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I am submitting herewith a thesis written by Dorothy Ann Gillespie entitled "Accommodation Preferences of Traveling Families with Young Children Staying in Tennessee Hotels and Motels." I have examined the final electronic copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Food Science and Technology.

Mary Jo Hitchcock, Major Professor

We have read this thesis and recommend its acceptance:

Ruth Highberger, Mary A. Bass

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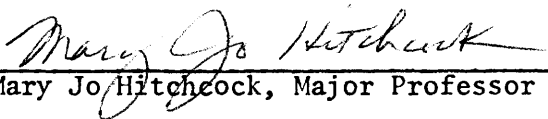
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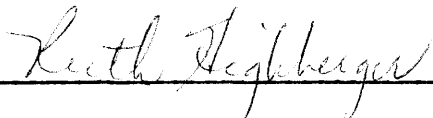
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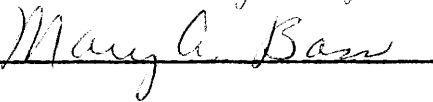
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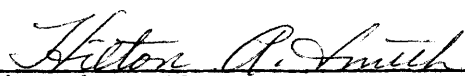
Mary Jo Hitchcock, Major Professor

We have read this thesis and
recommend its acceptance:





Accepted for the Council:



Vice Chancellor
Graduate Studies and Research

ACCOMMODATION PREFERENCES OF TRAVELING FAMILIES WITH YOUNG CHILDREN
STAYING IN TENNESSEE HOTELS AND MOTELS

A Thesis

Presented for the

Master of Science

Degree

The University of Tennessee, Knoxville

Dorothy Ann Gillespie

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ABSTRACT

The purpose of this research was to survey hotel and motel accommodation preferences of families with children under three years. A survey of families traveling with young children in 36 randomly selected hotels and motels in four Tennessee cities was taken over a one month period.

Data were obtained through the use of a questionnaire which was designed to show family income levels of \$7,001-\$15,000 and \$15,001 and above as well as age differences of children under three. The age range of the children included one month to 36 months.

Results showed that there were a few limited differences in the priority selection between the middle and upper income levels such as the highchair and wading pool. Age of children did show a difference of selection of preferences for items and/or services. Cribs and laundry were the highest priority items with families having children under two years of age. Families with children from two to three years of age ranked playground facilities, laundry and baby sitting service as highest priority items and/or services. Families of the middle and upper income levels and including all age groups of children indicated the highest preferences for laundry and crib facilities as well as baby sitting services.

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CHAPTER I

INTRODUCTION

The hotel and motel industry provided lodging for over one billion people during 1974 (1). Growth of the industry can be contributed, among other things, to people using automobiles to take their vacations. The travel industry expected an increase in vacation and weekend trips during 1976 because of Bicentennial activities (2). The U.S. Travel Data Center for the American Revolution Bicentennial Administration conducted a survey which showed that approximately 137 million Americans planned to see a Bicentennial site or event. The south was expected to be the most frequently visited region in 1976, with 37% of the respondents stating intentions to tour that area of the country (3).

Vacation travel has been increasing in recent years except for 1974 probably due to the oil embargo (3). An increase of 10% was expected in 1976 vacation travel over 1975 vacation travel (4). The needs and desires of all travelers for adequate accommodations is important to the lodging industry. Designers need to know what the guests want in the way of accommodations to be able to meet these needs. Hotel and motel owners could benefit from knowing what the traveler needs and wants, to be better able to meet public demand and to keep abreast of their competitors.

A 1974 Coffman Corp. study showed the vacationer to be the third largest category of travelers (5). Children of all ages would be found

in this category. While it may be generally agreed that the hotel and motel industry does an adequate job of catering for the businessman and conventions, care of the family, especially of children, may need to be improved. Older children are not especially difficult to provide accommodations for from the lodging viewpoint, but younger children, those under age three, would perhaps need special consideration from the lodging industry.

A crib was found to be the major accommodation to be secured at most hotels and motels. In some lodgings baby food and disposable diapers were available (6). No research was available on the specific preferences of the parent or guardian for the child under three years of age.

The objective of this research was to identify the preferences of lodging accommodations of traveling families with children under three years of age. The research dealt primarily with those families earning above \$7,000 annually as people earning less than \$7,000 annually are less likely to travel due to a lack of funds. The accommodations were preference ranked from the highest to the lowest priority in order to discover what accommodations this type of family would desire most for the children. The data from research could be used to see if these accommodations are being offered by the lodging industry at a reasonable rate to the family. It could also be used as a basis for future design of tourist facilities for the traveling family with young children.

CHAPTER II

REVIEW OF LITERATURE

Presently, tourism is a multibillion dollar industry in the United States (7). Tourism expenditures were the second ranking retail expenditure in the United States, totaling \$61 billion in 1972. By 1980 tourism expenditures were expected to total \$127 billion annually. The tourism expenditures provided direct and indirect employment for approximately four million Americans in 1972. In 46 of the 50 states, tourism was among the top three industries. State travel promotion and development offices (or tourism depts) planned to spend approximately \$58 million in fiscal year 1974-75 (8). Sixteen million dollars were to be spent for advertising. This suggested a growing awareness by state governments of the impact of tourism on state economies. Tourism was the third largest income producing industry in Tennessee in 1974 (9).

Creighton D. Holden, Assistant Secretary to Commerce of Tourism stated that "Regardless of inflation and recession, people will use part of their disposable income for travel, because people want to travel" (10). The energy shortage coupled with inflation-recession made cross country automobile trips develop into regional and intrastate vacations with travelers staying longer at each stop (11). During this decade, new public accommodations served the economy traveler—tourist courts and camps (12).

A recent sampling of the traveling public indicated that for those not on an expense account, motel choice enroute to destination areas was

strongly influenced by price. Choice of a motel at the destination depended on quality for the price, with housekeeping suites at resort complexes being favored by families planning to stay three days or more (2). This type of hotel or motel accommodation was not always available; however, the needs of the youngest children of the family should be considered when choosing lodging for several days and nights.

I. TOURIST SURVEYS

The Commercial Lodging Market

A 1967 research project conducted by Michigan State University describes the composition of the lodging market (13). Since the questionnaires were mailed during the late summer, it is reasonable to expect that responses would have reflected summer travel. The respondents were also asked about only their last stay in a hotel or motel and, therefore, recall bias may have occurred.

The average income level found in the MSU study compared to the national income average showed a wide divergence. The majority of the respondents had an income of \$14,803 (13) as compared to the national income average of \$6,848 (14) for the United States population. The proportion of respondents having family incomes above \$15,000 (48.3%) (13) was much greater than the proportion of the United States population having similar family incomes (6.8%) (14). Seventy-six percent (13) of the respondents had incomes in excess of \$10,000 (24.1% of the United States population) (14). Of the United States population, 41.7% (14) had family incomes between \$7,000 and \$15,000, and 41.2% (13) of the

respondents had similar incomes. Fifty-one and four tenths percent (14) of the United States population had family incomes under \$7,000 but only 7.4% (13) of the respondents had similar incomes.

1972 National Travel Survey

The U.S. Census Bureau conducted a National Travel Survey (NTS) in 1972 (15). A profile of travel by trip characteristics showed that the number of million person-trips (one person making one trip 100 miles or more away from home) was greatest for visiting friends and relatives. The most common round trip distance was 200 to 399 miles. The most frequent duration of a trip showed one to two nights out of town. The automobile was the usual means of transportation.

Eighty-six and five tenths percent of American tourists used the automobile for all pleasure trips in 1973 (3). Families in the middle income group were the largest group of travelers. Fifty-nine percent of all trips taken were by members of households with incomes of more than \$10,000 per year but under \$15,000 annually (16).

A Case History from the Coffman Corporation

A case history from a special study for planning a new motor hotel was completed for the Coffman Corp. in 1974 (5). The planned size of the new facility was 200 rooms. With a total probable occupancy of 70% for the year, the resulting 51,000 occupied room nights would be composed of the following categories:

Honeymooners—500 (room nights)
Single businessmen—22,000
General vacationers and tourists—9,500

Attendees at meetings—14,000
Specials—weddings, parties, etc.—1,000
Miscellaneous—1,000

The general vacationers category is the third largest category, accounting for almost one-fifth of the total 51,000 room nights. This is the most likely category in which young children, infants and toddlers are to be found.

Motel Choices of Automobile Vacationers

A survey of motel choices of auto vacationers was conducted by the 3M Corp. through the use of a self-report questionnaire (17). The questionnaires were distributed to enroute automobile vacationers during the summer of 1973. Of the twenty-four locations used throughout the United States, seven hundred forty-eight respondents or approximately 27% returns were received.

Findings of the survey showed the average vacationer as well-educated and earning above average income (\$15,000). The average automobile vacation travel party consisted of four people—two adults and two children. The overall mean average room rate was \$20.43. This price was exclusive of all ancillary charges such as room service, phone calls, restaurant charges, etc.

The auto vacationer's satisfaction with a particular motel accommodations was influenced by a relatively large number of factors. To evaluate those factors, respondents rated the relative importance of 19 separate motel features and services.

The first seven ratings dealt with price and location of the motel, the remainder dealt with accommodations to be found in the motel. Of

the two entries which dealt specifically with children, the "no charge for children" entry would be ranked fifth among the remaining twelve and "babysitting service" entry was ranked relatively unimportant, in eleventh place among the remaining twelve.

The automobile traveler's preference for chain and independent accommodations was found to vary with several demographic and vacation travel characteristics. Preference for the chain motel was strongest among:

- vacationers traveling with children
- higher income and better educated travelers
- larger travel parties
- travelers on shorter vacation trips
- travelers who value dependability in a motel

Preference for the independent motel was strongest among:

- vacationers over 55 and below 25 years of age
- lower income and less educated travelers
- smaller travel parties
- price conscious travelers
- travelers who value personalized service and attention
- travelers on longer vacation trips

From this study, chains would be the most likely to be interested in accommodations for children since vacationers traveling with children are shown to prefer chains.

Use of Recreational Equipment as a Device to Lengthen Guest Stays

Operators of hotels and motels were put into the position of having to consider offering prospective guests more than a room in which to sleep when the gasoline shortage and inflation-recession periods occurred (10). Recreation at prospective motor inns became of interest

to the motel owners in order to get the guest to stay longer at the respective facility. Additional recreational items which were found to be suitable for installation at motels were tennis courts, playground and health equipment, game machines, in-room movies, enclosures for swimming pools and poolside furniture.

While providing adults and teenagers with recreational equipment, the playground was able to keep younger children and toddlers occupied. Use of these facilities was not usually charged to guests, and parents could better enjoy the facilities provided for them if their children were occupied. This could easily induce the parents to stay longer at the respective motel or to return to that establishment when traveling through the area again (3, 11).

1974 Cornell University Study

From a 1974 Cornell University survey, it was found that singles and couples with no children have the greatest disposable income and the need or desire to travel (12). Business executives have the best opportunity to combine business and pleasure trips while professional people with adequate incomes periodically need to escape heavy schedules. Families with school age children have the largest proportion of their incomes committed and the least spare dollars. Families with very young children, infants and toddlers, may find accommodations for the children inadequate.

People travel because they want to get to or away from something. Exactly what they want varies with each lifestyle. Examples of travel

pursuits may include excitement, meeting new people, self-fulfillment in educational or cultural events, pursuit of sports, or rest, quiet, scenery, good food or family reunion (12).

II. TRAVEL REQUIREMENTS OF YOUNG CHILDREN

Excursions to see friends or visit relatives as previously stated were the primary reasons for travel in 1972 (15). To see new scenes is generally considered healthful and pleasant for young children and families. Children, in particular, need to see more than a house and yard (18). They get a feeling of family togetherness and the flexibility that comes with getting used to broken routines and new surroundings (19).

Travel by Automobile

Automobile travel accounted for 86.5% of all pleasure trips during 1973 (3). Families traveling with infants and toddlers should do advance planning before beginning a trip in order to include necessary accommodations needed for the children. Notice should be given in advance to hotels and motels that young children were to be expected. Suggestions for families traveling by automobile include: an egg poacher with a cover (this cooked eggs and heated cans of baby food at the same time), an electric bottle warmer which can be plugged into the cigarette lighter (this heated the young child's milk while riding in the automobile), a large pan (this was for preparing formula and served as a sterilizer), an electric plate (this was for heating water for sterilizing, making formula, or boiling drinking water), an extension cord, a folding potty

chair, plastic diaper pants and disposable diapers, a small plastic toilet seat which would fit over the regular sized toilet seat without slipping, prepared canned baby food (to include powdered or canned evaporated milk), and a can opener (18, 19, 20). Other suggestions indicated: a portable ice box (for storing unused formula and baby food), a vacuum jug, a thermos, a large apron (this will protect the person who is feeding or changing the child, facial tissue (for wiping spills and soiled hands), paper towels (this was used when preparing formula in a motel room and for cleaning up spills), a fold-up stroller, a travel crib (for motels which do not furnish cribs), an old suitcase lined with waterproof material (to hold bibs, spoons, cups, soap, washcloths), and an auto-seat. Clothing should include sleepers, shirts and suits in wash and wear knits.

For stays in hotels and motels, indoor play materials in case of bad weather could be stuffed toys, blunt scissors, picture books, crayons, and games. A first aid kit should be a valuable tool for the entire family.

Closely meeting the child's accustomed demands for food, rest, toileting and play should allow more success in a planned automobile trip (21). Rapid self-service laundries, sanitary food supplies and clean hotels, motels and campsites have been available for some time all over the country (19).

Hotel/Motel Accommodations for Young Children

A search of literature did not produce any information regarding specific accommodations for young children in hotels and motels.

Information regarding what to take while actually traveling was available and has been presented. With the vast amount of suggested items to take on an automobile trip, the appropriate question could be raised concerning parents' preferences of facilities to have available in hotels and motels for their young children. It seems reasonable to think that if facilities for children were readily available in hotels and motels then parents would have to bring fewer items in today's smaller automobiles. This indicates a need to discover preferences of parents of children under 36 months, who will be staying in hotels and motels while traveling.

CHAPTER III

PROCEDURE

This study was designed to investigate the needs of families with children under three staying in Tennessee hotels and motels. The data from this study could provide a data base for hotel and motel operators to use in the design of future lodging units. Procedures used in this study were (1) design of questionnaire, (2) random selection of hotels and motels, (3) performance of survey and (4) collection and analysis of data.

I. DESIGN OF QUESTIONNAIRE

A one page questionnaire and cover letter of explanation of the purpose of the questionnaire were developed (see Appendix A). The questionnaire was designed for the purpose of having the respondent identify priority needs of children under three. Income was divided into three categories to represent low, middle, and high incomes. A list of items and services for the young children were presented. Each column was headed by a space for the respondent to place the age of the child. The respondent was instructed to rank selections for each child under age three in a separate column for each child.

A pilot questionnaire was sent to ten families in the Knoxville area who had an annual income of \$7,001 to \$15,000 and \$15,001 and above and had at least one child under the age of three. Revisions of the

questionnaire were made following the pilot survey to clarify directions for completing the questionnaire. The proposal for the complete research project was sent to the Committee on Human Subjects Rights for approval.

II. SELECTION OF HOTELS AND MOTELS

A 1976 listing of the members of the Tennessee Hotel/Motel Association (THMA) was obtained. From this list, the majority of members were found to be in the cities of Memphis (30), Nashville (46), Knoxville (24) and Gatlinburg (48). One-fourth of the THMA members in each city were selected for the study. This provided for an equally proportioned representation. The number of establishments selected were: Memphis (7), Nashville (11), Knoxville (6) and Gatlinburg (12), making a total of 36 establishments. Each of the establishments from the four cities named above were selected by using a table of random numbers.

III. PERFORMANCE OF THE SURVEY

A total of 1,980 questionnaires with cover letters were used in the survey. Fifty-five questionnaires and cover letters (referred to periodically as "questionnaire package") were placed in each establishment for the month of April, 1976. Seven questionnaire packages were mailed to Memphis with a return stamped envelope for returning the questionnaire packages. The questionnaire packages were sent to Memphis four days prior to the hand delivery of questionnaires and cover letters to other establishments to ensure an equal survey period. Telephone communications were made to the Memphis establishments to ensure the

receipt of the questionnaire package and that the questionnaires were available to guests. A letter of instruction was sent with the questionnaire package to the manager of each establishment in Memphis (see Appendix A). The questionnaires and cover letters were to be placed at the front desk so that guests would receive a questionnaire and cover letter upon arrival. The guest was requested to return it before departure. In each establishment, the manager was asked to appoint someone responsible for the accurate execution of the survey to prevent fraudulent returns. Each establishment manager in Nashville, Knoxville, and Gatlinburg who received hand delivered questionnaires and cover letters agreed to appoint a management level employee to carry out this function.

IV. COLLECTION AND ANALYSIS OF DATA

The establishments in Gatlinburg, Nashville and Knoxville were visited to check on data collection when the survey period was one-half completed. Questionnaires which were completed were collected. Telephone communication was made to the Memphis establishments after returning from visiting the other survey sites. The questionnaires were personally retrieved in Gatlinburg, Knoxville, and Nashville upon completion of the survey period. One week was allowed for the questionnaire packages to be returned by mail from Memphis. Those which did not return questionnaires were telephoned.

Data were analyzed by calculating the number and percentage of responses received from each item on the returned questionnaire.

CHAPTER IV

RESULTS AND DISCUSSION

I. RESULTS

Of the 1980 questionnaires placed in hotels and motels throughout Tennessee, 506 were returned. This survey had a return of 25.5% which was considered normal for a self-return survey according to Mayo (17). No response was received from three Memphis establishments. Nine respondents (1.7%) were in the under \$7,000 income group. Two hundred twenty-nine respondents (45.2%) were in the middle income group from \$7,001 to \$15,000 annually. Two hundred sixty-eight respondents (52.9%) were in the upper income group of above \$15,001 and above (Table 1).

Table 1. Number of Members in Immediate Family Per Income Level

Income Level	No. in Immediate Family			Total Respondents
	3	4	5	
Under \$7,000	4	4	1	9
\$7,001-\$15,000	86	96	47	229
Above \$15,001	102	98	68	268
				<u>506</u>

Of the children in the under \$7,000 income group, two were under 36 months, three were under 24 months, and four were under 12 months. The children in the \$7,001 to \$15,000 income group had 86 children under 36 months, 77 under 24 months and 75 under 12 months. In the \$15,001

and above income group, 121 children were under 36 months, 83 were under 24 months and 74 were under 12 months. The total sample consisted of 209 children under 36 months, 163 children under 24 months and 153 children under 12 months (Table 2).

Table 2. Number of Children by Age Groups Per Income Level

Income Level	Number Children under 36 Months	Number Children under 24 Months	Number Children under 12 Months
Under \$7,000	2	3	4
\$7,001-\$15,000	86	77	75
\$Above \$15,001	121	83	74
	<u>209</u>	<u>163</u>	<u>153</u>

The largest number of people in an immediate family was found to be five. The least number of people in an immediate family was found to be three. Of the nine respondents in the under \$7,000 category, four respondents had three members in the immediate family. Four respondents in this category had four in the immediate family and one respondent had five in the immediate family. In the \$7,001 to \$15,000 category, 229 respondents were recorded with 86 respondents having three in the family, 96 having four in the family and 47 having five in the family. In the above \$15,001 category, 268 respondents were recorded with 102 respondents having three in the family, 98 having four in the family and 86 having five members (Table 1).

Due to the small number of respondents earning below \$7,000 annually, this group was not considered in the analysis of data. Data

were analyzed through the calculation of the priority percentages for each item with regard to each age group and income level.

Information was then analyzed by averaging the two income levels to obtain priority information for the total income group. A priority preference rating for combined age groups and combined income levels was calculated.

Responses of Each Age Group in the
\$7,001 to \$15,000 Income Level

In the \$7,001 to \$15,000 income level seventy-five respondents had children under 12 months of age (Table 4, Appendix B). Ninety-nine percent of the respondents chose a crib as the major priority item. The highchair and laundry facilities tied for the second preference with 93% of the respondents selecting these two items. Disposable diapers received 79% of the responses and the supervised playroom (referred to as playroom hereafter) received 67% of the responses. More than 50% of the respondents chose the babysitting service, stroller and baby food. Several items and/or services were not selected.

Seventy-seven respondents had children between 13 months and 24 months (Table 5, Appendix B). One hundred percent of the respondents chose the laundry as the first priority item. The highchair was ranked second by 95% of the respondents; and, the crib was third place. The stroller and outside playground (referred to as playground hereafter) ranked fourth with 78%. Fifty percent or more of the respondents chose the wading pool, supervised playroom and toys.

Eighty-six respondents in this income group had children between 25 months and 36 months (Table 6, Appendix B). The laundry, outside playground and wading pool were all selected as first priority items by 99% of the respondents. The booster seat and baby sitting service tied with 97%. More than 50% of the respondents chose the supervised playroom, crib, toys and child size table and chair. Items and/or services for infants such as baby bottles, baby food, bottle warmers, bottle sterilizers, disposable diapers, diaper pins and others were not chosen.

Responses of Each Age Group in the
\$15,001 and Above Income Level

In the above \$15,001 income level, seventy-four respondents had children under 12 months of age (Table 7, Appendix B). All seventy-four respondents chose the crib, thus making it the first priority item. Disposable diapers were ranked second by 99%; and the laundry was ranked as the third priority item by 92% of the respondents. The baby sitting service ranked fourth (82%). More than one-half of the respondents chose the supervised playroom, stroller, highchair, toys and baby food.

Eighty-three respondents had children between 13 months and 24 months (Table 8, Appendix B). Ninety-eight percent selected the crib as the most preferred priority item. The baby sitting service was ranked second by 96%, and the supervised playroom was ranked third by 87%, followed by the laundry which was selected by 77% of the respondents. Fifty percent or more of the respondents chose the wading pool, stroller, toys, highchair and disposable diapers.

One hundred twenty-one respondents had children between 25 months and 36 months (Table 9, Appendix B). This category had the largest number of respondents. The laundry was ranked as the number one priority item by 99% of the respondents followed by baby sitting service with 97% and the playground with 96%. Fifty percent or more of the respondents selected the supervised playroom, toys, wading pool, booster seat, books and crib. Items and/or services for infants such as the highchair, stroller, baby bottle, baby food, and the bottle warmer were among those not selected.

Responses of Each Age Group by
Combined Income Levels

One hundred forty-nine respondents had children under 12 months of age in the two combined income levels (Table 10, Appendix B). Ninety-nine percent of the respondents chose the crib as the highest priority item. The laundry was ranked second by 93% of the respondents. Following in popularity were the disposable diapers with 89%, the highchair with 86%, and the supervised playroom with 73% of the respondents. The bottle sterilizers, books, and table and chair were the only items not selected.

One hundred sixty respondents had children between 13 months and 24 months of age in the two combined income levels (Table 11, Appendix B). The crib was again the most popular item with 94% of the respondents. The laundry was second with 88% and the playground was third with 81% of the respondents. The bottle warmer, diaper pins, pacifier and disposable feeding spoon were among items and/or services not chosen.

Two hundred-seven respondents had children between 25 months and 36 months in the two combined income levels (Table 12, Appendix B). The laundry was ranked first in priority by 99% of the respondents. The playground with 97%, the baby sitting service with 97% and the wading pool with 93% followed in priority selection. Items specifically for very young infants such as the baby bottle, the baby food, the bottle warmer, the bottle sterilizer and others were not chosen.

Responses of Combined Age Groups and Combined Income Levels

Five hundred six questionnaires composed the total number of responses from families having children from all age groups and income levels (Table 3). The laundry was ranked as the first priority item by 94% of the respondents. The baby sitting service and crib tied for second with 82% of the respondents. The playroom with 78%, playground with 70% and toys with 65% of the respondents were the most popular items and/or services in descending order. Diaper pins, pacifier, cotton swabs and bottle sterilizer were among the least chosen items.

II. DISCUSSION

Influences of Age Groups on the Priority Listing of Items and/or Services

The combined responses representing all income levels and age groups of children indicated the highest priority for laundry and baby sitting service. The crib was not as high a priority item for the 25 month to 36 month age group, as it was for the other two age groups,

Table 3. Priority Listing of Items and/or Services Including All Income Levels and Age Groups ("N" = 516)

Items and/or Services	Age Groups of Children						Average	
	12 months & under		24-13 months		36-25 months		No.	%
	No.	%	No.	%	No.	%		
1. Laundry	138	93%	141	88%	205	99%	484	94%
2. Baby sitting service	109	73	114	71	200	97	423	82
3. Crib	148	99	152	94	121	59	421	82
4. Supervised playroom	109	73	121	76	171	83	401	78
5. Outside playground	30	20	129	81	201	97	360	70
6. Toys	80	54	95	59	162	78	337	65
7. Wading pool	26	17	114	71	192	93	332	64
8. Highchair	128	86	120	75	1	1	249	48
9. Booster seat	33	22	16	10	187	89	236	46
10. Stroller	104	70	109	68	6	3	219	42
11. Disposable diapers	132	89	76	48	0	0	208	41
12. Baby food	79	53	53	33	0	0	132	26
13. Books	0	0	7	4	112	54	119	23
14. Child size table & chair	0	0	25	16	68	33	93	18
15. Playpen	5	3	7	4	30	13	42	8
16. Disposable feeding spoon	16	11	0	0	0	0	16	3
17. Bottle warmer	16	11	0	0	0	0	16	3
18. Baby bottle	11	7	0	0	0	0	11	2
19. Lotions & powders	11	7	0	0	0	0	11	2
20. Diaper pins	10	7	0	0	0	0	10	2
21. Pacifier	6	4	0	0	0	0	6	1
22. Cotton swabs	1	1	0	0	0	0	1	0
23. Bottle sterilizer	0	0	1	1	0	0	1	0
24. Others	0	0	0	0	0	0	0	0

Table 3 (continued)

Tenths of a percent have been rounded to the next higher whole number.

The average is based on the total number of respondents for the combined groups and is not calculated on the average of the percentages for the group.

so the total sample average for the crib was lowered. The popularity of the baby sitting service in the 25 months to 36 months age group had enough influence to increase the final average for the baby sitting service. The supervised playroom and outside playground entries received high rankings in the final average due to the influence of the two and three year old age groups. The youngest age group showed higher preference for the supervised playroom than for the playground. This is logical because an infant would not be able to properly utilize a playground. The toys and wading pool were the two items and/or services remaining to receive more than 50% in the final average. These items and/or services can be used mainly by the 13 months to 24 months and 25 months to 36 months age groups and were selected by their parents for those age groups. In the final 40% average range, items and/or services for the 12 months and under age group began to show predominance. It may be assumed that highchair, stroller and disposable diapers were preferred items and/or services for young infants since these items obtained highest priority ratings in the 12 months and under age group and showed progressively decreasing ratings in the other two age groups. The booster seat was desired more by the third age group but the influence of the primary and secondary age groups caused the final average to decrease. Baby food received 53% in the 12 months and under age group but was indicated by only 33% of the secondary age group and was not chosen in the oldest age group. Books were analyzed as receiving no response in the under 12 months category; 16% in the secondary group and the largest response, 54%, in the oldest age group. This shows that books are most preferred

by families with children old enough to use them properly. The remaining items and/or services were unpopular and had very low averages. These less frequently selected entries, except for the child size table and chair and playpen, are items which the family would be most likely to bring along on the trip.

The combining of age groups showed an effect on the final preferences of several items and/or services. A few examples were: the crib, books, and booster seat. A hotel or motel operator would benefit most from this data by looking at the total preferences for all age groups and income levels. Accommodations for families with young children could be more nearly met through using this data.

Influences of Income on the Priority Rating
of Items and/or Services for Children
12 Months and Under

With the exception of a few items and/or services, there is essentially no difference between the priority rankings of the middle income groups (\$7,001-\$15,000) and upper income groups (\$15,001 and above). The highchair and wading pool showed the greatest variance in rankings (Table 10, Appendix B). This should support the idea that families in either income group would wish to have like accommodations for their children under 12 months. It should also be noted that the items in the 12 months and under age group that were not selected were similar.

Influences of Income on the Priority Rating
of Items and/or Services for Children
13 Months to 24 Months

A difference in priority ratings of the middle and upper income groups appear for the first third of the listings for this age group. The laundry, highchairs, supervised playroom, baby sitting service showed wide ranking differences (Table 11, Appendix B). One reason for this discrepancy according to Dittman (22) is that the child undergoes changes in mobility in this age range. The families of children in this age group may feel differently about the abilities and maturity of their children. The remainder of the listings were very similar.

Influences of Income on the Priority Rating
of Items and/or Services for Children
25 Months to 36 Months

A similarity of items and/or services selected in both the middle and upper income groups is evident for this age group. The wading pool and toys showed the greatest ranking differences (Table 12, Appendix B). This should support the idea that families in either income group would wish to have like accommodations for their children in the 25 months to 36 months age group. The similarity of selection of items and/or services for this age group and the 12 months and under age should lend support to the idea that the 13 months to 24 months age group is a transition age in mobility (22). The preferred items chosen in the 25 months to 36 months age group show for the first time items and/or services that would be of use to older children such as the

playground and books. The crib shows a decline in popularity by almost 50% in the average for this age group when compared to other age group composites. Unselected items are those items and/or services which were also not selected by the 13 months to 24 months age group. Disposable diapers were seen for the first time in the lower ratings probably because they were less needed.

This survey was an attempt to discover what families see as needed items and/or services for children under three years of age staying in hotels and motels. Priority listings of items and/or services for young children have been developed. Hotel and motel operators could use this list to see if they are meeting the public demand. These listings could also be used by architects of hotels and motels who have the family travelers in mind.

CHAPTER V

SUMMARY

Families earning up to \$7,001-\$15,000 and \$15,001 and above annually with at least one child under 36 months of age were surveyed for priority preference ratings of hotel and motel accommodations. Due to the small number of respondents earning below \$7,000 annually this group was not considered in the analysis of data. Self-return questionnaires were placed in 36 randomly selected hotels and motels in Gatlinburg, Knoxville, Nashville and Memphis, Tennessee. A 20% return of questionnaires was received. Analysis of data showed that there were a few limited differences in the priority selection between the middle and upper income levels, such as highchair in upper income group and wading pool in middle income group. Age differences of children from one to 12 months, 13 months to 24 months and 25 months to 36 months had a greater influence on priority ranking differences. Cribs and laundry were the highest priority items of families having children under two years of age. Families with children from two to three years of age ranked playground facilities, laundry and baby sitting service as high priority items and/or services. Some of the highly ranked items and/or services for the total grouped ages in order of preference included: laundry, baby sitting service, crib, and supervised playroom.

Due to the yearly increase in vacation travel in the United States, it is important for those involved in the lodging industry to know what accommodations for children are desired most by the public. The results of this survey could be used as a data base for the design or remodeling

of hotels and motels in order to provide accommodations which are needed for traveling families with children under three years.

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APPENDIXES

APPENDIX A

THE UNIVERSITY OF TENNESSEE
Knoxville 37916
College of Home Economics

Department of Food Science,
Nutrition and Food
Systems Administration

April 12, 1976

Dear Guest,

The University of Tennessee is conducting a survey involving families with small children. This survey concerns items and services that a parent might like to have available in hotels or motels for their child. Some selections in the survey are usually available; some are not. We would like for you to select the items and/or services which you would consider important for your children under three years of age. Rank these selections in order from the most important to the least important.

While the choice to participate is yours, it is important that you do fill out the questionnaire and return it to the front desk. Only a few hotels and motels from across the state have been randomly chosen to participate in the survey. Your opinion is needed in order that we may be better able to make recommendations for families with small children. We cannot do this without your cooperation. In order to protect your privacy, a signature is not required on the questionnaire.

Results of the survey will be available upon your request to the Department of Food Science, Nutrition, and Food Systems Administration, College of Home Economics, University of Tennessee, Knoxville, Tennessee, 37916.

Please take a few minutes to fill out the questionnaire and return it to the front desk. Thank you for your cooperation. It is greatly appreciated.

Sincerely,

/s/ Dorothy Gillespie

Mrs. Dorothy Gillespie
Project Co-director

Note: Please return by April 30th.

QUESTIONNAIRE

1. Number in immediate family?
2. Number of children age 36 months (3 years) to 25 months _____
 24 months (2 years) to 13 months _____
 12 months (1 year) and under _____
3. Income Level (check one)
- under \$7,000 annually \$7,000-\$15,000 annually above \$15,000 annually
- _____
4. Rank the items from 1 to 8. Number 1 should be the item or service you consider the most important for your child that you would be willing to pay for in a hotel or motel. Number 2 should be the second most important item. Number 8 should be the least important item or service that you would want for your child. NOTE: There are spaces at the end of the listing for you to add any items or services that you feel are missing.

COMPLETE ONE COLUMN FOR EACH CHILD UNDER AGE THREE

child 1	child 2	child 3	
age _____	age _____	age _____	
_____	_____	_____	crib
_____	_____	_____	playpen
_____	_____	_____	highchair
_____	_____	_____	booster seat in restaurant
_____	_____	_____	stroller
_____	_____	_____	baby bottle
_____	_____	_____	baby food
_____	_____	_____	bottle warmer
_____	_____	_____	bottle sterilizer
_____	_____	_____	baby sitting service
_____	_____	_____	laundry
_____	_____	_____	supervised playroom (inside)
_____	_____	_____	outside playground
_____	_____	_____	books
_____	_____	_____	toys
_____	_____	_____	wading pool
_____	_____	_____	child size table and chair
_____	_____	_____	disposable diapers
_____	_____	_____	diaper pins
_____	_____	_____	pacifier

child 1 child 2 child 3
age _____ age _____ age _____

_____ _____ _____ disposable feeding spoon
lotions and powders
cotton swabs

OTHERS THAT YOU WOULD LIKE ADDED. PLEASE WRITE IN AND NUMBER.

_____ _____ _____ _____

NOTE: By returning the completed questionnaire, you agree to participate in this survey.

THE UNIVERSITY OF TENNESSEE
Knoxville 37916
College of Home Economics

Department of Food Science,
Nutrition and Food
Systems Administration

April 8, 1976

Dear (name of manager to be inserted here):

Your establishment has been selected as one of ten commercial lodging sites for a travel survey to be conducted in the city of Memphis for the University of Tennessee. Only forty sites have been chosen throughout the entire state to participate in the survey. Your establishment is one of seven chosen from Memphis. It is therefore very important that your establishment participate in the survey.

The survey deals with families traveling with small children. The needs of the children in a hotel/motel situation are focused on in this survey. The results of the survey, which will be available upon request from the FSNFSA Dep't, College of Home Ec., University of Tenn., Knoxville, Tenn. 37924, should give priority needs of children under three years of age. This information should help hotels and motels to evaluate themselves regarding accommodations for this group of people.

Please appoint someone to be in charge of the questionnaires. This person should see that any incoming guests with small children, under three years of age, receive a questionnaire, complete it, and return it before leaving. The person appointed should also see that no erroneous questionnaires are completed.

The questionnaires should be placed at the front desk as soon as they are received in the mail. The survey period will end April 30. The completed questionnaires should then be returned in the metered envelope provided with the questionnaires.

Your cooperation will be greatly appreciated by the University of Tennessee and by Mrs. Wilson, Pres. of the Tenn. Hotel/Motel Assoc.

Sincerely,

/s/ Dorothy Gillespie

Mrs. Dorothy Gillespie
Project Co-director

APPENDIX B

Table 4. Priority Listing of Items and/or Services for Children
 12 Months and Under by Income Level (\$7,001-\$15,000)
 ("N" = 75)

Items and/or Services	Number	Percentage
1. Crib	74	99
2. Highchair	70	93
3. Laundry	70	93
4. Disposable diapers	59	79
5. Supervised playroom	50	67
6. Baby sitting service	48	64
7. Stroller	45	60
8. Baby food	38	51
9. Toys	30	40
10. Wading pool	26	35
11. Outside playground	25	33
12. Disposable feeding spoon	14	19
13. Booster seat	13	17
14. Bottle warmer	10	13
15. Diaper pins	8	11
16. Lotions and powders	6	8
17. Baby bottle	5	7
18. Pacifier	4	5
19. Playpen	4	5
20. Cotton swabs	1	1
21. Bottle sterilizer	0	0
22. Books	0	0
23. Child size table and chair	0	0
24. Others	0	0

Tenths of a percent have been rounded to the next higher whole number.

Table 5. Priority Listing of Items and/or Services for Children
 13 Months to 24 Months by Income Level (\$7,001-\$15,000)
 ("N" = 77)

Items and/or Services	Number	Percentage
1. Laundry	77	100
2. Highchair	73	95
3. Crib	71	92
4. Outside playground	60	78
5. Stroller	60	78
6. Wading pool	57	74
7. Supervised playroom	49	64
8. Toys	46	60
9. Baby sitting service	34	44
10. Disposable diapers	29	38
11. Baby food	27	35
12. Child size table and chair	17	22
13. Booster seat	6	8
14. Playpen	6	8
15. Books	3	4
16. Bottle sterilizer	1	1
17. Baby bottle	0	0
18. Bottle warmer	0	0
19. Diaper pins	0	0
20. Pacifier	0	0
21. Disposable feeding spoon	0	0
22. Lotions and powders	0	0
23. Cotton swabs	0	0
24. Others	0	0

Tenths of a percent have been rounded to the next higher whole number.

Table 6. Priority Listing of Items and/or Services for Children
25 Months to 36 Months by Income Level (\$7,001-\$15,000)
("N" = 86)

Items and/or Services	Number	Percentage
1. Laundry	85	99
2. Outside playground	85	99
3. Wading pool	85	99
4. Baby sitting service	83	97
5. Booster seat	83	97
6. Supervised playroom	60	70
7. Crib	58	67
8. Toys	54	63
9. Child size table and chair	46	54
10. Books	25	29
11. Playpen	17	20
12. Stroller	6	7
13. Highchair	1	1
14. Baby bottle	0	0
15. Baby food	0	0
16. Bottle warmer	0	0
17. Bottle sterilizer	0	0
18. Disposable diapers	0	0
19. Diaper pins	0	0
20. Pacifier	0	0
21. Disposable feeding spoon	0	0
22. Lotions and powders	0	0
23. Cotton swabs	0	0
24. Others	0	0

Tenths of a percent have been rounded to the next higher whole number.

Table 7. Priority Listing of Items and/or Services for Children
12 Months and Under by Income Level (\$15,001 and Above)
(*"N"* = 74)

Items and/or Services	Number	Percentage
1. Crib	74	100
2. Disposable diapers	73	99
3. Laundry	68	92
4. Baby sitting service	61	82
5. Supervised playroom	59	80
6. Stroller	59	80
7. Highchair	58	78
8. Toys	50	68
9. Baby food	41	55
10. Booster seat	20	27
11. Bottle warmer	6	8
12. Baby bottle	6	8
13. Outside playground	5	7
14. Lotions and powders	5	7
15. Diaper pins	2	3
16. Pacifier	2	3
17. Disposable feeding spoon	2	3
18. Playpen	1	1
19. Bottle sterilizer	0	0
20. Books	0	0
21. Wading pool	0	0
22. Child size table and chair	0	0
23. Cotton swabs	0	0
24. Others	0	0

Tenths of a percent have been rounded to the next higher whole number.

Table 8. Priority Listing of Items and/or Services for Children
 13 Months to 24 Months by Income Level (\$15,001 and Above)
 ("N" = 83)

Items and/or Services	Number	Percentage
1. Crib	81	98
2. Baby sitting service	80	96
3. Supervised playroom	72	87
4. Outside playground	69	83
5. Laundry	64	77
6. Wading pool	57	71
7. Stroller	49	59
8. Toys	49	59
9. Highchair	47	57
10. Disposable diapers	47	57
11. Baby food	26	31
12. Booster seat	10	12
13. Child size table and chair	8	10
14. Books	4	5
15. Playpen	1	1
16. Baby bottle	0	0
17. Bottle warmer	0	0
18. Bottle sterilizer	0	0
19. Diaper pins	0	0
20. Pacifier	0	0
21. Disposable feeding spoon	0	0
22. Lotions and powders	0	0
23. Cotton swabs	0	0
24. Others	0	0

Tenths of a percent have been rounded to the next higher whole number.

Table 9. Priority Listing of Items and/or Services for Children
 25 Months to 36 Months by Income Level (\$15,001 and Above)
 ("N" = 121)

Items and/or Services	Number	Percentage
1. Laundry	120	99
2. Baby sitting service	117	97
3. Outside playground	116	96
4. Supervised playroom	111	92
5. Toys	108	89
6. Wading pool	107	88
7. Booster seat	104	86
8. Books	87	72
9. Crib	63	52
10. Child size table and chair	22	18
11. Playpen	13	11
12. Highchair	0	0
13. Stroller	0	0
14. Baby food	0	0
15. Baby bottle	0	0
16. Bottle warmer	0	0
17. Bottle sterilizer	0	0
18. Disposable diapers	0	0
19. Diaper pins	0	0
20. Pacifier	0	0
21. Disposable feeding spoon	0	0
22. Lotions and powders	0	0
23. Cotton swabs	0	0
24. Others	0	0

Tenths of a percent have been rounded to the next higher whole number.

Table 10. Priority Listing of Items and/or Services for Children
12 Months and Under by Income Levels ("N" = 149)

Items and/or Services	\$7,001- \$15,000		\$15,001 & Above		Average	
	No.	%	No.	%	No.	%
1. Crib	74	99	74	100	148	99
2. Laundry	70	93	68	92	138	93
3. Disposable diapers	59	79	73	99	132	89
4. Highchair	70	93	58	78	128	86
5. Supervised playroom	50	67	59	80	109	73
6. Baby sitting service	48	64	61	82	109	73
7. Stroller	45	60	59	80	104	70
8. Toys	30	40	50	68	80	54
9. Baby food	38	51	41	55	79	53
10. Booster seat	13	17	20	27	33	22
11. Outside playground	25	33	5	7	30	20
12. Wading pool	26	35	0	0	26	17
13. Disposable feeding spoon	14	19	2	3	16	11
14. Bottle warmer	10	13	6	8	16	11
15. Baby bottle	5	7	6	8	11	7
16. Lotions and powders	6	8	5	7	11	7
17. Diaper pins	8	11	2	3	10	7
18. Pacifier	4	5	2	3	6	4
19. Playpen	4	5	1	1	5	3
20. Cotton swabs	1	1	0	0	1	1
21. Bottle sterilizer	0	0	0	0	0	0
22. Books	0	0	0	0	0	0
23. Child size table and chair	0	0	0	0	0	0
24. Others	0	0	0	0	0	0

Tenths of a percent have been rounded to the next higher whole number.

The average is based on the total number of respondents for the combined groups and is not calculated on the average of the percentages for the group.

Table 11. Priority Listing of Items and/or Services for Children
13 Months to 24 Months by Income Levels ("N" = 160)

Items and/or Services	\$7,001- \$15,000		\$15,001 & Above		Average	
	No.	%	No.	%	No.	%
1. Crib	71	92	81	98	152	94
2. Laundry	77	100	64	77	141	88
3. Outside playground	60	78	69	83	129	81
4. Supervised playroom	49	64	72	87	121	76
5. Highchair	73	95	47	57	120	75
6. Wading pool	57	74	57	71	114	71
7. Baby sitting service	34	44	80	96	114	71
8. Stroller	60	78	49	59	109	68
9. Toys	46	60	49	59	95	59
10. Disposable diapers	29	38	47	57	76	48
11. Baby food	27	35	26	31	53	33
12. Child size table and chair	17	22	8	10	25	16
13. Booster seat	6	8	10	12	16	10
14. Books	3	4	4	5	7	4
15. Playpen	6	8	1	1	7	4
16. Bottle sterilizer	1	1	0	0	1	7
17. Baby bottle	0	0	0	0	0	0
18. Bottle warmer	0	0	0	0	0	0
19. Diaper pins	0	0	0	0	0	0
20. Pacifier	0	0	0	0	0	0
21. Disposable feeding spoon	0	0	0	0	0	0
22. Lotions and powders	0	0	0	0	0	0
23. Cotton swabs	0	0	0	0	0	0
24. Others	0	0	0	0	0	0

Tenths of a percent have been rounded to the next higher whole number.

The average is based on the total number of respondents for the combined groups and is not calculated on the average of the percentages for the group.

Table 12. Priority Listing of Items and/or Services for Children
25 Months to 36 Months by Income Levels ("N" = 207)

Items and/or Services	\$7,001- \$15,000		\$15,001 & Above		Average	
	No.	%	No.	%	No.	%
1. Laundry	85	99	120	99	205	99
2. Outside playground	85	99	116	96	201	97
3. Baby sitting service	83	97	117	97	200	97
4. Wading pool	85	99	107	88	192	93
5. Booster seat	83	97	104	86	187	89
6. Supervised playroom	60	70	111	92	171	83
7. Toys	54	63	108	89	162	78
8. Crib	58	68	63	52	121	59
9. Books	25	29	87	72	112	54
10. Child size table and chair	46	54	22	18	68	33
11. Playpen	17	20	13	11	30	13
12. Stroller	6	7	0	0	6	3
13. Highchair	1	1	0	0	1	1
14. Baby bottle	0	0	0	0	0	0
15. Baby food	0	0	0	0	0	0
16. Bottle warmer	0	0	0	0	0	0
17. Bottle sterilizer	0	0	0	0	0	0
18. Disposable diapers	0	0	0	0	0	0
19. Diaper pins	0	0	0	0	0	0
20. Pacifier	0	0	0	0	0	0
21. Disposable feeding spoon	0	0	0	0	0	0
22. Lotions and powders	0	0	0	0	0	0
23. Cotton swabs	0	0	0	0	0	0
24. Others	0	0	0	0	0	0

Tenths of a percent have been rounded to the next higher whole number.

The average is based on the total number of respondents for the combined groups and is not calculated on the average of the percentages for the group.

VITA

Dorothy Ann Gillespie graduated from Tennessee Technological University in Cookeville, Tennessee, in 1973 with a Bachelor of Science degree in home economics. She fulfilled the American Dietetic Association's core curriculum for hospital dietetic internships.

The author is a veteran having served in the United States Air Force. She was attached to Malcolm-Grow Medical Center, Andrews Air Force Base in Washington, D.C.

The author was employed by the State of Tennessee at Central State Psychiatric Hospital in Nashville, Tennessee, in 1975. Her function was to serve as a food service unit supervisor in one of the production and service areas of the hospital.

She accepted a traineeship offered by the College of Home Economics of the University of Tennessee, Knoxville, in late 1975. She is completing the requirements for the Master of Science degree in home economics in December, 1976, with a major in food systems administration and a minor in food science.

Mrs. Gillespie is married to Donald S. Gillespie of Livingston, Tennessee.