel decisions

Although an abundance of literature has been written on tourist motivations in general, work has yet to be done on what moves tourists to choose one travel style over many other alternatives, despite the various descriptive works on different travel styles, as indicated by Becken and Gnoth (2004) and several other works on motivations associated to the choice of package tours. However, specific literature on motivations for choosing AI package tours is still scarce. Hence, this section proposes the general motivations related to tourism behavior as a theoretical framework for motivations related to the all inclusive travel mode. The literature on motivations for choosing package tours, which is the frame of reference closest to AI package tours, and the series of visitor and travel attributes associated with them is then reviewed. Finally, a series of motivations for choosing the AI mode is suggested on the basis of this review, as are the visitors and travel attributes that may be associated with each motivation.

2.1 The theoretical framework for AI motivations

Many authors consider motivation a fundamental factor in explaining tourist behavior (Mansfield (1992); Fodness (1994); Crompton and McKay (1997); and Gnoth (1997); among others). In recent literature, authors such as Sirakaya *et al.* (2003) and Pearce and Lee (2005) also insist on considering motivation to be the starting point for understanding tourist behavior and travel decisions and the driving force behind all behaviors. It is generally agreed that tourist motivation can be defined as suggested by Gnoth (1997), when he described it as a driving force that is cognitive in nature, observable and objectively measurable, which indicates object-specific preference, or by Pearce and Lee (2005), for whom motivation is the global integrated network of biological and cultural forces that give value and direction to travel choices, behavior and experience.

Several theories explaining tourists' motivations also exist, but the most frequently cited include wanderlust and sunlust (Mansfield, 1992; Corcoran *et al.*, 1996); the push and pull theory (Cha *et al.*, 1995; Wickens, 2002); the hierarchy of needs (Ryan, 2002); the travel career ladder (Pearce and Lee, 2005); dichotomies (Mayo and Jarvis, 1981; Hyde and Lawson, 2003) and the "old and new tourist" perspective (Corcoran *et al.*, 1996). Although the first two theories concentrate on tourists' intrinsic motivations for traveling and the characteristics of destinations that satisfy a need, they do not focus entirely on tourists' motivations in choosing a certain travel style; thus, they cannot be taken into account in attempting to understand AI tourists' specific motivation.

The travel career ladder (TCL), which was borrowed from Maslow's hierarchy of needs theory of motivation, takes us one step further. Following in Pearce and Lee's (2005) footsteps, TCL emphasizes tourists' range of motivations for seeking out holiday experiences and states that it consists of five levels of needs: relaxation, safety and security, relationships, self esteem and development and self actualization/fulfilment. As regards safety and security needs, for instance, it considers that the reasons tourists choose AIs include "personal safety and security", as shown in Quiroga (1990), Wickens (2002) and Wong and Kwong (2004); thus we can consider the TCL theory useful in understanding motivations for AI tour choices.

Choice of travel style or tour mode has also been explained using the dichotomy theory, in which an individual choice may be the result of striking a balance between two opposing motivational forces. Mayo and Jarvis (1981) describe the two forces as the dichotomy between a traveller's need for complexity and for consistency and for the desire for novelty and for routine and familiarity. The AI choice may be associated with the consistency perspective, in which tourists prefer to minimize exposure to the unfamiliar, since everything has been pre-planned for them and they remain in the resort enclave throughout the holiday period.

2.2 Motivations for choosing package tours

Tourists have different motivations for choosing package tours and several studies have listed a series of them based on different profiles or market characteristics. Using the results from the Touche Ross survey, for example, Sheldon and Mak (1987) report the motivations cited by package tourists from the USA and Canada visiting the Hawaiian Islands as convenience (26 percent), economies of resources (22 percent), unfamiliarity with the destination (13 percent) and see more, do more (12 percent). Likewise, Tourism Intelligence International (2000a) cited AI motivations for outbound UK tourists traveling abroad on AI package tours, which include value for money (57 percent), knowing how much is going to be spent in advance (42 percent), appropriateness for families (39 percent) and the wide range of facilities and entertainments AIs offer (37 percent).

Furthermore, capitalizing on the uncertainties and risks that may arise during holidays, Enoch (1996) suggests that package tours are a safe, effective way of traveling to countries with strange cultures, unreliable transport and dubious hygiene standards. Moreover, according to Schuchat (1983), Quiroga (1990) and Wong and Kwong (2004), tourists choose package tours so as to avoid having to worry about different aspects of their holidays. And according to Buhalis (2000) and Wickens (1997, 2002), since many holidays are characterized by minor negative side-effects such as health problems, package holidays offer visitors guidance and make them feel safe if anything goes wrong. Wickens (2002) concludes that everything during a package tour takes place within the margins of safety and security, while the “strangeness” of the travel experience is enjoyed.

Concerning relationships and interactions, Quiroga (1990) and Wong and Kwong (2004) state that package tourist’s benefit from how easy it is to meet other people, something they call social contact. Children’s capacity to enjoy playing in on-site facilities in the absence of close supervision from their parents gives the latter more opportunities for socialization and relationship building. Likewise, Schmidt (1979) argues that tourists may find social support from the group, which provides “opportunities for sharing experiences in confronting the unfamiliar in a collective way”. Quiroga (1990) contends that package tours act as an effective substitute for family or friends during holidays, which prevents family conflicts or compatibility issues.

In terms of money and time, economies of resources have also been cited as determinants of AI choices. Travellers receive more services for less money on package tours (Wong and Kwong, 2004; Wickens, 2002). Sheldon and Mak (1987) add that many travelers perceive package tours to be cheaper than independent travel. According to the authors, 56 percent of the respondents in the Touché Ross survey believe package tours to be cheaper than similar travel arrangements booked separately, while only 11 percent perceive them to be more expensive (Sheldon and Mak, 1987, p. 14). Enoch (1996) puts forward the same argument: package tours are usually cheaper than independent trips to the same places. Ryan (1995) and Buhalis (2000) mention that AI tours help tourists search for information and navigate booking processes; hence, less time for planning and arrangements is required.

2.3 Visitor and travel attributes associated with package tours

Motivation theories help us understand the basis for tourists’ decisions and when such decisions are shaped by particular attributes, they provide the dimensions and reasons for choosing a certain tourism product over numerous other options. The choice of AI package tours has been associated with many factors, including visitor attributes (age, gender, education and occupation, etc.) and travel attributes (length of stay, size of travel party and previous travel experience, etc.).

One of the most important visitor attributes is the age factor. When analyzing the profiles of under-50 and over-50 travelers, Anderson and Langmeyer (1982) found that people over 50 years of age prefer package tours for security reasons. Foster (1986) shows that mature travelers buy package tours to relieve themselves of the worry involved in planning the details of a trip, making arrangements, and coping with emergencies. And according to Sheldon and Mak (1987), mature travelers prefer package tours so as to avoid the physical requirements of the independent travel mode, such as baggage handling. Quiroga (1990) indicates the preferences of tourists over 45 years of age, including package holidays. More

recently, Horneman *et al.* (2002) mention that senior travelers place a higher preference on a “reliable package” than the general traveling population does, because above all, they seek safety and security and trust in their satisfaction with the holiday experience.

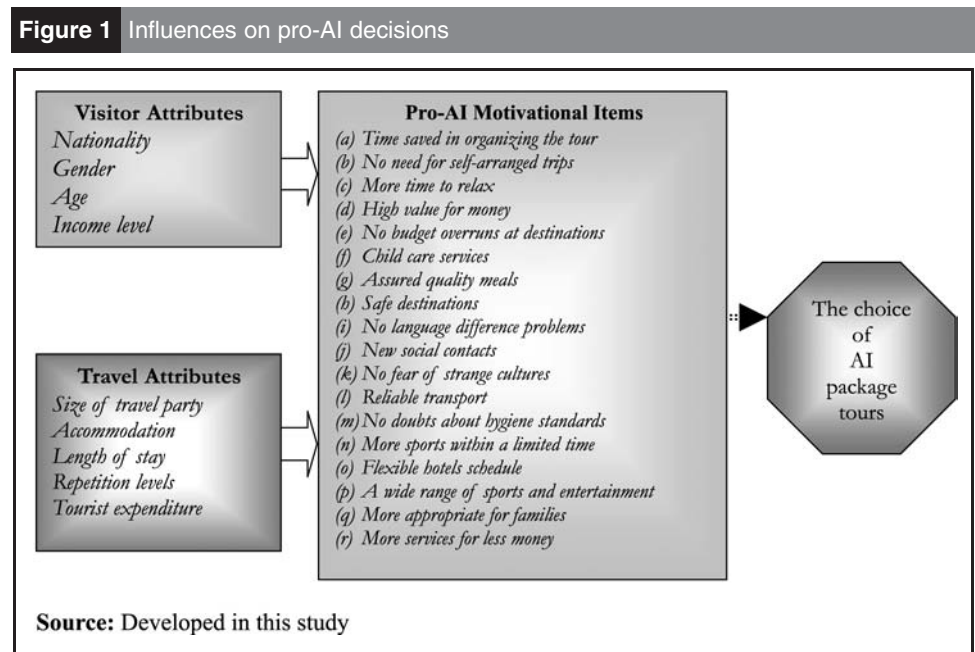
Another group that has shown a special interest in package tours is single women. According to Sheldon and Mak (1987) and Wickens (2002), single women prefer to travel on a package tour for safety and security reasons. And for risk averters, AI package tours are the way to go. Enoch (1996) states that, many participants on package tours are first-time travelers and people are hesitant to travel on their own because of a lack of foreign language skills (inbound foreign visitors). Enoch (1996) adds that social class and/or status also influence the choice of AI tours. Package tours appeal to the upper middle-class, who are too busy to spend time on arranging a trip themselves.

Likewise, Schuchat (1983) argues that wealthy travelers choose AIs because of economies of resources in terms of time. Sheldon and Mak (1987) put forward the travel attributes that affect the choice of holiday mode, such as length of stay and number of destinations visited during a trip. First-time visitors to a destination generally need more information than repeat visitors do, which explains the former’s preference for package tours. According to the authors, visitors with less time available for arranging a trip and limited lengths of stay at a destination may also prefer package tours. Furthermore, Wickens (2002) found that first-time tourists were keener to book package tour holidays than repeat visitors are.

2.4. Influences on AI motivations and attributes

Our research posed the question, “What motivates visitors to choose AI package tours when travelling?” The literature in the field distinguishes the specific motivations related to AI choice from the more general framework of package tours; visitor and travel attributes associated with them have also been specified. Figure 1 shows the list of motivations proposed in the study that are specific to AI tourists and the attributes closely associated with them.

After motivations and attributes were identified, their validity and the influence of the attributes on each motivation were studied by seeking the attributes most closely associated – either in a positive or negative sense – with each motivation. The responses to this research question allowed us to analyze the visitor profiles most closely linked to each motivation.



Methodology

In order to validate the series of motivations proposed in Figure 1 and determine the attributes that actually influence each motivation, we planned an *ad-hoc* survey for this study. On the basis of the survey results, we evaluated the motivations that were actually relevant to tourists and also estimated binary logit models to ascertain the significant attributes for each motivation.

3.1 Survey design

Mallorca in the Balearic Islands was used as a case study and a specific visitor exit survey was designed to develop the research. A semi-structured questionnaire was self-administered by respondents and retrieved after completion. The survey was conducted at the Palma de Mallorca Airport during the summer of 2006 (it is estimated that at least 50 percent of all tourism in the Balearics takes place in summer). Palma Airport was considered a suitable place for conducting interviews since, as an island, roughly 96 percent of all arrivals travel by air (Conselleria de Turisme, 2006b). A total of 843 all inclusive tourists were interviewed (sampling error ± 3 percent, a confidence level of 95 percent).

3.2 Logit models

The influence of visitor and travel attributes on the relative importance on each specific motivational item was analyzed by specifying and estimating binary logit models. The following question was included in the questionnaire: "How strongly do you agree or disagree with the factors that motivated you to choose an AI tour to Mallorca?" This question was followed by a list of 18 motivational items that had been hypothesized to explain the behavioral facets of tourists who choose AI package tours. The responses to this question were coded so that the lower values indicated stronger pro-AI attitudes, as follows: "totally agree" = 1, "agree" = 2, "neither agree nor disagree" = 3, "disagree" = 4 and "totally disagree" = 5. Also included in the questionnaire were travel attributes (party size, type of accommodation, length of stay and repetition levels); the respondents' characteristics included nationality, age, gender, occupation and income.

To introduce the logit models, the five Likert-type response options were regrouped into two groups, AGREE or DISAGREE. Once re-grouped, a binary discrete choice model for each motivational item was specified in order to estimate the probability of agreement with it. Logit models allow us to estimate the probability of making an affirmative decision (i.e. AGREE in this case) and test the variables with a significant influence on this decision. Specifically, a binary logit model was used for each motivational item to estimate this probability. In each model, determinants such as visitor and travel attributes, which affected decisions to AGREE with each item, were analysed with the specification tests associated with the model.

The 18 motivational models shared the explanatory variables of visitor and travel attributes. The visitor attributes selected included nationality, gender, age and income level, while travel attributes comprised size of travel party, type of accommodation, length of stay and repetition levels. Each attribute was specified in the model by a certain number of explanatory dummy variables corresponding to its category, except for length of stay, which was continuous. Information on decisions was expressed by a dichotomous variable with a value of 1 when individuals made an affirmative decision (i.e. AGREE, in our case) and 0 when they did not. Therefore, the logit model in this study can be expressed as follows:

$$P(\text{AGREE}_i = 1) = \exp(X'_i\beta) / (1 + \exp(X'_i\beta))$$

where

$$X'_i\beta = \beta_0 + \beta_1 \text{days}_i + \sum_{j=2}^J \beta_j Z_{ij}.$$

Hence, AGREE_i denotes the i th individual agreeing ($\text{AGREE}_i = 1$) or not ($\text{AGREE}_i = 0$) with the motivational item, Z_{ij} denotes the dummy variables and Days represent the length of stay at the destination. For reference purposes, one variable in each factor was left out of the model to form a reference group for interpreting the estimated results. Thus, the reference group was characterized by a British male, 25 years old or younger, who stayed at a

three-star hotel, had never been to Mallorca before and had an annual household income of less than €20,000.

4. Study results

4.1 Respondent characteristics

The response rate in the data collection process was 79 percent, the equivalent of 843 AI tourist respondents. As shown in Table II, German and British respondents were in the majority and together accounted for 72.6 percent of the total. Most respondents were at least 45 years old. Female tourists accounted for more than half of the respondents, with employed and retired respondents predominating. Most households earned gross incomes of €20,000-30,000 per year, with more than half earning €30,000 a year at most. Our analysis of differences across nationalities showed there was a trivial difference with regard to travel party size regardless of nationality and most respondents were accompanied by up to three people in a group, with groups of fours being the most common. However, most British respondents were accompanied by at least three people, while most Spanish groups comprised between two and four people.

Three-star hotels were the accommodations of choice, with the exception of Italians, who preferred four-star establishments. Specifically, at least 60 percent of all respondents stayed in three-star hotels. Four-star hotels were the second most popular option and accounted for 25 percent of all respondents, regardless of nationality. The lengths of stay in such accommodations displayed two peaks, between six to eight days and 13-16 days, although the former was more frequent. The two peaks were clearer to all nationalities, although especially for German and Spanish tourists, almost 50 percent of whom stayed longer than nine days. More than half the respondents had been to Mallorca at least once before; most of them had been on one all-inclusive package tour. Excluding the French and Italian respondents, more than 50 percent of all tourists from other countries stated they had been to Mallorca before the current trip. Most had been on one trip; however a remarkable proportion of German repeat visitors had been to the island more than four times. Overall, more than half the respondents had purchased all-inclusive package tours to the Balearics in the past, which suggests that repeat visitors tend to choose the same tour modality and demonstrates all-inclusive customers' level of satisfaction not only with the modality itself, but also with the destination that offers such a modality.

This suggestion is further supported by the fact that almost all respondents were planning to revisit Mallorca in the future, most of them on all-inclusive tours. This potential market was led by Germans and British tourists, with 89.4 percent of all respondents planning to re-visit Mallorca; 71.0 percent of them planned to do so through all-inclusive arrangements, which implies a high level of satisfaction with the tour modality chosen, with Italian, Spanish and British tourists in the lead. The exact role of the AI presence at the destination in attracting this tourism profile is up for debate, as most respondents (64.1 percent) would have come even in the absence of AIs at the destination. Spanish tourists were in the lead in this respect, while the British, Italians and other nationalities scored below the overall figure, though most of them would have come regardless.

4.2 The degree of agreement with all-inclusive motivations

The 18 items were grouped on the basis of tourist motivations or desires, which are convenience and relaxation (CR), safety and security (SS) and economies of resources (ER) as presented in Tables III and IV summarize the responses. In short, items related to convenience and relaxation and those related to economies of resources represent the main influences on AI tourists visiting Mallorca. Since most of these tourists are repeat visitors, it can be assumed they have established a certain degree of persistent confidence in the destination's safety and security. Thus, SS items may be important, but are not the most influential factors in choosing an AI holiday in Mallorca. The main motivations revealed in the study were economies of resources (which accounted for 73.4 percent of all responses), followed by convenience and relaxation (66.8 percent) and safety and security (59.4 percent). The overall responses for "Totally agree" and "Agree" were skewed percentage-wise. An insignificant number of respondents disagreed with the items, with between 10 percent and

Table II Selected respondent characteristics on the basis of markets

| Characteristics | Nationality | | | | | | Total (n = 843) (%) | Association test | |
|---|--------------------------|---------------------------|--------------------------|-------------------------|--------------------------|-------------------------|---------------------------|------------------|---------|
| | German (42.5%) (%) | British (30.1%) (%) | Spanish (8.7%) (%) | French (4.0%) (%) | Italian (4.7%) (%) | Other (10.0%) (%) | | χ^2 -value | p-value |
| <i>Age</i> | | | | | | | | 46.283 | 0.000 |
| ≤ 25 | 10.6 | 5.5 | 9.6 | 11.8 | 17.5 | 3.6 | 8.7 | | |
| 26-44 | 25.1 | 26.8 | 23.3 | 29.4 | 27.5 | 26.2 | 25.9 | | |
| 45-64 | 27.9 | 16.9 | 38.4 | 35.3 | 12.5 | 17.9 | 24.1 | | |
| Above 64 | 36.3 | 50.8 | 28.8 | 23.5 | 42.5 | 52.4 | 41.4 | | |
| <i>Gender</i> | | | | | | | | 68.959 | 0.000 |
| Female | 54.7 | 69.3 | 43.8 | 44.1 | 42.5 | 20.2 | 53.7 | | |
| Male | 45.3 | 30.7 | 56.2 | 55.9 | 57.5 | 79.8 | 46.3 | | |
| <i>Occupation:</i> | | | | | | | | 42.385 | 0.000 |
| Employed | 52.5 | 40.9 | 61.6 | 64.7 | 55.0 | 44.0 | 49.6 | | |
| Retired | 37.7 | 52.4 | 26.0 | 29.4 | 40.0 | 52.4 | 42.3 | | |
| Student/unemployed | 9.8 | 6.7 | 12.3 | 5.9 | 5.0 | 3.6 | 8.1 | | |
| <i>Annual household income (€)</i> | | | | | | | | 128.094 | 0.000 |
| < 20,000 | 14.8 | 24.0 | 22.5 | 10.3 | 28.9 | 7.3 | 18.0 | | |
| 20,000-30,000 | 41.1 | 39.3 | 43.7 | 37.9 | 26.3 | 4.9 | 36.2 | | |
| 30,001-40,000 | 18.1 | 11.2 | 22.5 | 20.7 | 18.4 | 28.0 | 17.5 | | |
| 40,001-50,000 | 10.9 | 5.0 | 5.6 | 24.1 | 7.9 | 7.3 | 8.6 | | |
| > 50,000 | 15.1 | 20.7 | 5.6 | 6.9 | 18.4 | 52.4 | 19.7 | | |
| <i>Party size</i> | | | | | | | | 72.934 | 0.000 |
| Alone | 8.1 | 5.9 | 11.0 | 20.6 | 5.0 | 11.9 | 8.4 | | |
| with 1 person | 27.4 | 18.1 | 21.9 | 35.3 | 52.5 | 14.3 | 24.3 | | |
| with 2 persons | 20.1 | 21.7 | 34.2 | 20.6 | 17.5 | 19.0 | 21.6 | | |
| with 3 persons | 25.1 | 26.4 | 23.3 | 11.8 | 20.0 | 31.0 | 25.1 | | |
| with ≥ 4 persons | 19.3 | 28.0 | 9.6 | 11.8 | 5.0 | 23.8 | 20.5 | | |
| <i>Accommodation</i> | | | | | | | | 47.776 | 0.000 |
| 3-star hotel | 59.8 | 68.5 | 69.9 | 64.7 | 35.0 | 83.3 | 64.7 | | |
| 4-star hotel | 29.9 | 19.3 | 26.0 | 23.5 | 55.0 | 7.1 | 25.0 | | |
| Other | 10.3 | 12.2 | 4.1 | 11.8 | 10.0 | 9.5 | 10.3 | | |
| <i>Length of stay (days)</i> | | | | | | | | 69.018 | 0.000 |
| < 6 | 3.6 | 3.5 | 5.5 | 11.8 | 5.0 | 6.0 | 4.4 | | |
| 6-8 | 41.1 | 51.6 | 72.6 | 58.8 | 72.5 | 69.0 | 52.0 | | |
| 9-12 | 18.7 | 15.7 | 16.4 | 8.8 | 2.5 | 3.6 | 14.9 | | |
| ≥ 13 | 36.6 | 29.1 | 5.5 | 20.6 | 20.0 | 21.4 | 28.7 | | |
| <i>Previous visits to Mallorca</i> | | | | | | | | 92.025 | 0.000 |
| None | 35.5 | 45.3 | 39.7 | 52.9 | 82.5 | 38.1 | 42.0 | | |
| One trip | 18.2 | 25.2 | 28.8 | 11.8 | 10.0 | 22.6 | 21.0 | | |
| Two trips | 12.8 | 9.4 | 16.4 | 20.6 | 5.0 | 31.0 | 13.9 | | |
| ≥ Three trips | 33.5 | 20.1 | 15.1 | 14.7 | 2.5 | 8.3 | 23.1 | | |
| <i>Previous AIs to Mallorca</i> | | | | | | | | 32.409 | 0.000 |
| None | 43.3 | 45.3 | 59.1 | 50.0 | 28.6 | 30.8 | 44.0 | | |
| One trip | 37.7 | 36.7 | 25.0 | 25.0 | 42.9 | 19.2 | 33.9 | | |
| ≥ Two trips | 19.0 | 18.0 | 15.9 | 25.0 | 28.6 | 50.0 | 22.1 | | |
| <i>Planning to re-visit Mallorca</i> | | | | | | | | 62.913 | 0.000 |
| Yes | 93.6 | 95.3 | 79.5 | 85.3 | 67.5 | 75.0 | 89.4 | | |
| No | 6.4 | 4.7 | 20.5 | 14.7 | 32.5 | 25.0 | 10.6 | | |
| <i>Plans for future AI visit to Mallorca:</i> | | | | | | | | 23.263 | 0.000 |
| Yes | 71.6 | 62.8 | 75.9 | 65.5 | 85.2 | 90.5 | 71.0 | | |
| No | 28.4 | 37.2 | 24.1 | 34.5 | 14.8 | 9.5 | 29.0 | | |

Table III Factors motivating the all-inclusive choice

| <i>Convenience and relaxation</i> | <i>Safety and security</i> | <i>Economy of resources</i> |
|---|---|--|
| (CR1) No need to arrange trip for myself | (SS1) Feeling safe at the destination | (ER1) Receiving high value for money |
| (CR2) Taking advantage of child care services | (SS2) Being assured of quality meals | (ER2) Preventing running over budget at the destination |
| (CR3) Establishing social contacts | (SS3) Not worrying about language differences | (ER3) Receiving more services for less money |
| (CR4) Enjoying flexible hotel timetables | (SS4) No doubts about hygiene standards | (ER4) Enjoying a wide range of sports activities and entertainment |
| (CR5) More appropriate for my family | (SS5) Reliable transport | (ER5) Participating in more sports within a limited amount of time |
| | (SS6) No fear of strange cultures | (ER6) Saving time in organizing the tour |
| | | (ER7) Having more time to relax |

Table IV Factors motivating the all-inclusive choice

| <i>Motivational items</i> | <i>TA</i> | <i>A</i> | <i>N</i> | <i>D</i> | <i>TD</i> |
|---|-----------|----------|----------|----------|-----------|
| (CR1) No need to arrange trip for myself | 38.5 | 39.9 | 10.6 | 4.7 | 6.4 |
| (CR2) Taking advantage of the child care services | 41.7 | 19.7 | 24.3 | 7.1 | 7.2 |
| (CR3) Establishing social contacts | 21.3 | 26.0 | 34.5 | 7.5 | 10.8 |
| (CR4) Enjoying the flexibility of the schedule of the hotels | 29.0 | 40.0 | 21.1 | 6.6 | 3.2 |
| (CR5) More appropriate for my family | 53.3 | 24.3 | 15.5 | 2.0 | 4.8 |
| (SS1) Feeling safe at the destination | 27.9 | 36.4 | 22.9 | 10.0 | 2.9 |
| (SS2) Being assured of the quality meals | 25.8 | 34.4 | 21.7 | 10.1 | 8.0 |
| (SS3) Not worrying about the language differences | 25.1 | 25.3 | 29.7 | 12.1 | 7.8 |
| (SS4) No doubts about hygiene standards | 29.0 | 38.6 | 23.6 | 5.7 | 3.1 |
| (SS5) Reliable transport | 34.5 | 36.3 | 18.6 | 6.0 | 4.7 |
| (SS6) No fear of strange cultures | 21.3 | 21.6 | 31.1 | 12.0 | 13.9 |
| (ER1) Receiving high value for money | 42.1 | 38.7 | 12.4 | 1.3 | 5.5 |
| (ER2) Preventing running over budget at the destination | 45.4 | 28.5 | 14.5 | 7.8 | 3.8 |
| (ER3) Receiving more services for less money | 41.3 | 32.7 | 18.3 | 4.9 | 2.8 |
| (ER4) Enjoying a wide range of sporting activities and entertainments | 35.0 | 31.9 | 21.8 | 6.3 | 5.1 |
| (ER5) Participating in more sports within a limited amount of time | 32.7 | 27.6 | 21.7 | 10.1 | 7.8 |
| (ER6) Saving time in organizing the tour | 51.3 | 25.6 | 12.5 | 4.6 | 6.1 |
| (ER7) Having more time to relax | 46.6 | 34.3 | 10.0 | 4.1 | 5.0 |

34.5 percent neither agreeing nor disagreeing (N) and between 19.7 percent and 40.0 percent agreeing (A) with all 18 items. There is a noticeable variation in the proportions for various categories. Using the scale of "Totally agree" in particular, the percentages are high (i.e. above 50 percent) for motivations related to convenience and relaxation (CRs), but percentages decline where safety and security (SSs) are represented (i.e. to almost 20 percent), before they rise again in motivations of economies of resources (ERs).

On average, attitudes towards CR motivational items fall between "Totally agree" and "Neither agree nor disagree", with almost 66 percent of the respondents agreeing that they choose AIs because of convenience and relaxation (i.e. 36.8 percent totally agree while 30 percent agree). The leading motivation was the appropriateness of AI package tours for families, while the lowest figures for complete agreement was the motivation of establishing social contacts. When analyzing the demand for package tours to the Hawaiian Islands, convenience was cited by Sheldon and Mak (1987) as the main reasons for purchasing package holidays. The statistics on SS motivations show that with the exception of strange culture (SS6), more than half of all respondents agree with the motivations. Reliable transport scored higher, followed by hygiene standards. The next lowest-ranking factor was language differences (SS3), as expected, since Mallorca has been a hugely popular holiday destination for British and German tourists over the years. Therefore, zonal segmentation for the two

tourist niches is very clear (Wachaviak and Neumann, 2007), as almost everything (i.e. cuisine and man-made facilities) is oriented towards their cultures, including language and signs.

Unlike other motivational items, economy of resources motivated at least 60 percent of all respondents (with at least 30 percent totally agreeing with each item). Findings like these were also revealed in Sheldon and Mak (1987) for package tourists to Hawaii and in the Tourism Intelligence International (2000a), while the latter revealed monetary resources as the main determinant for outbound British travelers who chose the AIs. In contrast, time resources were the noticeable feature in our case. Saving time in arranging tours was the main motivational item, coming in ahead of having more time for relaxation. However, summing up (TA + A), having more time for relaxation scored higher than obtaining high value for money, and saving time in organizing tours. In this group, participating in more sports within a limited amount of time was the item least agreed with, which may be explained by the fact that most AI clients are seniors, who do not expect to spend much of their time on sport.

The findings in this study are in line with past findings, including Sheldon and Mak (1987), Enoch (1996) and Tourism Intelligence International (2000a). According to Sheldon and Mak, for instance, tourists prefer AIs because of their economies of resources and convenience during the holiday period. CR and ER motivations are supported by Rewtrakunphaiboon and Oppewal (2004) in their analysis of the effect of holiday packages on tourist decision making. Their findings show that the paramount decision confronting a modern tourist is no longer choice of destination, but rather the kind of product, referring to attaining value-added holidays with the desired convenience and relaxation. Likewise, Tourism Intelligence International (2000a) emphasizes economy of resource factors, such as value for money, knowing how much is going to be spent in advance, a wide range of facilities and entertainment offered by AIs and CR motivations, such as the appropriateness of AI tours for families. For reasons of uniformity in the findings in previous studies, a mirror image of AI motivations has been drawn up, which was supported by the current study as well.

4.3 Estimating logit models

The 18 logit models that deliver the estimated probability of agreement with each motivation proposed for choosing AI package tours depending on the selected visitor and travel attributes were estimated to ascertain the attributes related to each motivation. A summary of each model's results is presented in Table V. Since the parameters' estimated values cannot be interpreted as the direct effect of each independent variable on the probability of agreement in these kinds of models, Table V only displays significant parameter signs. The signs express the effect of the independent variable on increasing or decreasing the probability of agreement with the motivational item with respect to the reference group. Tourist motives are categorized and organized according to the three motivational requirements, which gives a general picture of each selected attribute's effect on increasing (+) or decreasing (–) the probability of agreement with motivational items with respect to the reference group, characterized by the male British tourist, 25 years of age or younger, who stayed unaccompanied in three-star hotels and had never visited Mallorca before the current trip, even on AIs package tours, and whose annual household income is less than €20,000.

4.3.1 Tourist attributes related to all-inclusive motivations. Several tourist attributes were included in the models, including respondents' nationality, gender, age and household income. A tourist's nationality has dissimilar influences on the three motivational categories with respect to British tourists, the reference group. Specifically, being German increased the probability of agreeing with most motivations related to convenience and relaxation (CR) and safety and security (SS); while being Spanish was more important in agreeing with SS and ER items. Tourists belonging to other nationalities were less likely to agree with motivations related to economy of resources and convenience and relaxation, although these tourists were more likely to agree with safety and security issues; they choose AI package tours in order to feel safe at destinations and have no fear of strange cultures.

Unlike German or British tourists, tourists belonging to other nationalities (such as the French and Italians, etc.) do not visit the Balearics very often. Thus, first-time visitors are totally unfamiliar with the destination and are always concerned about the level of safety and security, as well as the prevailing unfamiliar or foreign culture. Germany and Great Britain are

Table V A summary of the 18 regression logit models

| | <i>Convenience and relaxation (CR)</i> | | | | | <i>Safety and security (SS)</i> | | | | | | <i>Economies of resources (ER)</i> | | | | | | |
|--|--|---|---|---|---|---------------------------------|---|---|---|---|---|------------------------------------|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| <i>Nationality</i> | | | | | | | | | | | | | | | | | | |
| X ₁ German | + | | | + | + | + | + | + | | | | | | | + | + | | |
| X ₂ Spanish | | | | | | | | + | + | | | | | | | + | + | |
| X ₃ Other | | - | - | | + | + | | | - | | + | | - | | | - | + | |
| <i>Gender</i> | | | | | | | | | | | | | | | | | | |
| X ₄ Female | + | | | + | + | | + | | | | | + | + | | + | | | + |
| <i>Age</i> | | | | | | | | | | | | | | | | | | |
| X ₅ 26-44 | | + | | | + | | | | | | + | | - | - | | | | + |
| X ₆ 45-64 | + | + | | | + | | | | | | | | - | | | | | |
| X ₇ Above 64 | | + | | | | + | | | | | | | - | - | - | | | + |
| <i>Party size</i> | | | | | | | | | | | | | | | | | | |
| X ₈ With another person | | | | + | | | | + | + | + | | | | + | + | + | | |
| X ₉ With two other people | | + | + | | + | | + | + | + | | | + | + | | + | | | |
| X ₁₀ With three other people | | + | + | + | + | | + | + | + | + | | | | | + | + | | |
| X ₁₁ With ≥ four other people | | + | + | + | + | | | + | + | + | | + | + | + | | + | | |
| <i>Accommodation</i> | | | | | | | | | | | | | | | | | | |
| X ₁₂ Four-star hotel | | | | | | | | | | + | | | | | | - | | + |
| X ₁₃ Other accommodation | | - | - | | | | | | | | - | | | | | | | |
| <i>Repetition level</i> | | | | | | | | | | | | | | | | | | |
| X ₁₄ One previous trip | + | | | + | + | | | | | | | + | | | | + | + | |
| X ₁₅ Two previous trips | - | + | | | | | | | + | - | + | | - | | | | - | - |
| X ₁₆ Three previous trips | | | | | | | | | + | | | | | | | | | - |
| X ₁₇ Four previous trips | - | | | | | | | | | | | | | | | | | - |
| X ₁₈ > four previous trips | | | | - | | + | | - | - | | | | | | | | | - |
| X ₁₉ One previous AI trip | + | | | | | | | | | | | + | | | | + | + | |
| X ₂₀ Two previous AI trips | | | | | | | | | | | | | | | | | | |
| X ₂₁ Three previous AI trips | | | | | | - | | | | | | | + | | | | | |
| X ₂₂ Four previous AI trips | | | | | + | | | | | | | | | | | + | + | |
| X ₂₃ > Four previous AI trips | | | | | | | | - | | | | + | | | | | | |
| <i>Annual household income (€)</i> | | | | | | | | | | | | | | | | | | |
| X ₂₄ 20,000-30,000 | | | | + | + | | + | + | | + | | + | + | + | + | | + | + |
| X ₂₅ 30,001-40,000 | | | - | + | + | - | | | | | | - | + | + | + | + | | + |
| X ₂₆ 40,001-50,000 | - | + | | + | + | + | + | + | + | | | - | + | + | + | + | | + |
| X ₂₇ 50,001-60,000 | + | | | | + | + | + | + | + | | | | | | | | | - |
| X ₂₈ > 60,000 | | | | + | + | + | + | + | + | + | | + | | + | | | + | + |
| <i>Length of stay</i> | | | | | | | | | | | | | | | | | | |
| X ₂₉ Days | | + | + | + | | | | + | + | | | + | + | + | + | + | | + |

Notes: (+) denotes an increased probability of AGREEMENT with the motivational item and (-) a decreased probability of AGREEMENT with the motivational item

the Balearics' main origin markets and tourists from these countries are loyal to the destination and thus knowledgeable about it; hence, safety and security issues at the destination were no longer the determinant. The strongest factors for these two markets were CR and ER issues. This was supported by the highlights in Tourism Intelligence International (2000a), in its list of items such as value for money, knowing how much is going to be spent in advance, a wide range of facilities and entertainments offered and the appropriateness of AI package tours for British families.

Age was another tourist-related attribute with an influential role as regards tourists who were 25 years of age or younger; being older increased the probability of agreeing with CR motives, while it reduced the probability of agreeing with most ER motivations. This was predictable, since most respondents in that category were employed, unlike the student

status for those under 25. Yet, it was strange that the different age categories were insignificant in explaining most items under SS motivations, which contradicts the findings by Anderson and Langmeyer (1982), Foster (1986), Sheldon and Mak (1987), Quiroga (1990) and Horneman *et al.* (2002), which suggest and even demonstrate the existing relationship between age and safety and security issues when selecting holiday packages and argue that senior travellers place a higher value on safety and security issues and are therefore more likely to prefer full package holidays.

As for the influence of household income on the probability of agreeing with the selected motivations, it was interesting to see certain levels of dominance between the different items. Earning an annual income of at least €20,000 increased the probability of agreeing with almost all motivational items compared with the reference group, which earned less than €20,000 a year. The €50,001-60,000 income range was a noticeable variable, because it was statistically insignificant in almost all motivational items, unlike other income categories.

4.3.2 Travel attributes related to all-inclusive motivations. The travel attributes selected included party size, accommodation, repetition levels (i.e. destination and AI loyalty) and length of stay. Although more weight was given to SS motivations, being in a party of at least three people increased the probability of agreeing with the items in the three categories, compared with an unaccompanied tourist, while traveling with two people increased the probability of agreeing with SS and ER motivations. The accommodation stayed at during holidays was also important in disagreeing with CR and SS motivations. In this aspect, there were only two items in convenience and relaxation (i.e. child care services and social contacts) and two in safety and security (i.e. hygiene standards and strange culture) that were significant and negative for tourists who chose another type of accommodation, compared with those who stayed in 3-star hotels.

Past traveling experience to Mallorca created several diverse outcomes. Compared with tourists who had never been to Mallorca before the current trip, having visited once increased the probability of agreeing with CR and ER motivations; having visited at least twice reduced the probability of agreeing with ER motivations and having visited at least four times reduced the probability of agreeing with SS motivations even further. As for AI loyalty, it has been found that more experienced tourists were less likely to agree with the SS motivational items posed, but more likely to agree with ER motivations. More specifically, tourists with one previous AI trip to Mallorca were likely to agree with ER motivations and, due to past experience with safety and security issues in Mallorca, at least three past AI trips decreased the probability of agreeing with SS motivations, while it increased the probability of agreeing with ER motivations. The ER stance is in line with Oppermann (1996) and Alegre and Juaneda (2006), who contend that repeat visitors spend less than first-time visitors, above all, because the former are more knowledgeable about the visited destination. Finally, length of stay was statistically significant in nearly all ER items and several SS and CR items, implying that the longer the stay, the more likely it was for tourists to agree with such items.

5. Conclusions

Motivations for travel style are among the under-researched areas in the field of tourism social sciences. Hence, the study presented in this article endeavors to contribute to knowledge in this area by examining the motivations of tourists who choose package tours. A review of the literature highlighted a series of motivations, while several new motivations for AI package tours were also considered. All the above led the authors to propose a series of the 18 motivations most relevant to tourists when making the decision to choose an AI-type package tour. The visitor and travel attributes hypothesized to explain the identified AI motivations were then detected. A specific survey was conducted in the Balearics, one of the Mediterranean's most popular AI destinations, to test the validity of the series of AI package tour motivations and the influence of certain attributes on the probability of tourists' agreement with them was noted.

The 18 motivational items in this analysis were divided into three groups: motivations of convenience and relaxation, safety and security and economies of resources. Most respondents gave high scores to all three motivation groups, which allowed us to confirm that the series of proposed motivations as a whole is very relevant to choosing AI packages.

A binary discrete choice model corresponding to each motivation was then specified on the basis of this information. Each model delivered the estimated probability of agreement with each proposed motivation for choosing the AI tour mode, according to the selected visitor and travel attributes, which allowed us to test the attributes related to each motivation. It was found that attributes like nationality, gender, party size, income and length of stay were statistically significant in increasing the probability of agreeing with convenience and relaxation, safety and security and economies of resources. Repetition levels reduced the probability of agreeing with the safety and security and economy of resources items.

As Gnoth (1997) has already indicated, motivations are fundamental in generating expectations, while the degree of their fulfillment is indispensable in determining consumers' level of satisfaction. Tourism providers and managers need to ascertain the specific motivations related to certain products such as AI packages. This is especially important for mass tourism destinations, where package tour tourism is the backbone of the economy. Gnoth (1997) also indicates that knowledge about the motivations that lead tourists to choose a certain type of product and therefore, take part in certain concrete activities allows us to infer their valuation of a series of conditions connected to the offer, situations or events. Providers should be aware that a loss in an establishment's or destination's security conditions may lead to a decline in demand for the AI product, which may be more pronounced in certain segments of tourists whose characteristics make them more likely to prefer this type of product. For example, in Mallorca this would correspond to the segments of tourists who travel in groups of three or more and those with higher incomes, as can be deduced from Table IV. However, repeat tourist segments do not deem a destination's security very important, undoubtedly because of their prior familiarity with it, which makes them feel less nervous and sensitive to changes in security conditions. Another important aspect is related to the motivations in the economies of resources group. Table IV shows that these motivations are the most frequently cited by AI tourists and demonstrate that aspects related to the price of a package and its relationship to the number of services offered and their quality, as well as the time saved in organizing trips, are fundamental to them. This is especially true of women and families with average incomes who travel together. However, this group of motivations is not as important to tourists over 26 years of age and repeat tourists.

This study, which is the first to establish a series of motivations relevant to AI tourists, will allow a follow-up of foreseeable possible changes in trends in this type of tour mode in the future, given the continuous changes in consumer preferences. Detecting these changes is something to which providers and managers are obliged to pay the utmost attention. A destination's knowledge of different tourism market motivations is important in managing tourism policies, since effective policies cannot be implemented without it. Mature sun and sand tourist destinations should often address restructuring and at times, even transformational strategies for the product they offer. This frequently may enhance the flexibility of the product packagers' offer, so that one sole accommodation enterprise may offer an AI product alongside other types of products. Ascertaining each group of consumers' expectations, which includes being familiar with specific motivations, is imperative for an establishment if its blend of products is to satisfy all its clients. In this sense, further research should endeavour to study the motivations of AI tourists in further depth and compare them with those of other tourists who choose other types of tour modes and even other types of package tours. As Becken and Gnoth (2004) indicate in their conclusions, a particular destination's analysis and description of travel styles may help to position it as a "desirable market".

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