Who am I? Where did I Come from? Where do I go to Find out? Genealogy, the Internet and Tourism

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Genealogists seek to answer the questions: *Who am I? Where did I come from? Who were my ancestors?* For answers, genealogists today use the Internet. However, genealogists still need to travel. Genealogy related tourism involves covering distances, studying places, and learning while traveling, while satisfying personal needs.

Major questions of interest that this study researched were: *Who are genealogists? What are their travel patterns and motivations? How has the Internet impacted their travel?*

A total of 1,374 respondents completed Internet based surveys. Respondents were subscribers to genealogy focused e-mail lists. The average respondent was college educated, "working on genealogy" for six to ten years, and had travelled 200 to 299 miles for a genealogy related trip. Over 75% planned to travel out-of-state in the coming year by car. Males and older people spent more money on travel. The majority of the respondents indicated that the Internet had increased their travel, and that they had used the Internet for travel arrangements.

Keywords: *Genealogy, Tourism, Internet, Travel Motivations, Travel Patterns*

INTRODUCTION AND LITERATURE REVIEW

Genealogy is the most popular hobby in the United States of America (USA) (Burroughs, 2000; Fulkerson, 1995; Wadham, 2000). Genealogy as a hobby has recently risen to be one of the most popular online hobbies, in conjunction with increasing internet usage (Veale, 2005). Interest in genealogy as hobby amongst Americans has increased dramatically over time. Over 50 million people belonged to a family,

where one of the family members had used the internet for genealogy research (Phillips, 2003). About 85% of the users of the National Archives are working on genealogy (Burroughs, 2000). Many genealogists use the Internet for their research. The National Archives group has the highest number of web sites, with 2 million plus sites and still growing (Nicol, 1999). The sheer number of genealogists using the Internet was vividly demonstrated, when The Church of Jesus Christ of Latter-day Saints opened their free site, www.familysearch.org, and received 30 million hits on the first day. Internet and digitalization in recent times offer tremendous opportunities for information sharing and application, emphasizing the strength of internet usage in genealogy searches (Mills, 2003).

Genealogy

Genealogy is the practice of tracing a family's history. It has always been a popular activity among library patrons, young and old, and every ethnic group (Kemp, 1999a; Kemp, 1999b, Wadham, 2000). People want a connection with the past, and know their roots (Fulkerson, 1995). People need to understand where they came from, in order to know where they are heading (Basu, 2004). This can be achieved through discovering "self and the other" (Galani-Moutafi , 2000). Genealogy is defined as the 'study of family origins and history, where genealogists compile lists of ancestors arranged in pedigree charts or other written forms' (Encyclopedia Britannica, 2004). However, genealogy is not a recent adoption. The recording of lineage is seen not only in the Pyramids of Ancient Egypt, but also in the sacred texts of most major religions, be it Hinduism, Judaism, Christianity, or Islam. The Harleian Society was formed in 1869 to print manuscripts relating to genealogy, and the Society of Genealogists was founded in 1911 (Fowler, 2001). The current popularity of genealogy in the USA started with the 1977 TV mini series Roots by Alex Haley (Burroughs, 2000; Hornblower, 1999; Woodtor, 1994).

The Church of Jesus Christ of Latter-day Saints (The Mormon Church) founded in April 1830 has been involved in genealogy right from the start, as a religious obligation (Why Family History, 2001). Genealogy is the central theme for the members of this church. The church has been active in collecting, storing, and protecting genealogical records since 1938. Hornblower (1999) stated that 800,000 people visited the Family History Library maintained by the church in Salt Lake City,

Utah, USA in 1998. It is among the largest repositories of genealogical records in the world (Timothy, 1997)

Genealogy and Internet

The internet is identified as a catalyst in increasing the interest of people in genealogy as a hobby. It is said to have revolutionized genealogy as a hobby from its earlier days of public access (Veale, 2004). Genealogists are seen to use Internet from as early as 1983, since the first genealogy based news group net.roots was launched (Isaacson, 1998). In 2004, Ancestry.com – an online commercial genealogy provider, had over 1.5 million paid subscriptions. This further strengthens the notion that the internet has the capacity to enhance genealogy as a hobby (Veale, 2004).

In the early years of the pursuit of genealogy (1700), source materials in terms of documents and records were often not available or easily accessible. Furthermore, genealogists were required to travel a considerable distance to access any organized information (Sheppard, 1977). In the mid-nineteenth century an effort was made by genealogical societies to collect, collate, and make genealogy related information more accessible. This facilitated the genealogy revolution (Bockstruck, 1983). The advent of computers further facilitated the research process for genealogists. These advances in technology and record keeping were aggressively utilized by genealogists (Veale, 2004).

Genealogy, Internet, and Travel/Tourism

The Internet is basically a repository of information and rarely contains the actual document of interest to genealogists (Hornblower, 1999). To establish an authentic linkage to an ancestor, most genealogists need to travel, to see, feel, and copy documents, or photograph tombstones and places. There is "something tactile and emotional" as genealogical documents and fragile photos are located, held, or personally seen (Fulkerson, 1995). Genealogists often want several different documents before they will say, "This is the person or relative I'm looking for" (Hornblower, 1999; Post, Poppel, Imhoff, & Kruse, 1997). This search for diverse documentation generally entails travel. Such travel may have hitherto been studied under other recognized forms of tourism such as heritage tourism, cultural tourism, or rural tourism, just to name a few.

The link between use of internet for genealogy and genealogy tourism has been examined in previous research. Podber, (2003) in his study interviewed genealogists who used the internet. He cited this quote from Nancy Sparks Morission's interview (Podber, 2003, Pg. 1289):

> "I got a computer (in 1997) and started putting my genealogy into it. And I got on the Internet, and I put a note on one of the (genealogy) message boards saying I'm looking for this Indian grandmother, her name is Mary Collins. And I got a reply from a girl who lived in California and she said your Collins is in the area of the Melungeons, in the area where Melungeons were. And I wrote her back and said, "Who the heck are Melungeons?" So she gave me a little brief thing, I went to the library and I found Brent (Kennedy)'s book and I sat down and read the book and it just clicked. I knew immediately that this was where this family belonged, was in this character. So, I began doing more research. I have about seven lines that I think are Melungeon connected....I don't think I would have found it without the Internet. It's interesting because I never really felt that I belonged. I've always been kind of a private person....I never felt really comfortable in this group or that group or the other group. It was just not- and when I found the Melungeons and the first time I went to Wise, Virginia, (where First Union was held) I felt like I was coming home. It amazed me, the emotional feeling that I got."

It is observed that the travel industry is consistently mentioned as most likely to be affected by technological developments in Information Technology (IT) (Weber & Roehl, 1999). Janal (1998) saw a major advantage to being guaranteed highly qualified prospects, since the marketing effort on the Internet is created specifically for the sites people are visiting. Since genealogists frequent genealogy sites on the Internet and travel to places for additional research, tourism marketers can develop targeted programs and advertise them for site-users.

Motivators for Genealogy Tourism

Genealogists may have a many different motivations to travel. The possibility of family reunions may in fact be a primary interest in the

search for "lost" family members. Myers (2000) stated that happy people are the ones who have the greatest degree of family, "belonging," and "friendships." Most genealogists are willing to travel long distances to find their roots. One of the common practices when finding ones roots, is travelling to countries, regions, and villages from which their ancestors originally came from (Timothy, 1997). The common activities that these genealogists are involved at their destination are research in community archives, churches, cemeteries, finding the houses where their ancestors were raised etc. (Timothy, 1997).

One can also look at genealogy tourism, as a visiting friends and relatives (VFR) phenomena, to see if it is a prime motivator or part of a set of activities to further develop the family image and history (Moscardo, Pearce, Morrison, Green and O'Leary, 2000). VFR may not be the sole reason for travel; rather it is one of many complex motivations for the trip (Moscardo, et al., 2000; Morrison, Hsieh, and O'Leary, 1995). VFR tourism is not a homogenous phenomenon; rather it is segmented. It could be argued that genealogy tourism is one niche within VFR tourism. Furthermore, for genealogists, it is possible that VFR tourism is not just about the living, but also the dead. Genealogists travel to cemeteries, courthouses, libraries, historical societies, newspaper archives, publisher's repositories, and foreign countries in their never-ending quest for information and clues on ancestors (Burroughs, 2000; Hornblower, 1999; Gormley, 2000; Nicol, 1999; Woodtor, 1994; Zakin, 1997).

People seek to know themselves in the context of "personhood." Self-identity is a valuable method to study the geographies of tourism consumption. There is a relationship between the geographies of tourism consumption and how people seek to fulfill the desire and need for self-identity. "Personhood" is an attempt to gain a sense of self, and a self-consciousness of a person's place in the world and in time through tourism (Desforges, 2000). People over time have functioned as travelers, ethnographers and tourist as they seek self-discovery and self-representation from looking into the elsewhere and the "other" (Galani-Moutafi, 2000). Genealogists may be filling the modern role of traveler, tourist, and ethnographer, as they seek and document family lineage, cultural background, and history.

Reaffirmation of identity is another motivator for genealogy travel. The need for preserving the past mainly arises from the need of tangible objects which support the self identity of genealogy travelers (Tuan, 1977). Visitors to heritage sites exhibit "insightfulness" and derive benefits by insights into the past, reaffirmation of identity, and an understanding of a person's location in time and space. Cultural and

heritage tourism then becomes a personal visit involving a personal dimension and personal meaning giving the tourist an active role in developing their own "meaningful environment" (McIntosh and Prentice, 1999).

Visiting a great historical site, which is a part of the family history or background of a traveler, evokes a whole new meaning and emotions in the traveller (McClay, 2000). Genealogists undergo the same experiential processes by visiting locations relevant to their research. In this context, perhaps genealogists operate at a higher level than the typical cultural tourist. It is also observed that any historic location is looked upon differently by different people (Poria, Butler & Airey, Cheung, 2003, 1999). For example, an ancient Buddhist temple may be viewed as a world heritage site by one international visitor, while another of the Buddhist faith, may look at the temple as a personal heritage site (Timothy, 1997). This debate is solidified for genealogists by Nuryanti' s (1996) claim that heritage tourism is really inheritance, which has the potential to create or magnify the appreciation of the past, and to produce a link between the past and the present. Genealogy tourism may be, as Corey (1996) stated, a "drama-based model" of tourism that is driven by a symbolic interactionist theory. Genealogy tourism may well be a dramatic search for self-consciousness, self-identity, and an answer to the questions, 'is this all that I am, is there nothing more (Foster, 1979).

We observe several overlaps between heritage tourism and genealogy tourism. Tourists who perceive a particular site as a part of their personal heritage are known as heritage tourist; this is the basis for heritage tourism. These heritage tourists can be differentiated from the regular tourists on the grounds of their behaviour (Poria, Butler & Airey, 2003). Research done states, that tourists visiting historical sites or heritage sites tend to stay longer, spend more, are highly educated, and are observed to have higher annual income (Krestetter et al. & Travel Industry Association , 2001/1997).

NEED FOR THE STUDY

Genealogy research is a form or tourism since it has similarities with many recognized forms of tourism (i.e. identity tourism, heritage tourism, and VFR tourism). Many researchers have recognized the value and use of the Internet by genealogists, (Fulkerson, 1995; Hornblower, 1999; McClay, 2000; Nicol, 1999; and Weber and Roehl, 1999). However in their search, serious genealogists move from the internet in cyberspace to

many real places. Since the Internet is being used to advance genealogy, an understanding of how genealogists use internet for their research and travel could provide a means to develop marketing strategies and tour packages that would benefit tourism operators and genealogists. Conversely, understanding genealogy tourism may provide additional insights into what motivates people to select destinations and activities there. This study addresses these gaps in the literature.

OBJECTIVES OF THE STUDY

The purpose of this research was to understand the factors that influenced the decision and motivations of genealogists to travel. Furthermore this study aims to examine the nature of genealogy related travel. The following research objectives guided the research:

➢ To identify the demographic profile of genealogists using the Internet for research.
➢ To determine the impact of the Internet on genealogy research.
➢ To determine the impact of internet genealogy on travel & tourism.
➢ To understand the various motivators for genealogy related travel.
➢ To determine the frequency and nature of genealogy and non-genealogy travel by genealogists.

METHODOLOGY

Questionnaire

The data for this research were collected using a survey questionnaire. Since the study was framed in the context of internet and genealogy travel, it was decided to administer the survey through the internet. Accordingly, the survey was posted on the website of a university in mid-west of the USA. The link to this survey was e-mailed to members of 174 genealogy focused e-mail lists. Subscribers based in Wisconsin and Minnesota were sent a web link of the survey, and were requested to respond. The questionnaire was developed based on the literature, the comments from the pilot test participants, and the objectives of this study. The data collected on the website was tracked on Microsoft

Excel and imported into the SPSS package for data analysis. The survey comprised of the following six parts:

➢ Demographic data
➢ The impact of the Internet on genealogy research.
➢ The most commonly used websites.
➢ Travel patterns: frequency of travel, places visited, future travel plans.
➢ Spending patterns.
➢ Open-ended questions.

Multiple pilot tests were conducted with computer genealogy groups to test for reliability, consumer acceptance, and technical problems. Upon completion of the pilots, the survey was updated and improved.

Data Collection

The researcher invited subscribers to 174 e-mail subscription lists to respond to the survey, which was posted on a special section of the university website. The survey was made available on the website for 30 days. Janal (1998) has commented that people will feel an allure for a secret or special area that only they can access. This, along with the logo of the university on the survey, and its placement on a university webpage, probably contributed to the high response rate. Respondents were assured of their individual anonymity and confidentiality. No compensation was provided to the respondents. The e-mail subscription survey produced 1,374 valid responses, of which 389 respondents gave positive comments about the survey. Only 3% of those giving additional comments felt that the survey was "spam" or a "waste of time".


FINDINGS AND DISCUSSION

Findings are presented in tables and discussed in the context of the literature in the same sub-section. Statistical findings are supported by discussions of the responses from open-ended questions on the survey. While not all respondents gave open-ended remarks, those who did apparently felt strongly enough about certain issues to supplement their responses to the closed ended questions.

Demographics

While the survey was addressed to lists maintained in Minnesota and Wisconsin, the respondents were predominately from other states (62.1%). Only 11.1% were from Minnesota, while 21.5% were Wisconsin residents. An overwhelming majority of the respondents were women (73%). This is substantially higher than that reported by other researchers which range from 35% to 50% (Robinson, Levin, and Hak ,1998; Schonland and Williams, 1996; Bonn, Furr, and Susskind, 1998; Weber and Roehl, 1999). This may be a function of the fact that increasing number of women use email on a daily basis, as they find it to be one of the most effective communication tool (PEW Report, 2000)

Male genealogists were significantly older than female ones (Figure 1). This was evident with the percentage of males being higher in the over-50 years category, while women were a majority in the under-50 category. Perhaps, women have taken to genealogy more recently, with increased and easier Internet access. Genealogists from other states were also significantly older than genealogists from Minnesota, Wisconsin, and other countries. It is noteworthy that the percentage of people using the Internet for genealogy goes in the opposite direction reported by Schonland and Williams (1996), and Robinson, Levin, and Hak (1998), that age decreases the likelihood of using the Internet. However, age trends in this study follow the direction identified by Weber and Roehl (1999) that indicated about equal Internet usage from ages 25 to 56.

Figure 1. Age and Gender Profile of Genealogists
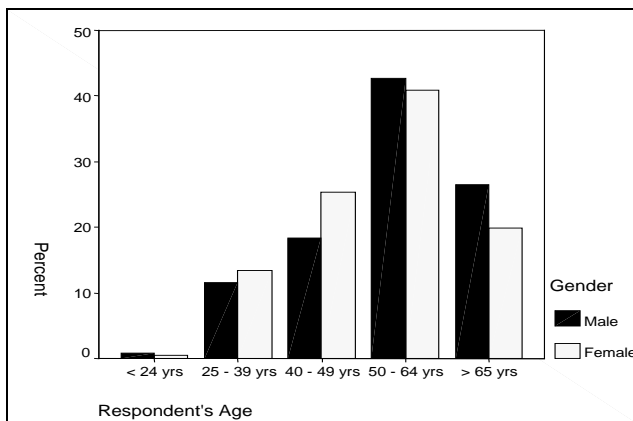
A significant positive correlation was observed for working on genealogy and age. The mean years for working on genealogy are 6 to 10 years, but the mode is 1 to 5 years. Interest in genealogy gradually drops off after working on genealogy for 5 years, however a large number of people have worked on it for over 20 years.

Men earn significantly more than women genealogists (F= 22.239, p <0.01), with the highest concentration of women being in the less than $25,000 income bracket ((Figure 2). Additionally, it was found that as income increases, interest in genealogy decreases for various age groups(r = -0.138, p< 0.01). Income was positively correlated with education (r = 0.345, p< 0.01). Women reported significantly lower educational levels than men (F= 65.681, p <0.01).

Figure 2. Income and Gender Profile of Genealogists
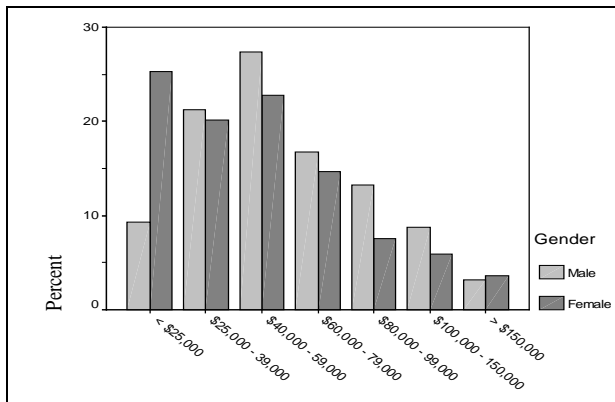
Internet and Genealogy Research

Effects of Internet Use on Genealogy Research

Almost three-fourths of the respondents (73.1%), were working on genealogy before they gained access to the Internet. Age was a significant factor on two dimensions, namely starting to work on genealogy and being motivated to do so. Crosstab analysis showed that respondents under 50 years were significantly more likely to start genealogy research because of the Internet (Chi Sq. = 10.323, p<0.01).

People at the lower income levels were significantly more likely to have started genealogy research before having access to the Internet (Chi

Sq. = 16.623, p=0.01). However, income was not a factor in determining if people started genealogy research after Internet access (Chi Sq. = 4.044, p>0.05). It is noteworthy that income is negatively correlated with Internet use for genealogy. One can speculate that Internet use has diffused down into the population at lower income levels. Richer people may also be hiring others to do their internet search.

When people acquired Internet access, regression analysis showed a positive correlation existed between the use of the Internet for genealogy research with a general use of the Internet, and age (Table 1). The more a person has used the Internet and the older they are, the more likely they are to use the Internet for genealogy research. This is consistent with earlier research stating that; internet has been a catalyst for genealogy related tourism (Veale, 2005).

Table 1. Predictors of Internet Use for Genealogy – Regression Values

Predictor Variable	B	Std. Error	Beta	Sig.
(Constant)	.312	.138		.024
Use of Internet	.626	.024	.634	.000
Age	.143	.025	.132	.000
Income	-3.48E-02	.015	-.055	.023
Adjusted R-Squared	.389			

Genealogy Websites Commonly Visited

The top 10 websites visited as found in this research are in the list below (Table 2). The most visited website by genealogists was Rootsweb.com. This is not surprising, since the email lists were obtained from this site. The next most often cited was USGenWeb.com. The last site with over 70 percent response rate was Ancestry.com. Family Tree Maker was also quite popular. It is a division of Genealogy.com, 16.1% of which is owned by Mattel, Inc. It makes one of the best selling genealogy programs (Genealogy.com, 2001).

Rootsweb.com (2001) provides a significant amount of educational and research material and claims to be the oldest and largest free genealogy site. USGenWeb.com is primarily a group of volunteers working to produce and provide free Internet websites for genealogical research in every county and state of the United States. (USGenWeb, 2001). Ancestry.com offers thousands of fully searchable databases

containing information on hundreds of millions of individuals. The site claims to rank among the top paid services on the Internet (Ancestry.com. 2001). Social Security Death Index, is a service provided indirectly by the Social Security Administration of the US government through various genealogy related sites. Cyndi's List, has almost 96,000 links to various genealogy related sites that are maintained by private groups, individuals, for profit, not for profit, governmental organizations, and other entities (cyndislist.com, 2001). Family Search, is maintained by The Mormon Church, which provides some of its vast store of genealogical records online in various searchable databases (Familysearch.com, 2001).

Table 2. Top 10 Genealogical Websites Selected by Respondents

Site	N	%
Rootsweb	1291	94.0
USGenWeb	1034	75.3
Ancestry	1019	74.2
Social Security Death Index	951	69.2
Cyndi's List	902	65.6
Family Search	846	61.6
Family Tree Maker	730	53.1
State Archives and Historical Societies	716	52.1
Vital Records Information-US	448	32.6
National Archives and Records Administration	446	32.5

Internet Genealogy and Travel/Tourism

Genealogy related travel has increased as a result of the Internet, as indicated by an overwhelming majority of the respondents. While over three-fourths of the respondents said they use the Internet to research possible places to visit, less than a third said they found new places to visit. Still, about half of the people noted that they use the Internet to make genealogy related travel plans (Table 3).

These figures suggest a wide gap between genealogists as active and involved Internet users and using it for travel purposes. Tourism operators, by targeted advertising on websites and lists used by genealogists, can narrow this gap. On-line travel agencies (eg., Expedia or Travelocity.com), airlines, cruise-ship companies, and destinations would be well served to study the potential of this market niche.

Table 3. Effects of Internet Use on Genealogy Research

Item	N	%
Increased genealogy related travel	1072	78.0
Discovered new ways to do research	697	50.7
Discovered new genealogy research material	640	46.6
Increased genealogy productivity	638	46.4
Spend more time on research	540	39.3
Increased access to research materials	539	39.2
Reduced research cost	441	32.1
Increased efficiency	431	31.4
Enhanced genealogy related education	430	31.3

Places Visited in Genealogy Research

Sixteen large categories of genealogy related places to visit were listed on the survey, with the Top 10 given below (Table 4). Only four were visited by more than half the respondents. Visiting a cemetery was at the top (85.2%); however, this could be due to people visiting the graves of relatives regularly, not necessarily for genealogy. Libraries with genealogy sections and/or with historical archives, and county courthouses were also popular.

Table 4. Top 10 List of Places Visited in Genealogy Research

Places Visited for Genealogy Research	N	%
Cemetery	1170	85.2
Library with genealogy section	1034	75.3
Library with historical archives	1003	73.0
County courthouse	837	60.9
State archives	631	45.9
Family reunion	613	44.6
Local church	593	43.2
Museums	433	31.5
Historical site	425	30.9
Newspaper office	305	22.2
Family History Library, Salt Lake City (13th)	241	17.5

It is noteworthy that only 17.5% of the people have visited the largest and best collection of genealogy material in the world, the Family History Library in Salt Lake City, Utah, USA. This repository receives more visitors per day, 1,500 to 1,600, (Fulkerson, 1995) than the number of survey respondents; we can assume that the population of genealogists is indeed large. This suggests that there is great potential to promote Salt Lake City as a destination with genealogists. Tourism marketers can tap into this potential by developing packages that combine genealogy with other attractions in the region. As we have already seen, genealogists are heavy Internet users. They could be targeted with advertisements and promotional offers placed on the websites cited earlier.

Motivators for Genealogy Related Travel

As discussed earlier, most people have different motivations when travelling for genealogy. Some of the primary motivations for genealogy travel as identified by this research are, finding relatives faster, finding new places to visit, and developing long term relationships. It was observed that almost half of the sample placed high priority on finding relatives faster. This is consistent with earlier research stating, that the possibility of family reunions could be the primary motivator for genealogy related travel (Myers, 2000). New places to visit and developing long term relationships are both of importance to about a third of the respondents (Table 5).

Table 5. Motivators for Genealogy Related Travel

Item	N	%
Found relatives faster	674	49.1
Found new places to visit	406	29.5
Developed long term relationships	405	29.5

Frequency & Nature of Genealogy Travel

Genealogy Travel

Travel in general has been increasing since 1995 and genealogy trips have been increasing at about the same rate. Respondents also indicated that they expect to travel more often in the future. Over three-fourths plan to travel out-of-state, while almost half were planning international trips (Table 6). It is noteworthy that over half of the open-ended comments

were discussions of future travel plans, and how people tie genealogy research into travel for business and pleasure. Some commented that genealogy is their first consideration for destination/route selection, but not the dominant one. It also appears that people are willing to travel considerable distances for genealogy. Over a fifth of the respondents travelled in excess of 1000 miles, and another 17.5% travelled over 500 miles. The median distance traveled was 300-399 miles.

Table 6. Planned Additional Genealogy Trips

	Trips out of State		Trips out of USA	
	N	**%**	**N**	**%**
	1047	76.2	632	46.0
Mean	1.19		1.5	
Median	1		1	
Mode	1		1	

Genealogists overwhelmingly prefer the car (80%), for genealogy travel. This is consistent with travel patterns in the USA. It should be mentioned that the questionnaire failed to ask for fly-drive combinations, to account for people flying to the area of interest and then renting a car. A number of respondents commented on this.

Expenditure Patterns

Genealogy spending tends to be less than non-genealogy spending on trips. This was expected, as hotel charges and air fare consume a big portion of the travel budget (Table 7). While the mean for both is a modest $50 to $100, genealogy spending continues to drop past the mean, while non-genealogy spending is more variable.

Regression analysis shows that non-genealogy related expenditures and respondent's age have a significant, positive correlation on genealogy spending, but only account for 21.6% of the spending variance (Table 8). Education, income, and gender were not found to be significant predictors of genealogy expenditures. This suggests that spending on genealogy is a function of motivation or involvement, rather than demographics. This aspect needs to be addressed in future research into this topic.

Conversely, genealogy spending, respondent's age, income, and educational level all had a significant positive correlation with non-genealogy related spending, again, only accounting for 26.7 percent of the

spending variance (Table 9). Men spend significantly more on non-genealogy related travel than women (F= 10.40, p< 0.01).

Table 7. Genealogy and Non-genealogy Expenditure Range

Expenditure Ranges	Genealogy		Non-genealogy	
	N	%	N	%
<$50	498	40.5	426	35.2
$50 -100	401	32.6	191	15.8
$100 - 200	206	16.7	227	18.8
$200 - 500	80	6.5	234	19.3
>$500	46	3.7	131	10.9
Mean	$50-100		$50-100	
Respondents	1231		1210	

Table 8. Predictors of Genealogy Expenditures – Regression Values

Predictor Variable	B	Std. Error	Beta	Sig.
(Constant)	.794	.118		.000
Non-genealogy expenditures	.348	.020	.452	.000
Age of Respondent	8.930E-02	.029	.079	.002
Adjusted R-Squared	.216			

Table 9. Predictors of Non-genealogy Expenditures – Regression Values

Predictor Variable	B	Std. Error	Beta	Sig.
(Constant)	.608	.121		.000
Genealogy expenditures	.584	.034	.449	.000
Income Level	.143	.024	.167	.000
Education Level	.119	.037	.091	.001
Adjusted R-Squared	.267			

Internet Use to Research and Plan Trips

About three-fourths of genealogists use the Internet to research possible genealogy trips, but only a third indicated they were successful in finding new places to visit. About half the people reported they use the Internet to make travel plans. It is observed that age, income, and education were significant factors in determining if a person used the Internet to plan a trip. Respondents below age 65 were more likely to use the internet ($F=36.764$, $p< 0.01$); respondents with annual income over \$40,000 were more likely to use the internet ($F=48.120$, $p< 0.01$), and the respondents with a bachelors degree or higher were more likely to use internet for trip planning ($F=59.75$, $p< 0.01$). As mentioned earlier, operators can use Internet based marketing strategies to target this audience.

SUMMARY AND CONCLUSIONS

Genealogy is one of the most popular hobbies in the USA. Genealogists seek to answer the questions: Who am I? Where did I come from? Who were my ancestors? For answers, genealogists use the internet. However, the Internet has not replaced travel. Genealogists still take to the road and sky. In other words genealogists probably think to themselves: Where do I go to find out? The travel and tourism that results, involves covering distances, studying places, learning while traveling, and a patterned way of satisfying personal needs. Major questions of interest that this study researched were: Who are genealogists? What are their travel patterns and motivations? How has the Internet impacted their travel? This study addressed these gaps in the tourism literature.

Our findings suggest that male genealogists are older than female genealogists. Furthermore, genealogists below age 55 are heavier users of internet for genealogy related research and related travel planning. This is consistent with our finding that, access to genealogy documents and ease of research due to the internet was one of the primary motivators for those below 50 years of age to engage in genealogy. Most genealogists are found to be using the internet to find new ways of genealogy research and to find new research materials. These internet searches have contributed to increased genealogy related travel. Rootsweb.com, USGenWeb.com, and Ancestry.com are observed to be the most popular websites for genealogy related research.

The primary motivations for genealogy related travel are finding relatives, finding new places to visit, and developing long term relationships. Genealogists are observed to mainly travel to cemeteries, libraries with genealogy sections, libraries with historical archives and county courthouses. Genealogy related travel has been increasing, characterized by an increase in out-of-state and international trips. However, spending in a genealogy related trip was observed to be lower in comparison to a non-genealogy trip.

RECOMMENDATIONS FOR TOURISM OPERATORS AND MARKETERS

This study facilitates a better understanding of genealogists as tourists. Based on the findings of this study, operators in tourism can promote genealogy related travel in several different ways. Operators in tourism should target genealogists for travel/tourism products and services through pop-up or other advertisements on websites and bulletin boards used by them. Specialized package tours for genealogy travel with site visits, educational seminars, and social interaction with other genealogists can be developed by tourism operators. Cities/Regions of major interest to genealogists should consider hiring a specialist and/or developing special programs to promote travel by this segment to their area.

LIMITATIONS & RECOMMENDATIONS FOR RESEARCHERS

The study is limited by the following factors:
- Internet usage is fast evolving, and internet usage patterns identified in this paper are likely to be very different in just a few years.
- This study primarily focuses on internet research and travel by USA based genealogists. Internet research and travel patterns are likely to be different in other parts of the world.
- This study was conducted over the internet; a mail survey may have yielded different results.

Genealogy related travel merits additional research. Future studies in genealogy could examine the relationship between genealogy tourism and other forms of tourism such as heritage tourism, cultural tourism etc. National and ethnic differences between tourism motivations and behaviours of genealogists can also be studied. Developing a

demographic and psychographic profile of genealogy tourists may be an effective market segmentation tool to promote genealogy related travel. It is also important to understand the financial impact of genealogy tourism, particularly for cities with large repositories like Salt Lake City, Utah, USA. This could be related to the frequency and duration of genealogy tourism compared to other forms of tourism. The relationship between the profile of genealogists and their tourism motivations and behaviours needs to be examined in greater detail.

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