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INVESTIGATIONS INTO AVAILABILITY AND QUALITY OF URBAN TOURISM CONSUMER BEHAVIOUR INFORMATION.

- Tourist information availability and use for Dublin's Tourism Stakeholder Organisations.

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Master of Philosophy

Dublin Institute of Technology

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School of Hospitality Management and Tourism

November 2004

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I certify that this thesis which I now submit for examination for the award of Master of Philosophy, is entirely my own work and has not been taken from the work of others save and to the extent that such work has been cited and acknowledged within the text of my work.

This thesis was prepared according to the regulations for postgraduate studies by research of the Dublin Institute of Technology and has not been submitted in whole or in part for an award in any other Institute or University.

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Signature David ______ Date 2/11/04.

Candidate

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"It's never too late to be what you might have been" (George Elliot).

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"This thesis is dedicated to my father, David. David was the first pharmacist to have his Irish qualifications recognised in Northern Rhodesia following a case he brought against the British colonial government. He was also the first pharmacist in Northern Rhodesia to allow native black people into the shop ending decades of apartheid. He was also the first pharmacist in Zambia to employ the first native born Zambian pharmacist and later, knowing how important it was to the future of the new country, developed the careers of many young Zambians. David achieved many more things in his life but will be remembered by most whose lives he touched, by his humane and Christian spirit."

David Michael F. Nunan, M.P.S.I. – February 1926 – January 2001

ABSTRACT

The availability of timely urban tourist information is increasingly important for useful learning experiences among all tourism stakeholders.

National or regional tourism visitor surveys are usually either too general to be of much use, if any, to the individual city tourism stakeholder or too specific to be of much use to the city destination manager. A homogeneous city survey model has recently been made available for European city tourism organisations. A balance needs to be struck between the homogeneous information needs of the city tourism manager and the more specific needs of the individual local urban tourism sectors.

This thesis sets out to see if such a balance can be found and begins by establishing a baseline of available urban tourism information in Dublin so that any increase may be measured. Dublin tourism stakeholders were asked about their use of national and regional tourism information, their information needs as decision making tools and were queried as to their interest in pan-European information for benchmarking purposes. It was found that the Federation of European City Tourist Offices' City Survey did provide a significant increase in urban tourism information. Interviews with urban tourism stakeholders demonstrated that there was significant demand for urban specific information but limitations by survey providers own policy, the legacy of years of free information and outdated tourism facts hindered dissemination of this information. However with a growing need for self reliance among urban tourism stakeholders, there is justification for managing urban tourism information in a more systematic way coupled with centrally coordinated stakeholder management. A larger more enhanced *'F.E.C.T.O. City Survey'* is proposed as the central methodological platform around which stakeholders can more effectively use other methods. To this end frameworks have been put forward both to appraise available information and to enable a wider urban tourism stakeholder base to benefit from timely information provision.

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Abbreviations.

B.M.W. Region	Border, Midlands and West [Region]
C.E.C.	Central European Commission
C.S.O.	Central Statistics Office
D.A.R.T.	Dublin Area Rapid Transport
E.C.U.	European Community Unit
€	Euro (Currency)
EU	European Union
F.E.C.T.O.	Federation of European City Tourist Offices
G.N.P.	Gross National Product
IR£	Punt
N.D.P.	National Development Partnership
O.E.C.D.	Organisation for Economic Co-Operation and Development
S & E Region	South and East [Region]
U.S.	United States
V.A.T.	Value Added tax
W.T.O.	World Tourism Organisation
W.T.T.C.	World Tourism and Travel Council

CHAPTER ONE

INTRODUCTION

1.1 Introduction

As the demands and tastes of urban tourists become ever more sophisticated and the costs of marketing toward these demands and tastes continue to rise, urban tourism stakeholders, both public and private, are increasingly under pressure to carry out effective decision-making.

A number of researchers including Shaw and Williams, (1994), Wöber, (1998) and Law, (2000), have expressed that there is a pressing need for more and improved information availability about visitor behaviour and attitudes, particularly in an urban context.

Wöber (1998) points out, for instance, that there are several purposes for the production of [urban] statistics on tourism for effective destination management among European city tourism managers namely:

1. To assess the impact of tourism
2. To assist the planning process for the development of tourist oriented facilities
3. To facilitate promotion and marketing research

In addition:

> More needs have to be recognised to address the growing specialization and segmentation in tourism and these markets, which exhibit different characteristics and trends need separate treatment (Wöber, 1998)

Further:

> City marketers face two main difficulties when comparing international city tourism data. These are, *'availability and comparability'*. Comparative data therefore, on urban tourism demand is lacking across Europe, because of the different methodologies and sample bases used from one country (or city) to another (Wöber, 1998)

The result, Wöber (1998) explains, 'is that urban tourism demand is considered to be grossly underestimated…' and that, 'Given the range of information and heterogeneous data-banks available, estimates of the city tourism phenomenon and especially forecasts and projections, will depend on a variety of sources'.

And, in general, an understanding of tourist motivation and decision making processes, is important for a number of reasons not least because, 'It enables the identification of market segmentation and target marketing…' important in the, '…commercial promotion of tourism and in tourism planning' (Shaw and Williams, 1994:75).

The Research Working Group of the European Federation of City Tourist Offices', (from here on in generally referred to as F.E.C.T.O.), has developed a model of a homogenised city survey for European city managers which aims to improve the availability and comparability of urban tourist information for the benefit, principally, of European city tourism managers. However rather than simply evaluating the effectiveness of this model for the survey's primary audience, the European city tourism managers, this research examines the implications of this type of survey for the wider urban tourism stakeholder, which is an important consideration for many cities particularly where there is a dependency on a public private partnership for the long term sustainability of urban tourism.

1.2 The Central Investigation of the Thesis

The thesis, therefore, investigates the availability of tourist behaviour and attitude surveys in Dublin and their usefulness and in particular their effectiveness as a tool for not only city tourism managers but other urban tourist stakeholder decision-makers. It is argued that an improvement in behaviour knowledge [of urban tourists] sought by urban tourist stakeholders would lead to an increase in the quality of that information. Appropriate and timely provision of urban visitor behaviour and attitude information is important because consumer choice determines consumer behaviour and therefore, it is argued, an increased understanding of this behaviour can significantly reduce management uncertainty for effective decision making among urban tourist stakeholder organisations.

1.3. Research Focus, Aims, Objectives and Questions.

A data availability and comparability gap exists in tourism research in Ireland that provides information on visitor behaviour and attitudes at a sub-regional level and in particular within an urban context. An increase in availability and comparability of this kind of data at this level, it is argued, will lead to more informed decision making among all stakeholder managers in urban destinations, which in turn may increase the likelihood of attracting the optimum tourist numbers and revenues to urban destinations and lead to the long term sustainability of the tourism product in a city such as Dublin.

The essence of the thesis is that equipped with urban, community and sector specific information on visitor behaviour and attitudes, destination managers and other destination stakeholders may add value to the urban tourist product, better manage that value and research the effect of that added value, which current national and regional surveys are limited in doing, at present, for urban destinations in Ireland.

1.3.1. Research Focus / Scope

This thesis will focus on the visitor behaviour and attitude information requirements of Dublin tourism stakeholders, the availability and recent improvements in urban visitor behaviour and attitude information and the usefulness of current and new models of information gathering which are intended to record and understand these visitor behaviour and attitudes in order to facilitate the promotion and marketing of Dublin.

1.3.2. Research Aims

1. To investigate how the provision and quality of information on urban visitor behaviour and attitudes in Dublin can best be achieved in order to optimise the benefits to the wider urban tourist stakeholder decision maker.
2. By investigating the aims and objectives of the survey providers and the methodological processes they advocate versus the information demands of stakeholder decision-makers, to develop

frameworks for discussion on decision making and stakeholder management with the intention of reaching an optimum balance of information provision on urban tourism, for the benefit of all urban tourism stakeholder decision-makers, and theorists.

1.3.3. Research Objectives

- To conduct a review of the literature on urban tourism research to identify research gaps and in particular to highlight the need for further research into information availability and comparability in urban tourism and the likely beneficiaries of such information. The reader will also be provided with an appreciation of the theory on visitor behaviour and attitudes as patterns repeat themselves throughout history into the present day.
- To conduct secondary research to identify the global, European and domestic environment in which tourism and travel develops and position Dublin within this context.
- To investigate the current availability of urban tourism data for decision-making in order to establish a baseline from which improvements may be measured using Central Statistics Office and Bord Fáilte publications as a baseline.
- To compare the research instrument from Wöber's (1998) *'F.E.C.T.O. City Survey'* model for an urban visitor survey with the baseline research instrument to assess whether or not improvements have been made in the availability of urban tourist information subsequent to its introduction.
- To assess the demand for urban tourism information in Dublin through an analysis of information demand in terms of essential, peripheral and superfluous information needs from among Dublin's tourism stakeholders both public and private.
- To assess any apparent improvement in the quality of information supplied by the *'F.E.C.T.O. City Survey'* model by analysing in a comparative way key variables within identified issues, arising from the assessment of urban tourism demand and variables and methodological

processes available from current surveys of use to the urban tourism stakeholder.

- To demonstrate to what degree the sample size for the *'F.E.C.T.O. City Survey'* is able to deliver quality information by comparing, through the use of statistical testing, an aggregated sample of North American visitors to a disaggregated sample.
- To provide a framework which will form the basis of a model for determining survey information availability and quality for urban tourist stakeholder decision-making and to provide guidelines for the management of urban tourism information among a city's eclectic mix of stakeholders.

1.3.4. Research Questions

With these aims and objectives in mind the following research questions have been posed:

Does a homogenous city survey such as the *'F.E.C.T.O. City Survey'* adopted by Dublin Tourism succeed in increasing the availability of tourist behaviour information in the city?

How can the information obtainable from such a survey serve the wider urban tourism stakeholder?

If an increase in the availability and quality of urban tourism survey information is commensurable with the ability of each survey to reduce management uncertainty for effective decision making among urban tourism stakeholders, to what degree can we say that a homogenised survey like the *'F.E.C.T.O. City Survey'* succeeds in improving the quality of visitor behaviour information for the wider urban tourism stakeholder?

How can we manage the different, sometimes conflicting, interests of stakeholders including the interests of survey providers while ensuring that an optimum number of stakeholders are involved in decisions regarding the collection of data and dissemination of public / private sponsored information?

If an improvement in data quality and analysis possibilities can be shown to occur as a result of using homogenised visitor behaviour and attitude survey data in an urban context and as a central research instrument in an information strategy, then this research should contribute to the argument that this type of approach should be adopted by other cities. In addition any improvement in the assistance currently available to tourism stakeholders for the purposes of developing tourist-oriented facilities and services, it is argued, would be welcome.

1.4. An outline of the Methodology Employed.

Initially this thesis provides essential background knowledge to the reader, including a brief historical introduction to tourism development. Chapter Four informs the reader about Dublin's tourism development in the context of changes in European and world tourism. This leads into the central focus of the investigation, which is divided into three chapters and three methodological *'Phases'*. *'Phase One'* in Chapter Five, explores the availability of urban tourism visitor information in Ireland and in particular Dublin. *'Phase Two'*, in Chapter Six, explores the demand for urban visitor information on Dublin and *'Phase Three'*, evaluates the methodological processes of the newly introduced Federation of European City Tourist Offices', *'City Survey Model'*, in terms of its ability to provide an increase in the availability and use of visitor behaviour and attitude information and the ability the survey has in reducing management uncertainty for effective urban tourism stakeholder decision making.

Since the *'F.E.C.T.O. City Survey'* model was adopted for *Phase Three* of this study the qualitative *'Phase Two'* of this investigation, serves the important role of uncovering specific information requirement needs of Dublin tourism stakeholders, which may be matched against the supply of urban tourist information in Dublin. Since this author adopted the *'F.E.C.T.O. City Survey Model'*, much of the practical aspects of the F.E.C.T.O. survey were completed before this author's research was initiated. Due to a heavy emphasis on research methodology in this thesis, Chapter Three will look in greater detail at the methodological design used.

.

1.5. The Literature and Theory

Morse (1991) puts forward the view that: 'A project must be theoretically driven by the qualitative methods incorporating a complementary quantitative component, or theoretically driven by the quantitative method, incorporating a complementary qualitative component'. Since this research is theoretically driven by a quantitative component the literature and theory therefore has been used in an approach consistent with the quantitative paradigm.

1.6. Overview of the Thesis

1.6.1. Chapter One

Chapter one lays out the Scope or focus of the study, its aims and objectives and research questions.

1.6.2. Chapter Two

Through an extensive literature review the reader may gain a comprehensive idea of the urban tourism phenomenon including trends, theories and various approaches to the study of urban tourism. An appreciation of the history of travel and the development of tourism is helpful in illustrating how understanding the traveller's needs, can make a difference to the prospects for travel providers. Patterns of traveller behaviour and provider's behaviour, theories of which were referred to in the literature review, can be seen occurring throughout history. Gaps in the research are also highlighted.

1.6.3. Chapter Three

Since methodology is an important part of the investigations involved in this thesis, an entire chapter has been devoted to elaborating on the reasons for choosing a mixed (quantitative and qualitative) design.

1.6.4. Chapter Four

The last decade has seen a phenomenal increase in tourists to Dublin. The marketing of Ireland and Irish destinations like Dublin has become a far more sophisticated affair requiring detailed strategy, responsive to the rest of the Irish economy. Developments in the European and global marketplace and detailed knowledge of one's customers are also important to the success of marketing Dublin. This chapter places Dublin's recent tourist development history in the context of the National Economy, the European Union, greater Europe in general and Europe within the global economy. The result should provide the reader with an appreciation of the various factors likely to influence decision making for both public and private Dublin tourism stakeholders. In addition the increasing need for information for and about the tourist should become more apparent particularly when one sees the actions undertaken by the Dublin Chamber of Commerce and Dublin Tourism, the Regional Tourism Authority.

1.6.5. Chapter Five

The first stage of the analysis, referred to as *Phase One* requires that a benchmark be established from which improvements in information availability and quality may be made. In *Phase One* all published Irish annual tourist surveys will be reviewed in relation to what information they provide and who uses this information. Two Bord Fáilte surveys of overseas visitors will then be reviewed and compared with particular reference to their use as an information provider for urban (such as Dublin) tourism stakeholders. As part of an examination of urban tourism information provision prior to the introduction of the *'F.E.C.T.O. City Survey'* model, an in-depth interview with Bord Fáilte's senior researcher is intended to clarify the situation regarding Bord Fáilte's place as a provider of tourist information and will place the available urban tourist information in the context of Bord Fáilte's overall *raison d'etre*. It will also provide an indication as to how and to whom an improvement in urban tourism information may best serve urban tourism stakeholders in Ireland.

1.6.6. Chapter Six

The Bord Fáilte *'Survey of Overseas Travellers'* singled out as the only overseas visitor survey to provide year round information at an urban or sub-regional level will then be compared with the *'F.E.C.T.O. City Survey'* to assess to what extent the *'F.E.C.T.O. City Survey'* succeeds in improving upon the existing urban tourist visitor behaviour and attitude information. As part of the investigation into the supply side of urban tourist survey information in Ireland, a second in-depth interview is conducted with the Federation of European City Tourist Offices Research Working Group's Technical Advisor, Dr. Karl Wöber in order to place the urban tourist information, emanating from the *'F.E.C.T.O. City Survey'*, in the context of the F.E.C.T.O. Research Working Groups' aims and objectives and his comments are woven into the argument.

1.6.7. Chapter Seven

This chapter will initially investigate urban tourism stakeholders', information demands through the *Phase Two* element of the investigation. *Phase Three* will examine the degree of compatibility between a typical sample of survey providers' aims and objectives and urban tourism stakeholder information demands for effective decision-making. Having established to what extent the *'F.E.C.T.O. City Survey'* model is capable of an improvement in urban tourism information provision in Chapter Six, *Phase Two* in Chapter Seven, will involve a qualitative explorative survey of urban [Dublin] tourism stakeholders and the results of the analysis will determine the analysis in *Phase Three.* The qualitative research will clarify the situation regarding current information use while at the same time highlighting the gaps in current information provision for Dublin tourism stakeholder organisations.

Phase Three of the survey will use organisational aspirations and objectives, identified in *Phase Two,* based around either a problem or opportunity to demonstrate through a critical analysis of methodology how effective the data resulting from the *'1999 to 2000 F.E.C.T.O. Visitor Survey'* is, in reducing uncertainty with regard to selecting a course of action for urban tourism stakeholders in Dublin especially where the overall sample is small. It will also provide a good indication as to what sorts of organisations are likely to benefit from such a model and which ones are less likely to benefit. Such a critical examination will highlight what changes may be required to make the *'F.E.C.T.O. City Survey'* better able to capture the sort of information that would increase the 'Quality' of information for all Dublin tourism stakeholders while at the same time retaining the *'F.E.C.T.O. City Survey's'* principal aim of providing inter-European comparability of city data. Descriptive analysis of the model and testing of some individual hypotheses along with comparisons of Bord Fáilte's survey possibilities may strengthen conclusions on how well the *'F.E.C.T.O. City Survey'* succeeds in satisfying this information demand.

1.6.8. Chapter Eight

A framework for determining appropriate choices in regard to urban tourism information sources will be put forward. Conclusions concerning the link between quality of urban tourism information provision and greater availability of that information among a wider stakeholder base will be drawn. Recommendations and suggestions for further research will also be put forward.

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CHAPTER TWO

REVIEW OF THE LITERATURE

2.0. Introduction

From the literature the reader should gain a comprehensive appreciation for the need for further scientific inquiry in the area of tourism research particularly in the area of urban tourism. It is intended that the reader also gains an insight into recent developments in the way researchers have attempted to understand the urban tourism phenomenon and the importance such information has for stakeholder decision makers involved in the development of cities and in particular the tourism business district or the marketing of cites in terms of a consumer product. Parts one to four of the literature review, that is to say 2.1 to 2.4, therefore illustrate how researchers, acknowledging the need for more research in the area of urban tourism and acknowledging the complexities of examining urban tourism, have begun to advocate the need for a multidisciplinary perspective with a product consumer approach. Part five of the literature review, that is to say 2.5, examines theories and concepts surrounding issues that impact on market segments. Part six examines theories and concepts relating to behaviour, attitude and motivation of tourists and theory surrounding the process of decision making, particularly among urban tourist stakeholders since this area is the principal focus of this thesis. It is argued that in order for successful decision making to occur amongst urban tourism stakeholder decision makers, timely delivery of tourist behaviour and attitude information is essential in deciding how best to market our, urban, tourism product to market segments. It is also important that one gain an appreciation of the repercussion decisions have for the development of cities and the local host population and the consequences for a sustainable urban tourism product. The literature also explores the drivers of change in people's attitude to travel and tourism.

2.1. A General Disregard for Urban Tourism Research

Ryan, (1997), provides us with a very comprehensive review of the literature on urban tourism. With reference to the neglect of urban tourism research he says that, 'urban tourism has largely been neglected in academic research with a few exceptions, namely; Ashworth, (1998); Law, (1993); and Page, (1995a)' Ryan, ((ed) 1997).

Very little attention has been paid to tourism in large cities. (Law, 1993:3) The lack of attention, Law states is, '...almost certainly down to contemporary fashionable methodological approaches.' (Law, 1993:3) One reason for this, is the invisibility of tourism as employment generated by tourism, '... does not appear within one Standard Industrial Classification order or heading and without detailed research it is difficult to estimate its importance.'

Page, in Ryan, (1997), states that although much more literature on the topic [urban tourism] is available than 10 years ago, this does not imply that urban tourism is yet, 'recognized as a distinct and notable area of research in tourism studies', (Page, in Ryan (ed), 1997:113). This is due to the, 'tendency for urban tourism research to be based on descriptive and empirical case studies,' and, 'This approach to tourism research does nothing for the contribution of theoretical and methodological understanding of urban tourism.' Cases are not related to, 'wider issues to derive generalizations and to test hypotheses and assumptions.'

Page quotes Ashworth, (1992:5) in Ryan, (1997), who argues that:

> Urban tourism requires the development of a coherent body of theories, concepts, techniques and methods of analysis, which allow comparable studies to contribute towards some common goal of understanding of either the particular role of cities within tourism or the place of tourism within the form and function of cities. (Ashworth, (1992:5) in Ryan, (1997:113)

However even recent commentators on urban tourism research, still point out the complexities that researching urban tourism holds for those prepared to investigate the phenomenon. Judd and Fainstein, (1999), warn us that, 'as a consequence of the intermixture of the global and the local, any attempt to capture the essence of urban tourism is difficult.'

2.2. The Complexities of Urban Tourism Research

Therefore the literature shows that there are many aspects to be considered when considering urban tourism research. It is Ashworth and Tunbridge's (1990) opinion that some researchers use limited methodological approaches, which are often simply descriptive or rely on empirical case studies. These researchers are not casting the net wide enough to contribute in any significant degree to the theoretical and methodological understanding of urban tourism (Ashworth and Tunbridge 1990). According to Page (1995) it appears that the multitude of facets to be considered, often demanding a multidisciplinary perspective, has sullied academics motivation to tackle the phenomenon of urban tourism. What follows is a description of what some of these facets are.

Firstly even if we have decided the origin and distance criteria for defining whom our tourists are, there is still the difficulty of defining tourist space as opposed to local space, tourist use and local use. Indeed the complexities don't stop there. At what point do the tourists irritate the locals and visa-versa the locals irritate the tourists? Where do we strike a balance? When do we know we've struck a balance between what the tourists want and what the locals want; what the tourists expect and what the locals provide; what is best for the country / region's economy as a whole and what is not; what is best for our environment and what is not and what is best for our heritage? (Shaw and Williams, 1994).

2.2.1. The Complexities - Spatial Research in Urban Tourism.

Law recognizes the complexities the tourism researcher has in distinguishing the locals from visitors and subsequently evaluating precisely the importance of the industry (Law, 1993:3).

Judd and Fainstein's, (1999), approach to this problem is to examine the large picture and close up view on 'Urban Tourism' through some essays that describe, 'the nature of urban tourism in general and capture the nuances of individual cities'.

They focus on the tourist versus the resident aspects of urban tourism. That is to say, the focus is principally on the relationship between residents and visitors and whether or not this relationship is respectful or demeaning to the providers. This is a common debate among academics with a spatial approach to examining urban tourism.

Judd & Fainstein, (1999), in their final concluding essay address the following key questions that arise from their deliberations:

- 'What are the spatial components of the tourist city? And; How much variation is there?
- How should we evaluate the effects of urban tourism on local populations? Do citizens benefit from tourist amenities, and is there equitable access to facilities? Does tourism maintain or undermine the local culture? Do tourist and indigenous uses support one another and intermix or does the tourist bubble constitute an isolated, secured fortress for outsiders? Is the relationship between residents and visitors respectful or does it demean the providers?' (Judd & Fainstein, 1999)

And their conclusions are that the 'the modes of competition – the construction of facilities, the marketing of a city – are quite similar from place to place.' But differences emerge in relation to the objectives that visitor's pursue. '... Sin in South Asia, family entertainment in Disney World, personal fortunes on the riverboats and in Las Vegas, spiritual redemption in Jerusalem, business and history in Prague and Boston, urban exotica in New York, sun, sand and ancient ruins in Cancun'. Tourism affords a variety of niches. The authors point out that travel also marks the culture of the place being visited which provides a reflected image of the local people which then leads to them conforming to that image. Travel and tourism also provides a globalized space within the local community. Regardless of how the social effect is evaluated the authors point out that leisure tourism provides people with opportunities for entertainment and officially sanctioned fun. Any critique of this should, the authors argue, be based on knowledge and not prejudice (Judd & Fainstein, 1999).

Page too, in Ryan, (1997:113), suggests that one reason why there has been a neglect of academic research of urban tourism is likely due to the complexities of analysing urban tourism. That is to say, how one is to desegregate the tourist/recreational from the non-tourist/recreational function of cities.

2.2.2 The Complexities - Tourist and Non-tourist interactions.

The literature reveals advantages and disadvantages of urban tourism growth and its uses. It also reveals the need to resolve the problem of desegregating the tourist/recreational from the non-tourist/recreational function of cities to evaluate this growth and use. It is being tackled in a systematic way to date but concerned observers are prompting further research.

2.2.3. The Complexities - Deciding who to count in.

Law (1996:4), states that, in a major urban area it is important to define tourists, visitors and locals. He says, 'Revitalization projects [for instance] with a strong tourism dimension have persuaded them [suburbanites] to return [to, usually, the inner city] but too narrow a definition would exclude them being defined as tourists. And how does one define a tourism project or attraction when tourist facilities are also being patronized by the local population'? Law points out that it is important under these circumstances, '...to have statistics on the origin of visitors to these facilities' (Law, 1996:4). Business tourists, for years the basis of city tourism in the past, have created demand for certain services which have had important repercussions for leisure tourism, which has become increasingly important in cities in recent years. (Law, 1996:4)

A review of the literature therefore shows that if we are to begin to tackle the problem of desegregating the tourist/residential from the non-tourist residential function of cities both for more accurate research purposes and to find a balance between the costs/benefits of urban development directed at tourists, we need to avoid a narrow definition of tourists and subsequently to have statistics on the origin of tourists as may be obtained from urban tourist surveys.

2.2.4. Simplifying the Complexities of Urban Tourism

A number of models simplify the complexities of the multidisciplinary approach for research areas, such as tourism development. Tourism development frequently touches on a number of disciplines, for instance, in an effort to gain a better understanding of Urban Tourism.

The literature shows that geographers and planners such as those mentioned in Page, (1995:11&12), Matley, (1976), Yokeno. (1968), Lundgren, (1982), Britton, (1980), Weaver, (1993), to name a few, have produced some good theoretical models with the intention of, 'simplifying the complexities of the real world...' as Page, (1995), describes it, '...into a logical framework which in turn might allow one to derive from it, generalisations of urban tourist development.' However there still remains little theoretically based research on urban tourism.

2.3. Advocating an Inter-Disciplinary Perspective.

The multi or inter-disciplinary approach has recently been advocated by authors such as Page, (1995), Law, (1993) and Ashworth and Tunbridge, (1990). The literature indicates that this has been spurred on largely as a result of the limitations in examining urban tourism's spatial geography. That is to say the difficulties of desegregating tourist use from local use, and the difficulties this causes for reaching any theoretical basis and general conclusions about urban tourism. Therefore a broader more complex approach has been advocated by authors such as Law, (1993), Ashworth and Goodall, (1990), Leiper, (1980) and others. However the complexity advocated here although it may appear to contradict with the above statement is, in fact, a positive advance on what has occurred before and this is simply by virtue of the fact that there are less limitations to the way the problem can then be looked at. The most prominent of these approaches would appear to be that of examining urban tourism in relation to, '...supply and demand and product and consumer', as in other industries (Ashworth and Goodall, 1990, in Law, 1993:6). Closely related to this would be to examine the tourist's experiences of the urban environment, their, 'Place Image' of the city/ urban environment visited and how they negotiate for themselves opportunities and needs based on their perceptions and motivations.

With such an emphasis on the complexities of urban tourism research, not everyone is happy with approaching the research problem from the viewpoint of one discipline. Page, (1995), points out that much have been written by geographers and quotes Hoyle and Pinder, (1992), as saying:

> Urban tourism has frequently been overlooked as a serious area of study since urban regeneration has been the main focus for many urban tourism studies such as the geographers'. (Hoyle and Pinder 1992: in Page, (1995:8-9).

Also tourism on its own is often considered, '...as a less significant element within the urban economy' (Page, 1995).

Ashworth and Tunbridge, (1990:4), are critical of the literature to date where tourism development, urban conservation and urban development have each spawned rapidly growing literatures but none of which really makes reference to the other. Subsequently the authors point out that the more or less self contained specialist groups of specialists each, '...has a partial view of our central topic...' and each '...has evolved its own working practices and terminology, sets of concepts and methods of analysis, institutional allegiances and professional justifications'.

Ashworth, (1992a) approaches the viewing of urban tourism concepts from three different perspectives (Page, 1995:10). These are simply the supply side of urban tourism, the demand for urban tourism and urban tourism policy.

Law, (1993), acknowledges that while, 'tourism is increasingly taught by subject specialists, it is also studied and taught by economists, geographers, planners and sociologists.

2.4. A Product / Consumer Based Approach.

Up to this point the literature on urban tourism has indicated a general acceptance of a multi-disciplinary approach to urban tourism research. One must however understand that services need to respond to urban tourism consumption demands. In addition suppliers need to strive to understand visitor motivations and behaviour patterns, to successfully satisfy visitor demands. As a way of coping with multi-disciplinary research, models are reproduced to allow for a clearer comprehension of the motivation and tourist behaviour theories put forward (Page, 1995). But our understandings may need to go deeper and so the buying process, the so called 'moments of truth' between customer and supplier and service quality may need to be evaluated carefully if supplier is to match consumer perfectly (Shaw and Williams, 1994). And finally we must not forget that the non-pleasure seeking urban tourist, if ignored or overlooked could greatly affect supplier optimum delivery of urban tourism demand (Judd and Fainstein, 1999).

2.4.1. Theories Surrounding the Consumer Based Approach.

Law, (1993:167), too points out that in many respects, '...tourism is the geography of consumption away from the home area.' Therefore understanding tourism is about how and why people travel to consume and this quest for understanding tourism and the effects of this understanding when examined from the point of view of consumption theory again reveals exactly the same type of phases or stages as they track changes in consumption behaviour. Law expands on this as follows:

> '...an important point about consumption is that as the standard of living rises for the individual, life becomes more than just meeting basic needs and buying essential goods. Non-essential consumption becomes more and more important and this can take many forms. Closely linked to these are the areas of educational consumption, consumption of actions that lead to confidence and self esteem by knowing and feeling part of world events and history and consumption as an individual's desire for escapism, fun and entertainment.' (Law, 1993:167)

Therefore, tourism's role in development or re-development in cities has been linked to the increased living standards for the individual and with this the trend to spend money on non-essential goods while also tapping into people's deeper psychological and sociological needs.

Recent work by Mullins, (1991:326), has found out that there is another way of looking at urban tourism development. This is through consumption of goods and services but in resorts and urban areas. The tourism development in this case is looked on as transitory. That is to say it is transitory in so far as growth is spurred on by tourists because of desires, (entertainment, eating out for example), rather than basic human needs. To fully appreciate this theory however one should have a sound grasp of urban sociology and its theory, (Page (1995: 11-12).

But what will often lead to the success or failure of urban tourism in the tourist-historic-city are secondary elements such as accommodation, restaurants, and entertainment venues. Law, (1993:126), says that the secondary elements, '...will influence the quality of the experience had by the urban tourist.'

The investment by the public and / or private sector in these secondary elements will, in turn, often contribute to urban regeneration (Law, 1993:126).

We should look, therefore, at the importance of tourism in the redevelopment of cities. The literature shows us that tourism occurs largely as a result of increases in living standards, which allow for this non-essential consumption to take place. It also frees up people to satisfy their education, confidence, escapism, fun and entertainment desires. For a good grasp of where one goes from here the reading indicates that a natural starting point is to understand how suppliers can relate to and respond effectively to this demand for urban tourism.

2.4.2. Understanding the Consumption and Supply Relationship of Urban Tourism.

The literature supports this author's thesis that understanding the consumption and supply relationship of urban tourism is essential for effective management of the urban product and that further research in this area is needed.

Within the last fifty years, viewing cities as places of consumption rather than production has become important to the concept of urban tourism in the tourist historic city. So it is services that often determine city and urban tourism development as Judd and Fainstein, (1999) testify:

> 'Once cities prospered as places of industrial production, and in the industrial era they were engines of growth and prosperity. On the eve of the twenty-first century, they are becoming spaces for consumption in a global economy where services provide the impetus for expansion'.

Judd and Fainstein, (1999), are among those who believe that the development of cities in the Western world today are now largely as a result of the demand for services since they are becoming places of consumption rather than places of production as of old. Judd and Fainstein, (1999), tell us that the boom in tourism is as a result of the increase in demand coupled with the efforts suppliers have made to satisfy this demand.

Page, (1995), points out that:

> The supply side variables within the context of the urban tourism system need to be analyzed to understand the interrelationships between the supply and demand for urban tourism and the interaction between consumers and the products. (Page, 1995:63)

And Page in Ryan, (1997), confirms the importance of the tourist consumer/tourist producer approach to examining the urban tourism phenomenon when he says that:

> Recent research has argued that one needs to understand the operation and organization of tourism in terms of the production of tourism services and the ways in which tourists consume the products in relation to the locality, their reasons for consumption, what they consume and possible explanations of the consumption outcome as visitor behaviour. (Page, in Ryan, 1997:)

So it is essential that suppliers understand this demand so that they are best positioned to take advantage of the opportunities that urban tourism provides. Therefore, if they are to have any chance of real success they must get to know and understand, as thoroughly as is possible, the tourist's motives, habits, attitudes and behavioural patterns. Although, Judd and Fainstein, (1999), warn us that, 'The tourists' motives are many and reasons vary and intermingle'.

2.4.3. The Consumer / Producer Approach, Viewed as a System.

Law, (1993), explains that there has been some discussion in the literature as to whether there is really a tourism industry at all as many firms supply both tourist and local with their product. Gilbert, (1990) is sited as one of these critics. As a result writers have avoided the term, *'tourist industry'* and rather examined the 'tourist system' as in Gunn, (1988). However Law too suggests that the tourist/visitor to a city is attracted by a product or products usually but not always perceived by the tourist as unique to that city and therefore it is worth examining tourism in relation to, '...supply and demand and product and consumer...' as in other industries, (Law, 1993:6)

Page, (1995), too, generally advocates that a more complex approach is required in trying to understand urban tourism. To this end he suggests that, for a framework of a complex understanding of the urban tourism phenomenon one needs to consider what type of urban tourism analytical approach is appropriate.

So with this in mind Page, (1995:17), points out that with so many different ways of conceptualising urban tourism one needs a framework, 'which incorporates a range of disciplinary perspectives'. The methodological approach suggested by Page, (1995:17), is a *'Systems Approach'*. (See Figure 2.1 – after Page, (1995:20). Leiper (1980), in Page, (1995), suggests a system is a set of elements or parts that are connected to each other by at least one distinguishing principle. In this case it would be the urban tourism phenomenon.

2.4.4. Mapping the Trend.

So far then, there is recognition of the need for research into the urban tourism phenomenon, that an interdisciplinary approach is recommended and that the phenomenon needs to be examined in terms of tourism consumption. Looking at it another way the literature indicates an apparent trend starting with an acceptance of the multidisciplinary approach, followed by a general acceptance that the approach should be consumer based, and that urban tourists should be broadly described in terms of their market. The market, as the literature shows, is necessarily broken down into various sub topics, issues or market segments which may be researched either on their own and then compared to the other issues / topics or may be researched together as two or more subject areas within the general urban tourism remit. For example, the areas of tourism motivation and behaviour patterns and tourist / local irritation are four areas, which may be treated separately, in pairs or combined into two groups for comparisons.

2.4.5. Market Segmentation.

Page (1995) suggests that defining the different markets for urban tourism is a useful start since there is such a diversity of tourists visiting urban areas. Operationalizing such a concept, he says, is complex as a result of a complex array of factors, which may affect the visitor experience. Therefore predicting tourist behaviour and tourist responses to particular situations can be very difficult. Page highlights the importance of a suitable conceptual framework in order to derive generalizations from individual case studies. The '*tourist experience of urban tourism*' is just such a concept (Ryan, 1997).

Figure 2.1. A Systems Framework for Analysing Urban Tourism

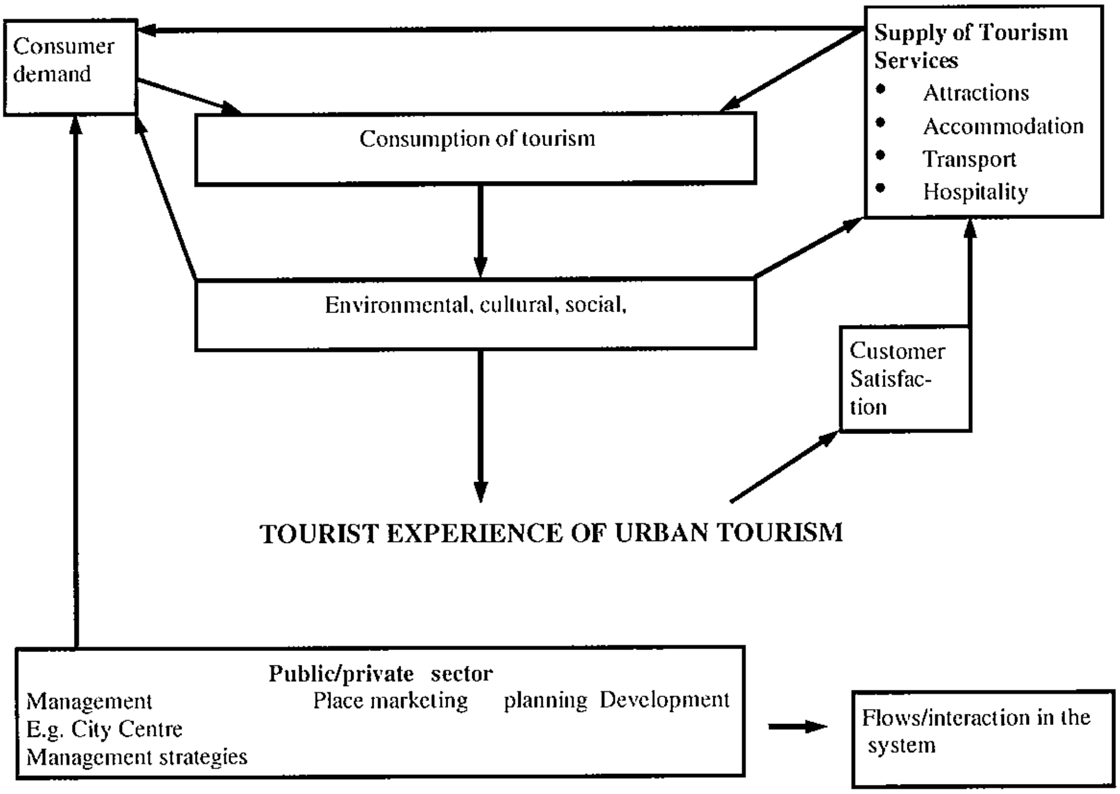

Consumer demand
Consumption of tourism
Supply of Tourism Services
• Attractions
• Accommodation
• Transport
• Hospitality
Environmental, cultural, social,
Customer Satisfaction
TOURIST EXPERIENCE OF URBAN TOURISM
Public/private sector
Management
Place marketing
planning
Development
E.g. City Centre
Management strategies
Flows/interaction in the system

Figure 2.1 A Systems framework for analysing urban tourism, after Page, (1995:20)

With this approach, (see Figure 2.1), it is argued, 'the complexity of the real world situation can be rationalised in a simplified model to try and understand how different elements fit together'. This Page, (1995:17) continues, reduces;

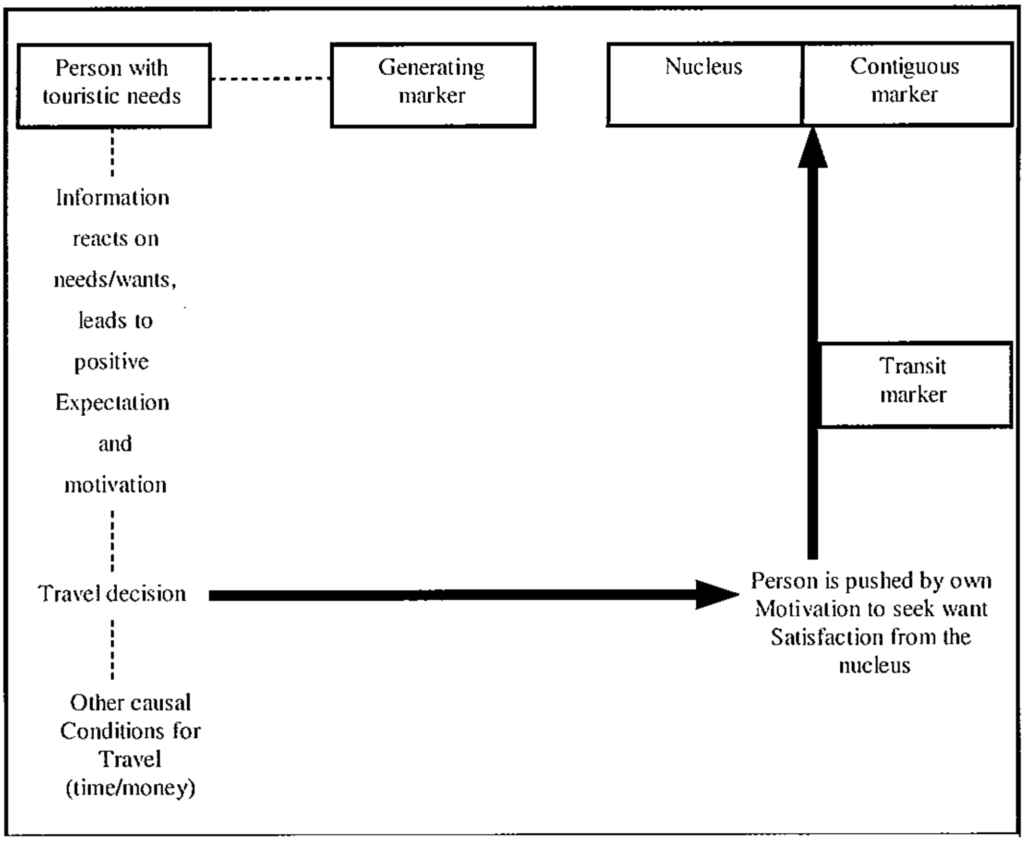
> '...the complexity of urban tourism into a number of constructs and components which highlight the interrelated nature of different factors affecting the system...' and '...such an approach also accommodates the multi-disciplinary nature of tourism studies, where by the broader issues

> and interrelationships can be synthesised into one framework regardless of approach or discipline'. (Page, 1995:17)

Finally, a systems approach also allows one to, 'trace the effect of different issues as well as identifying where improvements need to be made in the overall urban tourist experience' (Page 1995:17).

An additional framework worth recording since many urban tourism stakeholders are involved in the provision of urban tourism resources for visitors is Leiper's, (1990), theoretical framework for understanding the supply of urban tourism resources for visitors and is recommended by Page, (1995). His model of a tourism attraction system can be seen in Figure 2.2.

Figure 2.2. Information markers.


Person with touristic needs
Generating marker
Nucleus
Contiguous marker
Information reacts on needs/wants, leads to positive Expectation and motivation
Transit marker
Travel decision
Person is pushed by own Motivation to seek want Satisfaction from the nucleus
Other causal Conditions for Travel (time/money)

The Generating Marker is information received before setting out for the place where the nucleus is located; the Transit Marker is information received en route; the Contiguous Marker is at the nucleus. The diagram depicts how 'attractions' really operate: the tourists are literally 'attracted', 'pulled' or 'magnetised', but are motivated to experience a nucleus and its markers when a marker reacts positively with needs and wants.

Source: Based on Leiper (1990), quoted in Ryan, (1997) Thus, Page points out, an attraction system develops when the following become connected together:

- A person with tourist needs;
- A nucleus, (a feature or attribute of a place that tourists seek to visit);
- A marker (information about the nucleus) (Page, 1995:71-72).

A starting point for identifying different markets may be possible where visitor nights to a country are predominately urban based, as preliminary market segmentation can be inferred from this. However this leaves out those visiting friends and relatives for one thing. Some typologies can also be derived from market segmentation techniques used by marketing researchers (Ryan, 1997). What appears to be the most promising focus, Page suggests, is from Ashworth and Tunbridge, (1990), who prefer to approach the market for urban tourism, 'from consumer motives focusing on the purchasing intent of users, their attitudes, opinions and interests for specific urban tourism products' (Ryan, 1997). The result is a two-fold typology of: 'intentional users (who are motivated by the character of the city) and unintentional users (who view the character of the city as irrelevant to their use).' Ashworth and Tunbridge, (1990), identify four specific types of users:

- Intentional users from outside the city-region
- Intentional users from inside the city region (recreating residents)
- Incidental users from outside the city region (non-recreating visitors)
- Incidental users from inside the city region (non-recreating residents)

(Ryan, 1997:119)

This multi-use hypothesis advanced by Ashworth and Tunbridge, (1990) has been confirmed by other author's methodologies, namely Ashworth and Haan's (1986) examination of users to the tourist-historic city of Norwich and subsequently, in a geographical context by Getz, (1993) (Ryan, 1997).

As for the analysis of survey data for identifying market segmentation Page, (1995), informs us that the two most common research methods, are:

- Forward segmentation, and
- Factor and clustering techniques. [...see Clark, Clift, in Page, (1993)]

The most common form of segmentation, Page, (1995) points out, is demographic or socio-economic segmentation [...see Holloway and Plant (1988)].

Forward segmentation then is where the market predetermines the basis for segmentation based on the existing secondary research data.

Factor and clustering techniques involves sophisticated statistical analysis from, usually, visitor surveys where statistical techniques are selected, 'to cluster the variables around a series of common themes. The usual outcome is the identification of common groupings of tourists according to their behaviour, preferences and activities' (Page, 1995:41).

However it is probably worth mentioning other forms of segmentation in order to put the above forms of segmentation in a proper perspective and Page, (1995:40-44), provides an excellent explanation of each of these and hence his explanations are, by and large, quoted directly, albeit in a slightly abbreviated manner.

Demographic or socio-economic segmentation, 'occurs where statistical data such as the census are used together with other statistical information to identify the scale and volume of potential tourists likely to visit an urban area'. Specifically, most often, this is to group people, 'according to their income potential and propensity to spend discretionary time and income on travel' (Page, 1995:41).

Product related segmentation, 'occurs where the tourist market is identified in relation to the product available and the demand for it' (page, 1995:43).

Psychographic segmentation, 'involves the complex process of using socio-economic and life cycle data to predict a range of consumer behaviours or purchasing patterns associated with each stage' and '...this is further developed by examining the psychological profile of consumers to establish their traits or characteristics in relation to different market segments' (Page, 1995:43).

Geographic segmentation, 'is commonly used to assess the catchments, and accessibility of the destination to each market and their propensity to travel' (Page, 1995:43).

Purpose of trip, is a term used, 'to segment markets to distinguish between a number of simple categories of tourists such as day trippers, business travellers and visiting friends and relatives' (Page, 1995:43).

Behavioural segmentation 'is a relatively recent approach to identifying markets' says Page. He continues, 'it has been used in recent years by airlines to highlight frequent flyers and the particular marketing potential for cultivating a group of customers to maintain brand loyalty for a product by offering service enhancements where frequent use is made of the service' (Page, 1995:44).

Finally, *channel of distribution segmentation*, 'is used where other organizations...' (Such as travel agencies who receive commission on the sale of products and services) '...can assist in marketing the product to a distinct group of clients' (Page, 1995:44).

2.5. Urban Tourist Market Segment Influences

2.5.1. Business Districts.

Another idea regarding the post-Fordist city which Law, (1996) highlights, involves the concept of industrial districts. In some respects, Law says:

> 'The tourism districts appearing on the edge of the city centers fit into this pattern. The product, which the city offers, is a multi-faceted experience. Tourists may be drawn by the main attractions but they often patronize shops, restaurants and other facilities. Thus there is a group of producers who combine together in a small geographical area to

> offer the visitor a product. The more producers there are, the higher the quality of their offerings, and the stronger the linkages the better the product will be' (Law, 1996:10)

In an urban context accommodation providers will provide local restaurants with patrons and in turn patrons of local restaurants may very likely seek out local hotel accommodation and or facilities. In turn the local population will also use these services and more businesses will consequently move into this district to satisfy the burgeoning demand. As a result the general product is enhanced and throughout the local and visitor demand area, linkages also improve the product.

Law, (1996:11) states that, '...although tourism in cities is invisible...' which he says partly arises from the fact that many facilities are used by visitors and residents alike, visitors who, '...pay to use these facilities contribute to the viability of an amenity and thus safeguard its long-term use for residents.'

Law points out that positive spin-off of urban tourism are:

1. The product on offer is attractive to inward investors to a city, particularly from abroad.
2. Promoting a positive and distinct image of the city, which has a particular linkage benefit to firms, which may potentially be movers to that city.
3. Physical regeneration of cities
4. Tourism development is generally city centre based, the city centre being the most nodal and easily accessible part of a city (Law, 1996:12)

The disadvantages of urban tourism to urban development include the following:

- Tourism has a bad image of paying poor wages and attracting casual seasonal labour, although seasonality doesn't play a big part in cities.
- Focusing resources and attractions development on tourism may divert away from other social needs in the city.

In building a positive image of the city the negative aspects of the city may be played down or forgotten about and as, 'the amenities and environments which attract tourists are usually those of which appeal to middle-class values...' '...The values and lifestyles of the working class and those organisations that fight for them are therefore likely to be ignored and possibly downplayed in the life of the city' (Law, 1996:14)

A further disadvantage, which Law, (1996), highlights, is that; 'the costs of tourism in cities are often experienced at the local level. In cities where tourism is very successful or is very localized, particular areas may suffer from congestion, rising property prices, changes in the character of the area, including shops, which may result in conflicts between residents and tourists, and a sense of alienation on the part of the former' (Law, 1996:14).

One of the consequences of increased levels of urban tourists is added city congestion. An important aspect of this thesis will examine urban tourism stakeholders' awareness of the needs and views of city tourist and local community alike if prudent decisions are going to be made concerning the development of the tourism product.

Page, (1995), notes that it is important to remember that where tourism clusters in areas such as the 'Tourism Business District – T.B.D.', it is important to realise that the 'T.B.D.' is offering a distinctive blend of activities and attractions to the tourist and non-tourist alike and '...more research is needed to assess the extent to which the clustering of tourism and recreation activities can occur in cities without leading to incompatible and conflicting uses from such facilities'. (Page, 1995)

What ever angle one views the spectacle of urban tourism growth, whether it be caused by hierarchical means or post-Fordist development of '*Central Business Districts*', competing for tourism income is, usually, crucial to the future success or failure of a city. However, although it is important to realise the positive contribution that visitors can make to the long-term viability of city amenities for local residents, we must avoid each group [tourist and local resident] antagonizing the other and urban tourism stakeholders need to be cognisant of this fact (Page, 1995).

2.5.2. Other Urban Tourism Development Considerations.

Page, (1995), highlights the importance of carrying capacity. In order to assess long-term viability in any given area of the tourist-historic-city the concept of carrying capacity is used. According to Page, (1995), Canestrelli and Costa, (1991), used Linear programming to produce a mathematical model to calculate the carrying capacity and van der Borg (1991) attempted to establish environmental impact of tourism using carrying capacity.

Ashworth and Tunbridge, (1990), conclude that there is a need for tourism [in general] to be constructively channelled, to, '...maximise this urban orientation selectively, simultaneously easing pressure on open land recreation areas and manipulating the flow to match more equitably the carrying capacity of cities'. The authors refer to Butler, (1990) when they say that, this would, be a very positive contribution to a more sensitive 'alternative tourism', the attainability of which, is otherwise in question, (Ashworth and Tunbridge, 1990:263).

As for organisation and planning for urban tourism, Law (1993:153) advises that '...a coherent vision and determination over many years can achieve significant results.' Importantly here, one of the research gaps that Law, (1993), highlights is the lack of statistics on the strengths and weaknesses of a city and of the progress that the tourist-cities are making.

In addition Page, (1995) says, one can look at, 'the geographical patterns of tourism supply, following (Ashworth 1989), or the functions of tourism supply after Getz (1993a)', (Page, 1995)

When it comes to examining economic issues, Ashworth and Tunbridge, (1990), state that there is, '...a clear need for geographical analysis of the appropriateness and viability of a tourist-historic economy, relative to the larger economy of the community and the wider tourist appeal of its regional setting' and advise that, '...the solutions to the problems of excess demand lie in judicious increase in supply or in better management' but that tourist-historic development, '...offers very positive environmental potential.'

And finally in relation to this environmental potential, 'Clearly an optimum benefit / cost formula must be found, specific in detail to each city, for tourism to constitute an unequivocal net advantage for conservation' (Ashworth and Tunbridge, 1990:263). And 'Heritage tourism has played an important role in the justification of conservation and influencing the general climate of opinion, in its favour' (Ashworth and Tunbridge, 1990:261).

Therefore tourist carrying capacity, the economic multiplier effects and an optimum balance for heritage and environmental conservation must be carefully considered and ways found to measure and continually evaluate urban tourism for the optimum benefit of both resident and tourist.

Returning to our earlier train of thought, the consumer approach was identified as perhaps the best way of examining urban tourism within a multi-disciplinary focus. It was also pointed out that examining urban tourism markets and market segments is a good place to start. However within this rubric an important source of information for urban tourism stakeholders is that of the behaviour, attitudes and motives of visitors.

2.6. Urban Tourism Markets – Behaviours, Attitudes, Motivations.

Before taking a close look at writers' views on behaviour, attitudes motivation and the decision making process by both tourists but in particular urban tourist stakeholder decision makers it is worth taking a look first at theories put forward by the authors, Burton (1995) and Weaver and Oppermann (2000). This theory demonstrates how people's attitude to travel is driven by social change, irrespective of what time in history a society has developed.

Burton (1995), (see figure 2.3), identifies four phases that countries pass through in the development process and Burton's, (1995), *'Tourism Participation Sequence'*, illustrates how the phases relate to one another:

Burton's four phases of tourism participation

PHASE	ECONOMIC DEVELOPMENTS	TOURISM PARTICIPATION
One	Mainly subsistence-based and pre-industrial Rural, agrarian Large gap between poor masses and small elite	No mass participation in tourism Elite travel to domestic and international destinations
Two	Industrialising Rapid growth of urban areas Growing middle class	Widespread participation in domestic tourism Increased scope of international tourism by elite
Three	Almost industrialised Population mostly urban Middle class becoming dominant	Mass participation in domestic tourism, and increase in short-haul international tourism Elite turn towards long-haul international tourism
Four	Fully industrialised, 'high tech' orientation Mostly urban High levels of affluence throughout the population	Mass participation in domestic and international (long-haul and tourism

Figure 2.3 (After Burtons Four Phases of Tourism Participation, (Weaver and Oppermann, 2000).

Similarly, Weaver and Oppermann, (2000), refer to five generic factors that influence the growth of tourism. The generic factors are as follows:

1. *Change in income distribution*
2. *Social change and use of time*
3. *Change in demographics*
4. *Technological change*
5. *Political change*

2.6.1. Synopsis of the Theory

The first generic influencing factor shows how change in national and per capita income affects a population's propensity to partake in travel and tourism. Weaver and Oppermann's, (2000) second generic influencing factor concerns social changes and sees increased discretionary time, societies shifting perceptions of the use of time and the changing distribution of discretionary time affecting people's propensity to partake in travel and tourism activities.

Demographic transformations are a third generic factor that Weaver and Oppermann, (2000) suggest are associated with the later stages of the development process. These first three generic factors are marked by four stages that broadly align with each other in terms of tourism development. As the generic factors move onward through the four stages, Weaver and Oppermann (2000) argue, there is an increase in the propensity of the population to engage in tourism-related activities.

The Dark Ages were suggested as an example of a period in history when travel and tourism would have been restricted to very small wealthy elite, the first stage. The Ancients, (Mesopotamians, Greek and Romans civilizations), Medieval Europeans and societies during the time of *Renaissance* Europe would have seen a greater number of tourism participants as science and innovation led to the desire to travel to educate and broaden ones mind and it was suggested that there are identifiable aspects from the second and third stages of Burton's model, within the first three generic factors, among societies that lived through these periods in history. The Grand Tour of the aristocrats of the seventeenth and eighteenth centuries are a good example. Following the industrial revolution these **Tour**ists grew in numbers as the middle classes grew in numbers and were heavily influenced culturally and socially by what they saw, particularly the British, while the destination regions benefited economically with the development of specialised services for these **Tour**ists (Weaver and Oppermann's, 2000).

Finally those societies that saw large portions of wealthy citizens as in Ancient Roman times or almost universal wealth among its citizens such as present day Western Europeans would see the greatest number of a society's population partake in tourism activities. The change in employment law creating greater leisure time in the nineteenth and twentieth centuries was another driver of change in travel attitudes and could be said to fit into Burton's second and third stages. More recently the idea of packaging a holiday, begun by Thomas Cook in the late nineteenth century and the development of destination marketing coupled with cheaper access, a more educated workforce and generally more affluent societies, at least in the Western World can be identified as fitting into Burton's fourth stage.

Indeed technological advances and changes in political policy are also part of Weaver and Oppermann's (2000) third and fourth generic factors influencing tourism development and have, throughout history, repeatedly had a profound influence on a population's propensity to travel and partake in tourism activities. Train travel in the nineteenth century and air travel in the twentieth century are good examples of these.

But it is urban living that appears to have played a large part in tourism development. Higher levels of discretionary income and increases in the number of people who are educated, as well as lower family size, are associated with city living. As with Ur (Mesopotamia) and ancient Rome, concentrations of one's population in large urban areas appears to, '...increase the desire and tendency to engage in tourism' (Weaver and Oppermann, 2000).

It may be worth noting the following two facts, in the light of future city tourism. Firstly that older adults are able to, '...pursue an unprecedented, variety of leisure-time activities' and unfortunately, for the so-called 'Baby Boomers', those born during the era of relatively high fertility from about 1946 to 1964 in many Western countries, retirement may need to be postponed till they are into their mid-seventies. Within the last five years the Internet has become a driver of change in peoples attitudes to travel. This is partly because of the wealth of information available to the traveller on the one hand but is also due to the ease at which travellers can book travel and accommodation from almost anywhere they choose via a PC, Laptop computer and even mobile phone. (Weaver and Oppermann, 2000).

By recalling how similar factors influenced the growth of tourism throughout history, we may gain a better understanding of the part these generic factors play when examining the behaviour and attitudes of tourists today. It should be pointed out that societies may not go through Weaver and Oppermann's, (2000), first three generic factors sequentially or indeed through Burton's (1995) four phases but according to Weaver and Oppermann's (2000) present day examples, this is generally so.

When designing ones research in the present day and when casting a critical eye over other authors' research design and methodologies, distinguishing between tourism development characteristics common to generations of travellers and their hosts and those more specific to contemporary times is sure to be of value to all tourism stakeholder managers today and Weaver and Oppermann (2000) suggest that 'recognition of these timeless impulses and characteristics are valuable to the tourism manger of today'.

2.6.2. Motivation and Urban Tourist Behaviour Patterns.

An understanding of tourist motivation and decision making processes is important for a number of reasons, not least, say Shaw and Williams, (1994:75), because, '… it enables the identification of market segmentation and target marketing', important in the, 'commercial promotion of tourism and in tourism planning'. Shaw and Williams, (1994), have written extensively on motivation and provide a thorough review of the literature. They suggest that we recognise that the measurement of motivation is extremely problematic and this, they say, seems to be supported simply by observing that authors on this topic list a tremendous variation in number of motives to be considered. Shaw and Williams outline current motivational theories on tourist motivation. Crompton, (1979), conceptualises states of disequilibria or homeostasis which, 'can be rectified by taking a break away from the routine'. (Shaw and Williams, 1994:75). The four main components of Crompton's motivational theory are:

1. A state of disequilibria
2. Recognition of the need to break from routine behaviour
3. (a) Local leisure activities
   (b)Travel to friends and relatives
   (c)Business travel purposes
4. Recognition of motives determining nature and destination of the leisure trip, classified as either socio-psychological (PUSH FACTORS) or cultural (PULL FACTORS). (See figure 2.4).

Figure 2.4. The Dimensions of Tourist Motivation

Push factors

Motivation *per se* why people choose to take a holiday

- **Desire for something different**
- **Anomie in origin society**
- **Ego-enhancement, usually associated with relative status deprivation in an individual – a holiday offers temporary alleviation from this**
- **Peer pressure to take a holiday especially among the middle classes**

Pull factors

These refer to destination 'Pull', why tourists decide to visit a particular resort destination

(After Shaw and Williams, 1994:76).

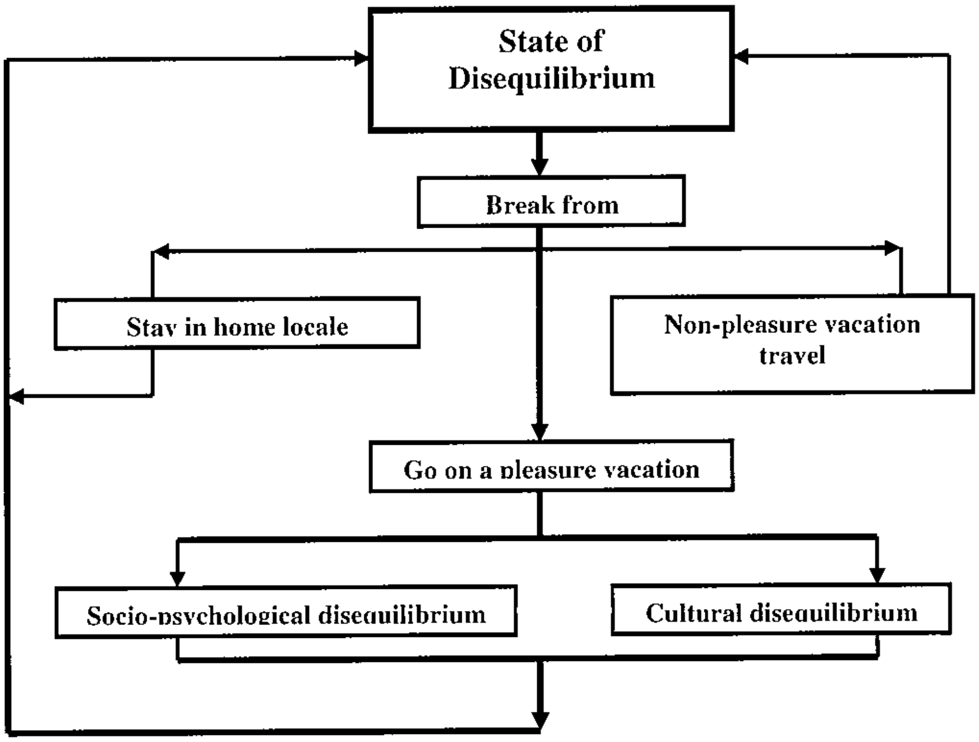
Shaw and Williams, (1994:76), argue that despite the critical issue of push/pull factors, within tourist motivation, any cross-cultural comparisons are lacking.

Judd and Fainstein, (1999), elaborate on this and in so doing point out that the tourist industry in responding to the push factor finds the means to provide the pull factors that will bring tourists in to their city. According to Judd and Fainstein, tourists seek distraction from the ordinary experiences of everyday life. For some, humour and amusement is their want, for others it is an '...immersion in the daily, ordinary, authentic life of a culture or place that is not their own...' and '...Thus the tourism industry is pre-occupied with shaping and responding to the desire for carnival-like diversion, on the one hand, and a yearning for extraordinary, but "real", experience on the other' (Judd and Fainstein, 1999).

A number of motivational theories have been put forward. Common to many of them seems to be a desire to break from one's normal routine. These are described in various ways and by a number of authors, namely push factors, for example: Dann, (1977), Shaw and Williams, (1994) (see Figure 2.4). Judd and

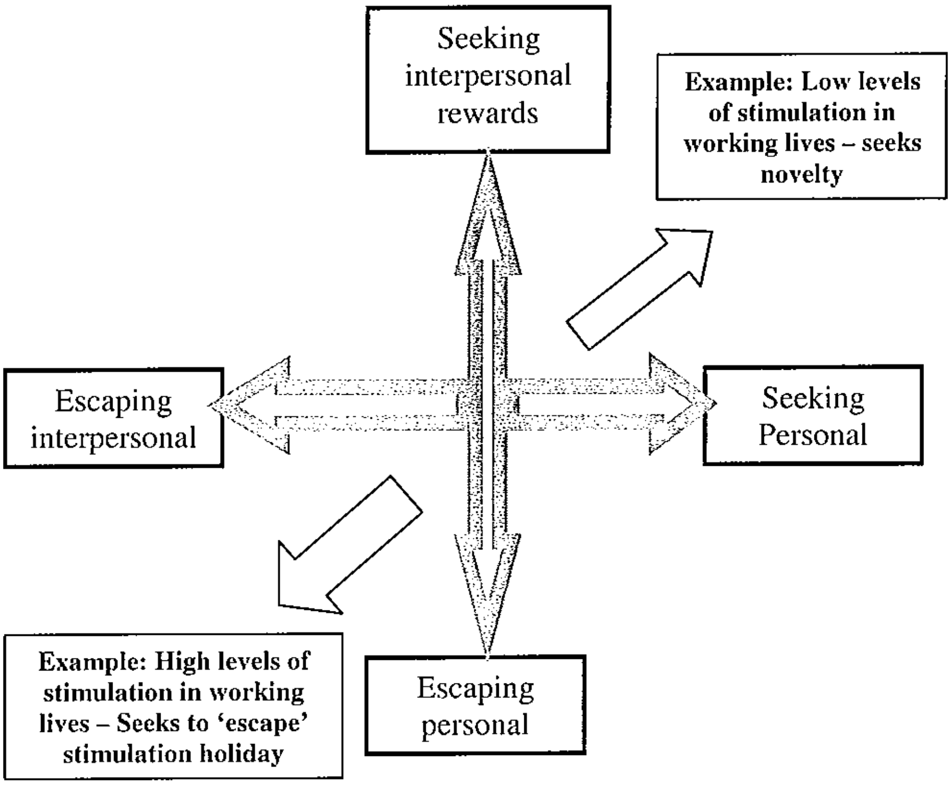
Fainstein, (1999)); escape factors, for example: Iso-Ahola, (1984), (see Figure 2.6); Also Mannell and Iso-Ahola, (1987)) demonstrating various responses to personal disequilibria, as described by Crompton, (1979) (see Figure 2.5) in one's life at any particular time. But there are also pull factors, otherwise described as seeking factors, for example: Shaw and Williams, (1994), (see Figure 2.4) in Judd and Fainstein, (1999). The following two figures illustrate this more clearly.

Figure 2.5. Possible Responses to Personal Disequilibrium.


State of Disequilibrium
Break from
Stay in home locale
Non-pleasure vacation travel
Go on a pleasure vacation
Socio-psychological disequilibrium
Cultural disequilibrium

Source: Crompton in Shaw & Williams, (1994:76).

Figure 2.6. The Escaping and Seeking Dimensions of Tourist Travel


Seeking interpersonal rewards
Example: Low levels of stimulation in working lives – seeks novelty
Escaping interpersonal
Seeking Personal
Example: High levels of stimulation in working lives – Seeks to 'escape' stimulation holiday
Escaping personal

Source: Shaw& Williams, (1974:77) after Iso Ahola, (1984).

The difference between the push / escape / response to disequilibria / and the pull / seeking factors Dann, (1977), has described as the need for travel, followed by the choice of destination. In addition one's occupational, socio-economic and interpersonal relations influence a person at home and at work, as illustrated in Figure 2.6. Personality and ego enhancement also have a bearing on one's motivations to travel too (Dann, 1977). And finally there are frequently hidden agendas (Krippendorf, 1987).

But the literature shows that one must also look at tourist motivation in relation to tourist typologies. Shaw and Williams, (1994:68), explain that from quite early on in the study of tourism, academics, mainly sociologists developed a, 'fairly close knit set of typologies of tourists, based on their travel characteristics and motivations', which also, they say, have important implications for the study of the impact of tourism on destination regions. Many of the typologies, Shaw and Williams continue, '...are based around identifying the significant traits of tourists and, in particular, their demands as consumers'. Psycho graphic research such as Plog's, (1987), 'can be used to examine tourist motivations as well as attitudes to particular destinations and modes of travel' and that the typologies such as Plog's (1972) allocentric, midcentric and psycho-centric typology are based on asking tourists about their 'lifestyles' or value systems, often through the use of, '...perceptual information derived from interviews' (Shaw and Williams, (1994:74)

However, although typologies are certainly useful they are not an infallible means of understanding tourists and, 'do not say enough about the detailed leisure activities and patterns of consumption indulged in by holidaymakers.' One must examine tourist behaviour patterns since they have an important impact on the structure of facilities within particular tourist developments as well as a definite bearing on tourist host relationships. (Shaw and Williams, 1994:74&80)

Shaw and Williams and other writers have suggested other forms of research, such as MacCannell (1976), who have, '...called for more detailed studies of how people experience tourist settings, so as to provide a better understanding of tourists'.

2.6.3. Approaches to the study of tourist behaviour.

Approaches to the study of tourist behaviour, have mainly focused on general tourist activities and tourist time-budgets as described by Cooper (1981) but Shaw and Williams, (1994:81), indicate that a closer analysis of tourist activities, indicates that there is more to peoples choice of activity than first it seems from a perusal of the initial data. Visitors experiences of other peoples and other places are simply different from the tourists themselves and Shaw and Williams cite Krippendorf (1987), as saying that there can be an interesting contradiction between tourist motives and actual tourist behaviour.'

Time-budgets allow an insight into variations over time and space and this area too has had far less published about it, according to Shaw and Williams, (1994:81). Nevertheless some interesting results have been published, such as

Pearce, (1982), Pearce, (1988b) and Cooper, (1981), showing that tourists behaviour does change over time and space.

However there are further issues that are important to attaining a comprehensive view of tourist behaviour and motivation that should not be forgotten.

The literature indicates that in endeavouring to satisfy the tourists' desires for personal rewards, satisfying, that is, the pull / seek factors, destination areas will project certain images and manipulate the media to influence what is often a long search process by the tourist since the travel experience or product on offer invariably involves a relatively large expense (Shaw and Williams, 1994:78). Therefore part of our understanding of tourist behaviour involves a detailed examination of the buying process.

2.6.4. The Buying Process.

As with other forms of consumerism there are stages in the buying process. However in the case of tourism the product is an experience rather than a tangible product and the buying process involves a relatively large expense and usually some advance planning. The, [often], long search processes are influenced by the media and also by the images projected of various destination areas (Shaw and Williams, (1994:78).

Judd and Fainstein, (1999), say that, 'Places are the basic products of the urban tourism industry but require markers, (information), or representation that, 'labels a site as a sight' and like any other consumer product, '...cities project a certain image and governments must frequently provide the infrastructure to attract and nurture the needs of tourists if this does not already exist'. Therefore one may assert that as the tourist is, in effect, a moving target, cities should, '... appeal to tourists' and that, '...cities must be consciously moulded to create a physical landscape that tourists wish to inhabit' and that '...constant transformation of the urban landscape to accommodate tourists has become a permanent feature of the political economy of cities' (Judd And Fainstein, 1999).

Service quality is another issue, which needs to be addressed, as tourists develop greater spending power, therefore become more discerning. Other reasons for paying increasing heed to service quality is the burgeoning international competition especially as more and more destinations become, increasingly accessible to, an increasing number of these discerning tourists.

2.6.5. Service Quality

'There is no universal definition of service quality in relation to tourism and service provision' (Page, 1995:234). This means that assessing quality in urban tourism is a complex affair. Parasuraman (1985) summarises the consequences nicely when he says, 'As a result, the customer's evaluation of the quality of the services and products provided is a function of the difference ('gap') between expected and perceived service' (Page, 1995:234). It is in this context that service quality is important for urban tourism. Gilbert and Joshi, (1992) highlight service quality as an area of urban tourism research where the, '...practical management of the 'gap' between the expected and perceived service', requires, '...attention by urban managers and the tourism industry' (Page, in Ryan, 1997:205).

Another point closely associated with service quality is 'the moment of truth'. This is that point when the consumer makes contact with the service they are expecting from the provider. Baum suggests that with the key concept of the 'moments of truth', which the travel customer encounters at their destination, research has focused on the management of the 'moment of truth' but not from the guests' perspective (Ryan, (ed), 1997:111). Page (1995) suggested that research should concentrate on the tourist producer and tourist consumer relationship but it would appear that all too often too much emphasis is placed on the views of the tourist producer without at the same time examining the tourist consumer before reaching a conclusion.

2.6.6. Selling to the Non-Pleasure Seeking Tourist.

Examining the behaviour patterns of business tourists and other non-pleasure-seeking tourists should not be overlooked. Earlier in this literature review, Judd and Fainstein (1999) highlighted how tourism amenities may be supported by urban tourists thereby ensuring their sustainability for local residents. However these authors highlight the importance of the extra spending power of the non-pleasure seeking tourists and subsequently their contribution to sustainable urban tourism development when examining the majority pleasure seeking markets. Putting it another way, the literature indicates that either as a marketer or urban planner, ignoring or inadvertently passing over the non-pleasure seeking tourist when examining motivation, behaviour patterns and other marketing issues or planning for sustainable tourism would be a mistake.

Non-pleasure seeking tourists therefore are also part of the urban tourist phenomenon. Judd and Fainstein, (1999), point out that although business travellers do not constitute a majority of tourists they have high spending power and most importantly in the context of urban tourism studies; '...business travel, because of the concentration of offices in metropolitan areas and, still to a great degree, within the city centres, contributes especially to urban tourism' (Judd and Fainstein, 1999). Conventions and conference meetings also tend to attract high spenders and although these are sometimes held outside urban areas, nevertheless, '...cities offer unrivalled groupings of amenities, accommodations, economic and cultural activities and meeting venues' (Judd and Fainstein, 1999).

2.7. Information for Urban Tourism Stakeholder Decision Making

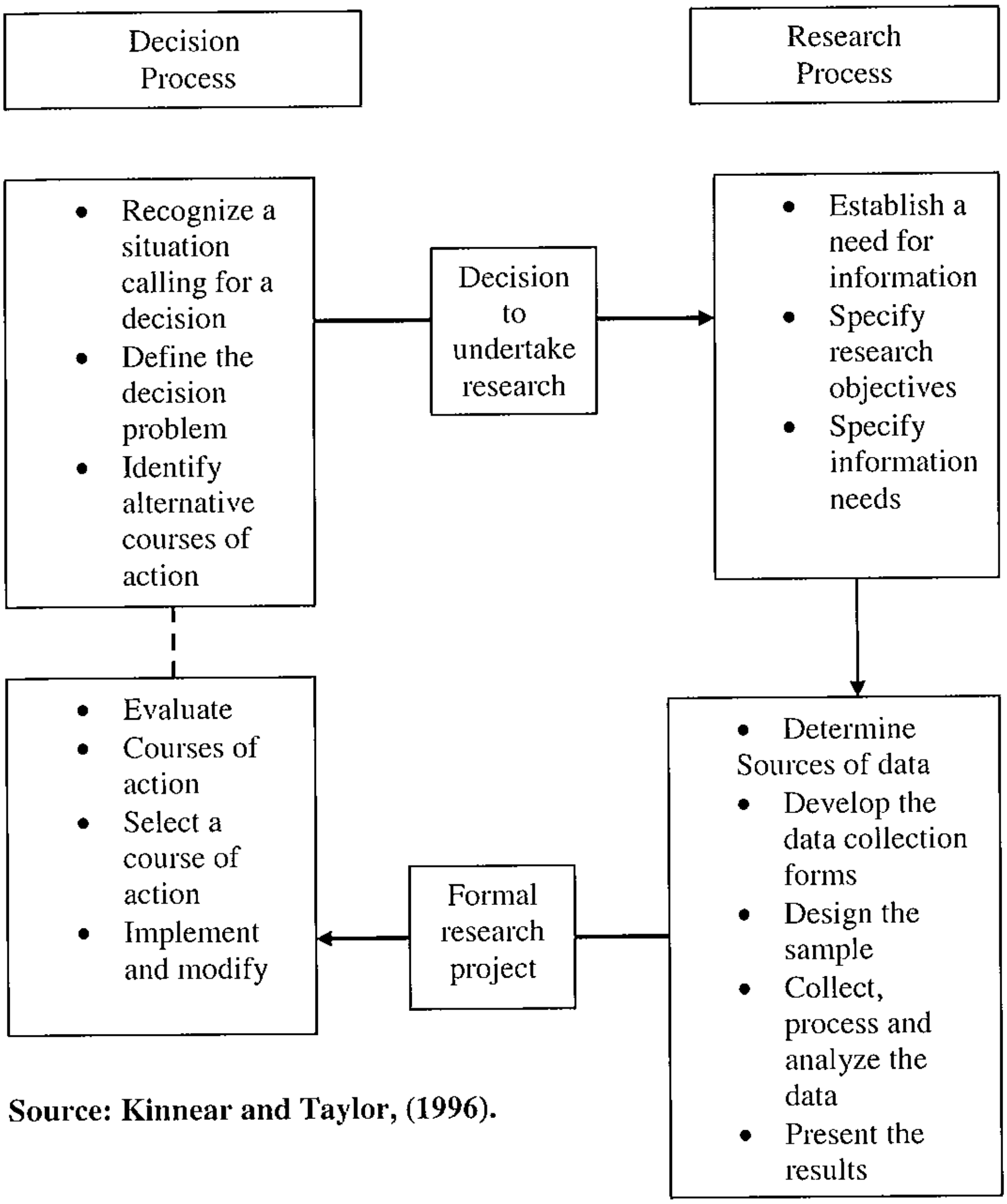
2.7.1. Introduction

A review of the literature on the link between the decision process and research process is important in order to gain an appreciation for quality information necessary for effective decision-making.

> 'The decision-making process and the management process are often considered to be synonymous. An organisation's well being is dependant on the wisdom of the decisions made by its managers. When confronted with decision situations where the setting is unique, the

manager turns to a formal approach to decision making called the decision making process' (Kinnear and Taylor, 1996).

Figure 2.7. Links between the Decision Process and the Research Process


Decision Process
Research Process
• Recognize a situation calling for a decision
• Define the decision problem
• Identify alternative courses of action
Decision to undertake research
• Establish a need for information
• Specify research objectives
• Specify information needs
• Evaluate
• Courses of action
• Select a course of action
• Implement and modify
Formal research project
• Determine Sources of data
• Develop the data collection forms
• Design the sample
• Collect, process and analyze the data
• Present the results

Source: Kinnear and Taylor, (1996).

However Kinnear and Taylor, (1996) point out that the analysis leading to the decision to undertake research is also critical to the success of the research project and in marketing research, 'this preparatory activity should establish an effective link between the early stages of the decision process and the research process...', therefore '...the relevance of the research findings to the information requirements of management is established at this stage'. Figure 2.7, illustrates the nature of this link.

What largely determines the quality of information is determined therefore by the quality of the preparatory activity undertaken preceding the decision to undertake research. Defining the problem or opportunity in precise terms and carefully accessing the information needs required for decision making also largely determine the success of the research project.

This preparatory activity is made up of three essential elements namely: (1) recognition of a decision situation, (2) definition of the decision problem, and (3) identification of alternative sources of action. Further steps in the decision making process include: (4) evaluating courses of action, (5) selecting a course of action, and (6) implementing and modifying the action (Kinnear and Taylor, 1996).

2.7.2. Recognition of a Decision Situation

'The decision maker's task is to respond to symptoms and analyse the underlying problems and opportunities to determine whether a situation is present that calls for a decision'. If the answer is affirmative, the decision maker proceeds to the development of a clear statement of the decision problem and identifying alternative courses of action (Kinnear and Taylor, 1996).

2.7.3. Definition of the Decision Problem

Kinnear and Taylor, (1996), point out that, 'A clearly defined decision problem has two components: (1) a thorough understanding of the objectives surrounding the decision situation, and (2) a statement of the problems and opportunities present in the decision situation'. A decision problem exists when management has an objective to accomplish and is confronted with a situation involving two or more courses of action to reach the objective. In addition uncertainty must exist regarding the best course of action' (Kinnear and Taylor, 1996).

A problem refers to those independent variables that cause the organisation's performance measures to not meet objectives. There may also be opportunities within organisations rather than simply problems to overcome. Opportunities refer to the presence of a situation where, 'performance can be improved by undertaking new activities which may result in even higher objectives by the organisation' (Kinnear and Taylor, 1996).

The process of identifying problems and opportunities is called situational analysis. Its purpose is to analyse the past and future situations facing an organisation to uncover those variables that cause poor performance or present opportunities for future growth' and '...a diagnosis and a prognosis must be made of the marketing program and situational variables in the marketing system' (Kinnear and Taylor, 1996).

2.7.4. Identification of Alternative Courses of Action

According to Kinnear and Taylor, (1996), 'the management decision can be no better than the best alternative under evaluation. Creativity is needed to identify innovative and highly effective courses of action and exploratory research can be especially helpful in identifying innovative courses of action'.

2.7.5. Evaluating Courses of Action

'Once alternative courses of action have been identified by a manager the next step is one of evaluation' (Kinnear and Taylor, 1996). Information currently available through the market research system may be one of these sources and would include, in Ireland's case, Bord Fáilte and C.S.O. information and any other visitor behaviour and attitude surveys such as the F.E.C.T.O. Pan-European homogenised city survey that might be available to the Irish tourism stakeholder either now or any time in the future.

Kinnear and Taylor, (1996), point out that the value or benefit of research is typically, 'commensurate with the ability of research information to reduce the management uncertainty regarding the selection of a course of action. Once this information has been obtained and presented in a meaningful format, the manager can proceed to the final stage of the decision making process, namely, the selection of a course of action and the development of a plan for implementation'.

This type of research study, which is designed to evaluate alternative courses of action, is called conclusive research.

2.7.6. Conducting the Organisations Own Primary Research

Where the research system fails to provide the information needed for decision-making a research process needs to be initiated from within the management of the organisation where the problem or opportunity was first identified. It is worth considering what the normal course of events is when conducting primary marketing research. First of all, for quality information it is enormously beneficial if the decision maker is, 'actively involved in formulating the research objectives and in specifying the information needs, because only the decision maker has a clear perspective on the character and specificity of the information needed to reduce the uncertainty surrounding the decision situation. Failure to involve the decision maker in this regard can severely hamper the success of the research project' (Kinnear and Taylor, 1996).

Not only should the information needs be complete before data is collected but the most appropriate form of analysis should also be identified before the collection of data. The research design and analysis choice is aided too by visualising the research findings in advance. In addition setting out decision criteria before data collection acts to reduce management conflict by providing the rules for selecting among courses of action, given various data outcomes, which often involves setting up a series of *"if then"* statements, (Kinnear and Taylor, 1996).

2.8. Conclusions

From the literature review the reader should be able to appreciate that there is a discernible trend among authors, such as Law, (1993), Page, (1995) and Ryan, (1997), in their approach to understanding the urban tourism phenomenon. In particular they advocate a newer more synergetic approach to urban tourism research.

The first stage is recognition that there is a huge gap in tourism research, namely the urban tourism phenomenon. It is acknowledged that many researchers have probably shied away from this area because of its complexities.

In part the general disregard for urban tourism research has been due to the complexities in desegregating tourist use of cities from local use. In particular intentional and incidental use by outsiders and locals of the urban tourism *'Product'* has been difficult to evaluate accurately enough to come up with general conclusions and theories.

Secondly the trend indicates that as a first step to understanding the urban tourism phenomenon the research should take on a multidisciplinary perspective. Page, (1995) and Ashworth and Tunbridge, (1990) are among such advocates. Now this can create other complexities in the approach but the difference here is that understanding how each facet of the subject under study interconnects with any other facet leads to a clearer more holistic view of what is happening.

Thirdly from most of the writers quoted in this review, in particular Law, (1993), Page in Ryan, (1997), and Judd and Fainstein, (1999), one can see that they explore the urban tourism phenomenon by looking at various aspects of, '...how and why people travel to consume', (Law, 1993). A key point then is to examine the urban tourism phenomenon in terms of consumption and to understand the different tourism market segments for a particular city, (Page in Ryan, 1993).

The various market segments, however, require their own research focus in order to build up a complete picture of the market visiting a particular city or cities and it is often while looking at these that the inter-disciplinary approach comes into its own. An example of these sub-issues worth focusing on in an effort to understand the general market would include tourist motivation and behaviour patterns. It would also include consumer / supplier *'moments of truth'*, service quality, tourist attitudes and perspectives, tourist / local interaction, socio-economic and environmental impacts of tourism on a city, city planning policy and carrying capacity, all of which have some influence on market segments and their use in the city. The trend in the literature shows that by using this approach, often in an inter-disciplinary way, we will gain a deeper understanding of the urban tourism phenomenon.

Frequently it is while authors are describing their research into these sub-topic areas that other research gaps have been identified, as pointed out by Page in Ryan, (1997), Page, (1995), Law, (1993) and Baum in Ryan, (1997).

A number of other research gaps have been identified in the literature including the following:

Gilbert and Joshi, (1992), as quoted by Page, in Ryan, (1997), highlight the importance of further research into the practical management of the 'gap' between the expected and the perceived service of urban tourists. Law, also (1993), highlights a lack of statistics on the strengths and weaknesses of cities and the progress that the tourist-cities are making. And Page, (1995), suggests that more research be carried out on *'Tourism Business Districts'* and to what extent, 'clustering of tourism and recreation activities can occur in cities without leading to incompatible and conflicting uses from such facilities', (Page, 1995).

Therefore issues around consumption, theories of motivation, issues around tourist behaviour and tourist supplier relationships, calls for detailed studies along with theory and modelling of tourist behaviour patterns.

The literature reveals that an important step appears to be the need for a framework to collate all this information together and Page, (1995:20) suggests just such a framework namely the *'Systems Framework for Analysing Urban Tourism Demand'* (Page in Ryan, 1997). Page, (1995) also recommends a suitable framework for understanding the supply of urban tourism resources, such as visitor attractions. Kinnear and Taylor, (1996) too provide a framework for examining the links between the decision making process and the research process. It is intended at the end of this thesis to present another framework as a tool for evaluating urban tourist information choices suitable for urban tourism stakeholder representatives in order to improve decision-making.

One needs to identify and understand the market segments for the various urban tourism markets. In particular and a central argument of this thesis purports this to be necessary. We need to establish a better understanding of urban tourism visitor behaviour patterns as well as visitor expectations as a key decision making tool. The result should be a better understanding of facilities and services for the urban tourist, as well as an understanding of the leisure tourism market and visitor's perceptions and subsequent consumer behaviour patterns. This in turn should lead to better management of urban tourism in tourist-historic-cities. Investigating the availability and quality of this type of information for the benefit of all urban tourism stakeholders is a research gap area worth pursuing and therefore this thesis sets out to fill this gap.

In the next chapter, since an evaluation of survey methodology is central to this thesis a detailed examination of the proposed methodologies used to put forward this thesis is necessary and will be dealt with in a thorough way.

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CHAPTER THREE

PURPOSE AND METHODOLOGIES

3.1 Purpose of Investigation

This thesis puts forward the argument that an increase in the quality of urban tourism information is commensurable with the ability of each survey to reduce management uncertainty for effective urban tourism stakeholder decision-making and that through judicious management of the information an optimum number of stakeholders can benefit from the available surveys in a more cost effective way.

Research can be divided into four broad categories according to the purpose for which it is conducted. These broad categories are descriptive, exploratory, and theoretical and applied research (Reaves, 1992). Much of the initial research is descriptive and largely from secondary sources. Preliminary analysis of data is also usually descriptive. The purpose of exploratory research, which in itself is largely descriptive, is to investigate phenomena or situations that are not familiar (Reaves, 1992). However it also attempts to understand or explain a situation. The inclusion of an exploratory qualitative survey, in this research design, of both public and private urban tourism stakeholders in Dublin will lead to responses concerning their information needs for effective decision making. The results of this will pave the way for the applied (evaluation) research to be used later. 'Applied Research' is any research aimed at solving real-world problems or making practical decisions about actions in actual situations and 'Evaluation Research' focuses on the effectiveness of some program or treatment, for the purposes of determining how the program is working or how it can be improved (Reaves, 1992). The result of the exploratory research will lead to a more focused evaluation of the F.E.C.T.O. research process as a means of providing quality information for urban tourism stakeholders. A forth category is theoretical research whose main purpose is to test and evaluate theories by finding causal relationships among variables (Reaves, 1992).

However to begin with, in order to demonstrate any improvement in information provision over what was available prior to the introduction of the F.E.C.T.O. survey, an assessment will be made of the Bord Fáilte and C.S.O. tourist information in order to establish a benchmark upon which any improvement in information quality may be measured. This is referred to as *Phase One* of the analysis and will involve secondary research of Bord Fáilte and C.S.O. documentation followed by an in depth qualitative interview with the chief research officer in Bord Fáilte in order to gain a deeper understanding of the organisation's sense of duty to urban tourism stakeholders and its organisational objectives in respect to information provision.

Following the establishment of a baseline, through secondary research, from which to measure increased availability of urban tourist information in Dublin, the next step will be to conduct primary research. In order to demonstrate how effective the available urban tourism survey information on Dublin is in reducing uncertainty with regard to selecting a course of action, a qualitative survey will be carried out in what is referred to as *Phase Two*. This will yield examples of urban stakeholder issues that will provide structures for a critical analysis of the methodology used in Bord Fáilte's '*Survey of Overseas Travellers*' and Dublin Tourism's homogenous model of an urban survey, the '*F.E.C.T.O. City Survey*'. *Phase Three* will examine more closely the contribution and capabilities of the 'F.E.C.T.O. City Survey' as it stood in the year 2000.

The result of this analysis will be to identify gaps in urban tourism information provision and provide a better understanding of the likely benefits of improved availability and year on year comparability of visitor behaviour and attitude information in an urban district such as Dublin. It will also indicate more clearly which urban stakeholders may benefit most from the surveys and perhaps point out the sort of organisations, which could benefit greatly from the surveys but who, so far, grossly under use the information. A critical analysis should also highlight weaknesses and threats to providers' survey models especially where survey providers' goals are incompatible with the majority of urban tourism stakeholders.

Upon completion of this the following questions might be asked:

1. To what degree is information on [urban tourist] consumer choice, which determines and provides a commentary on consumer behaviour, (obtained from the Bord Fáilte and Dublin

Tourism surveys) able to go beyond providing information to fit survey providers own marketing agendas and benefit the wider body of urban tourism decision makers?

2. What can be done to the Bord Fáilte's *'Survey of Overseas Travellers'* and Dublin Tourism's *'F.E.C.T.O. City Survey'*, to increase the quality of urban tourism information in Dublin and contribute to new theories on consumer behaviour?

The Dublin Tourism urban survey, referred to above, was compared with Bord Fáilte's *'Survey of Overseas Travellers'* to examine these two questions. Throughout the text it is referred to as the *'F.E.C.T.O. City Survey'* and is a model of a homogenised urban visitor survey. It consists of a sample of 1000 Dublin visitors, interviewed over a twelve month period and weighted to reflect known tourism flows and percentages of Ireland's foreign markets and was carried out between April 1999 and March 2000. Comparisons were made between the availability of urban tourism information and demand for this information. The potential for producing quality information and facilitating applied research is provided and as a way of demonstrating one of the major shortcomings of the *'F.E.C.T.O. City Survey'* namely the small sample size, one issue derived directly from the qualitative data in *Phase Two* of the study has been picked out for detailed examination. In this detailed examination quantitative methods of ensuring reliability and validity were used to illustrate how the potential for a new and original marketing method and potential for developing new visitor behaviour theory might be met by instigating small changes in the design of the *'F.E.C.T.O. City Survey'*.

The central premise of this investigation was whether or not an urban tourism survey such as The Federation of European City Tourist Office's survey, succeeds in improving the quality of visitor behaviour and attitude information in the city of Dublin and to what extent this can contribute, and bearing in mind the opinion of Dublin tourism stakeholders, to better quality decision-making and added value for all providers of tourism products and services for Dublin.

3.2. Methods

3.2.1. Secondary Research

The examination of the historical development of travel and tourism, through secondary sources, was important to this study because of the need to highlight the link between tourist behaviour and attitudes and the successful development of the tourism product when and wherever traveller's needs and desires are understood best. It also demonstrated theories on travel due to distinct patterns of behaviour, which have repeated themselves over the centuries.

It was also important that one appreciates what has lead to increased pressure on tourism stakeholder decision makers in Dublin, through understanding the recent developments that have lead to the success of the current Dublin tourism product in the context of the Irish domestic environment and European and World tourism market environments. Prior to conducting primary research in the form of the *Phase Two* (qualitative) and *Phase Three* (quantitative) research and critical analysis, secondary research was conducted on Bord Fáilte and Central Statistics office, (C.S.O.) surveys and in particular their uses for urban tourism information provision in order to establish a benchmark from which any improvement in information quality might be measured.

3.2.2. Primary Research

3.2.2.1. Combined Qualitative and Quantitative Design

Creswell, (1994) cites Campbell and Fisk's psychological study in 1959 as an example of one of the first occasions when more than one method was used in research. By 1978 Denzin used the term *triangulation*, a term similarly used by military strategists, 'to argue for the combination of methodologies in the study of the same phenomenon' (Creswell, 1994). Jick, (1979) explains *triangulation:*

> The concept of triangulation was based on the assumption that any bias inherent in particular data sources, investigator, and method would be neutralized when used in conjunction with other data sources, investigators, and methods (Creswell, 1994).

A combined method study is one in which the researcher uses multiple methods of data collection and analysis which may involve *'within methods'* approaches, such as different types of quantitative data collection strategies such as the survey and experiment or *'between methods'* approaches, drawing on qualitative and quantitative data collection procedures such as a survey and in-depth interviews (Jick, 1979 in Creswell, 1994).

In addition Creswell, (1994) has found a number of other authors in the literature who have suggested additional reasons, apart from *triangulation,* to combine qualitative and quantitative methods, including Greene, Caracelli, & Graham, 1989; Mathison, 1988; Swanson, 1992. Green et al. (1989) advanced five purposes for combining methods in a single study:

- Triangulation in the classic sense of seeking convergence of results
- Complementary, in that overlapping and different facets of a phenomenon may emerge (e.g., peeling the layers of an onion)
- Developmentally, wherein the first method is used sequentially to help inform the second method
- Initiation, wherein contradictions and fresh perspectives emerge
- Expansion, wherein the mixed methods add scope and breadth to a study

(Creswell, 1994).

However a paradigm debate has since ensued as to whether or not one can combine the two paradigms, (qualitative and quantitative methods) at all phases in the design process. That is to say many would question whether aspects of the design process other than methods such as the introduction to the study, the literature and theory, the purpose statement, and research questions could also be drawn from different paradigms in a single study? Even Greene et al. (1989) stopped short of suggesting how one might combine the two paradigms at all phases in the design process (Creswell 1994). However this study does not combine both paradigms at all phases of the study but rather attempts to use both paradigms in the most efficient manner.

Although written some time ago when qualitative research was very much viewed as a relatively minor methodology and was in fact referred to at that time as *nonquantified* data, nevertheless the following view from Selltiz et al., (1964:435), still goes some way to supporting the use of mixed methodologies in the manner used in this study where one is working from a predominantly qualitative paradigm:

> The inspection of *nonquantified* data may be particularly helpful if it is done periodically throughout a study rather than postponed to the end of the statistical analysis. Frequently, a single incident noted by a perceptive observer contains the clue to an understanding of a phenomenon. If the social scientist becomes aware of this implication at a moment when he can still add to his material or exploit further the data he has already collected, he may considerably enrich the quality of his conclusions (Silverman 2001).

Hammersley, (1992a:163) too has the following to say about mixed methodology research:

> We are not faced, then, with a stark choice between words and numbers, or even between precise and imprecise data; but rather with a range from more to less precise data. Furthermore, our decisions about what level of precision is appropriate in relation to any particular claim should depend on the nature of what we are trying to describe, on the likely accuracy of our descriptions, on our purpose, and on the resources available to us; not on ideological commitment to one methodological paradigm or another (Silverman, 2001)

Apart from the qualitative survey termed, *Phase Two* in this study, qualitative methods were also used to add more depth to the secondary research, that is to say the interview with Bord Fáilte's chief researcher and the interview with Dr. Karl Wöber, technical advisor to the Research Committee of the Federation of European City Tourist Offices. The results of this provided this researcher with additional information, enabling structured questions rather than unstructured questions to be used in *Phase Two,* the principal qualitative research used in this study. In fact the research uses a slight variation on a methodology known as *Sequential Triangulation* (Morse, 1991). Here the researcher normally '...conducts two phases, of the project, with the results of the first phase essential for planning the next phase' that is to say the first questions of *Phase One* are completed before the questions of *Phase Two* are raised (Morse, 1991 in Creswell, 1994). However in this case, although the study is sequential and although the findings of the qualitative and quantitative phases are reported separately the qualitative phases nevertheless remain the dominant paradigm in use with the quantitative paradigm there to provide direction and reinforce the findings resulting from the critical analysis in the qualitative study.

3.2.2.2. Validity and Reliability

Since the latter half of the analysis involves examining hypotheses testing it is worth defining the terms of validity and reliability. Types of validity and a discussion on which types come in to play in this study are explained. The term *'validity'* '...refers to the extent to which an empirical measure adequately reflects the *real meaning* of the concept under consideration' (Babbie, 1995).

Three types of validity: criterion-related validity, construct validity, and content validity are discussed by Carmines and Zeller (1979) in Babbie, (1995).

Criterion-related validity, or predictive validity they point out, is based on some external criterion. As an example they point out that the validity of the College Board is shown in its ability to predict the college success of students. The F.E.C.T.O. survey may be validated if it can be shown to be able to provide quality information necessary for successful decision-making.

Criteria such as behaviour on the other hand may be more difficult to validate. In this case one can approximate such criteria by considering how the variable in question ought, theoretically, to relate to other variables. Construct validity therefore is based on the logical relationships among variables.

Finally content validity 'refers to the degree to which a measure covers the range of meanings included within the concept. Carmines and Zeller (1979) provide an example. 'A test of mathematical ability' they point out, 'cannot be limited to addition alone but would also need to cover subtraction, multiplication, division and so forth' (Babbie, 1995). In the case of this study a test of quality urban tourist information could depend on the number of information demands from urban tourism stakeholders that the F.E.C.T.O. survey data is able to satisfy.

Reliability, 'is a matter of whether a particular technique, applied repeatedly to the same object, would yield the same result each time' (Babbie, 1995)

Generally Babbie, (1995) points out, reliability too can be difficult to get right but quantitative methodologies are more likely to yield the same results if repeated.

3.2.2.3. Interviewing.

This investigation uses the interview for both qualitative and quantitative aspects of the study. The following is a definition of the Interview:

> An interview consists of one person asking another person questions and recording the respondent's answers. When the interviewer is asking a standard set of fixed questions, the interview is also a survey. Sometimes, however, the questions are not standardized, and the interviewer has much more freedom about what to ask and how to ask it (Reaves, 1992).

The first use of primary research in this study is the implementation of a qualitative, largely un-structured interview, with the chief research officer of Bord Fáilte, (The Irish Tourist Board). This is conducted prior to *Phase Two* but will follow the secondary research, which investigates the availability of statistical information on urban tourism in Ireland from Bord Fáilte. This face-to-face semi-structured interview was carried out at this stage in order to understand better the survey provider's objectives and sense of duty toward tourism stakeholders in Ireland.

From the knowledge garnered from this unstructured interview and desk research on Bord Fáilte a baseline on information provision for urban tourism stakeholders could be set out. Comparisons were then made with the F.E.C.T.O. research instrument in order to highlight the apparent gaps in information for urban tourism stakeholders and the potential the F.E.C.T.O. model held in being able to fill the gaps in information provision. The knowledge obtained from this secondary research and depth interview also allows for a more structured qualitative survey using open-ended questions, which will be conducted with a small sample of tourism stakeholders. This is referred to as *Phase Two*. In turn issues arising from *Phase Two* will be used later to analyse the results of the data from the '*F.E.C.T.O. City Survey*' model of an urban visitor survey, in *Phase Three.*

However there are distinct differences in how the Interview is administered in quantitative and qualitative methodologies. The quantitative interviews that were conducted using the F.E.C.T.O. model of an urban visitor survey were administered with a sample of 1000 visitors, recommended (by the F.E.C.T.O. Research Working Group), for a city the size of Dublin. This sample size formed the basis of the F.E.C.T.O. survey data in *Phase Three* and is typical of a quantitatively administered questionnaire, since a random sample, of the population under study, was used. That is to say the sample was made up of visitors to Dublin reflective of the known fluctuations of tourism flows into Ireland over a twelve-month period and in line with percentage of Irelands markets. This is important, as Silverman, (2001) points out, since a central methodological issue for quantitative research is, 'the reliability of the interview schedule and the representativeness of the sample'. In addition fixed choice questions are usually preferred, 'because the answers they produce lend themselves to simple tabulation' (Silverman, 2001:13).

On the other hand qualitative studies are often conducted with small samples using 'open-ended' questions, which produce answers that need to be subsequently coded. Qualitative interviews also differ in their central methodological issue where it is '*Authenticity*' rather than reliability that matters. 'The aim...' Silverman points out, '...is usually to gather an authentic understanding of people's experiences and it is believed that open-ended questions are the most effective route towards this end' (Silverman, 2001:13)

In addition there are, generally, two types of interview, the structured and the unstructured although interview types vary, 'along a continuum, depending on how much freedom the interviewer has in asking questions' (Reaves, 1992).

For *Phase Two* of this study, a structured qualitative telephone interview was used asking a standard set of fixed questions in the manner of a survey. However, as is typical with qualitative interviews, as attested by Silverman (2001), the sample was small (34 interviews). The greatest advantage of the telephone for surveying purposes is money and time, in that order (Babbie, 1995). This was the case with this study. In addition this type of survey increasingly suffers from electronic call vetting which hampers progress as Kinnear and Taylor (1996), point out. These difficulties increased the cost of this study only slightly however. Over fifty stakeholder representatives were contacted within an allocated two-week period, before an acceptable target of 34 stakeholders was reached. Normally the main disadvantage lies in surveys requiring a random sample but for the purposes of this study a cross section of urban tourism stakeholder types were deliberately targeted and sourced from Bord Fáilte's Web site[1].

3.2.2.4. The Qualitative Research Instruments

The in-depth semi-structured interview and the small structured telephone interview survey were used in this study.

3.2.2.4.1. Depth Interview – Bord Fáilte.

On the morning of November the 23rd 2000 a qualitative semi-structured interview was conducted with Mr. Brian Maher, Senior Researcher at Bord Fáilte, (The Irish Tourist Board), in an office at Bord Fáilte Headquarters, Baggot Street Bridge, Dublin 2.

This researcher explained to Brian Maher that three topical areas would be put to him and Mr. Maher was requested to talk freely about each topic. Each topic was allocated 10 to 12 minutes talk time. During this time this researcher would probe but not prompt for information.

A full explanation of this researcher's intentions was avoided at the beginning of the interview, in order to avoid influencing later questions. More direct questioning was applied after the final topic had been discussed by the respondent.

The three topics put to the respondent were as follows:

1. 'The Role of Bord Fáilte as Tourism Information Provider for Irish Stakeholder Organisations'.

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[1] Bord Fáilte web site; www.ireland.travel.ie

2. ‘The Role of the Survey in Providing Visitor Behaviour and Attitude Information for Irish Tourism Stakeholder Organisations’.
3. ‘The Importance of Information Availability for Urban and Micro Level Tourism in Ireland’.

(Refer to Appendix F).

The result of this type of qualitative research at this point in the research process was a better understanding of the aims and objectives of the two Bord Fáilte national surveys and a better understanding of Bord Fáilte’s and the Central Statistics Office’s role in Ireland as providers of tourist information. This was not entirely clear from the secondary research. Placing direct questions to the Bord Fáilte representative, concerning identified gaps in urban tourism information provision, also reinforced conclusions regarding the limitations of Bord Fáilte’s ‘Survey of Overseas Travellers’ for urban tourist behaviour and attitude information provision which would provide a baseline for the measurement of any increases in availability and quality of urban tourist information later in the research. In addition it enabled the design of a more structured qualitative survey for the interviews with Dublin’s urban tourism stakeholders. The purpose of this was to facilitate theme and issue identification.

3.2.2.4.2. Qualitative Survey of Dublin’s Urban Tourism Stakeholders.

Phase Two, a qualitative survey in the manner of a structured telephone interview using open-ended questions, was conducted between November 26th 2000 and December 8th 2000 with representatives of thirty-four organisations in Ireland and abroad who were identified as stakeholders in Dublin’s tourist industry. These included both public and private organisations.

The questionnaire essentially consisted of four parts. The first part was designed to investigate the use of Bord Fáilte’s visitor information among Dublin tourisms’ stakeholders. The second part was designed to investigate the level of in-house or commissioned market research from among Dublin’s tourism stakeholders and for the third area of investigation it was intended that gaps in information could be identified. The forth section was designed to

investigate whether or not there was demand for information on other European cities and comparative tourist information between other European cities.
(An example of the questionnaire can be viewed in Appendix A)

By designing this qualitative survey in this way a better understanding of current tourism information demand and gaps in provision was provided. The survey results also provided the key variables upon which the F.E.C.T.O. survey methodology could be tested in Phase Three.

3.2.2.5. The Quantitative Research Instrument

3.2.2.5.1. Introduction

For *Phase Three* of this study a structured quantitative face-to-face interview was administered to the sample of 1000 respondents. Some questions contained an, 'Other' category to allow for some open-ended answers. So although the F.E.C.T.O. behaviour and attitudes survey was chosen for comparative purposes it was nevertheless important that the issues chosen by the F.E.C.T.O. Research Working Group for quantitative examination be verified by conducting a qualitative study on information needs of urban tourism stakeholders for Dublin. This would enable information issues to be explored leading to, 'rich "context-bound" information leading to patterns or theories that help explain a phenomenon' (Creswell, 1994:7). In effect this means that had the *'F.E.C.T.O. City Survey'* model not existed the results of this qualitative study in *'Phase Two'* would have been used to construct the researcher's own behaviour and attitude survey.

The qualitative *Phase Two* of the study serves to reinforce the appropriateness of using the *'F.E.C.T.O. City Survey'* survey model. The findings it was hoped would suggest definite decision making information gaps which interviewees might claim would lead to more successful decision making. This would be used in turn to carry out objective testing of variable relationships as a way demonstrating reliability and validity of the data in the quantitative *'Phase Three'* of the study when looking closely at sample size.

3.2.2.5.2. The F.E.C.T.O. Visitor Survey Model

The quantitative research instrument used was a questionnaire administered in an interview face to face with the respondent. There are approximately twenty questions. The questionnaire is a model for comparative analysis of visitor opinion across European states and was devised by the F.E.C.T.O. Research and Statistics Working Group. It is of approximately 17 minutes duration. The questions are all closed ended questions apart from a few 'Other' categories, which allow for limited wording. The questionnaire sets out to garner information on certain issues and important facets of a visitors stay in the city. These issues include demographic information on the respondent and to a certain extent on any accompanying travellers, the type of holiday being taken, accommodation used while in the city, visitor's booking behaviour around both travel to Dublin and booking into one's accommodation, motivations to visit Dublin, use of information sources to gain information about the city, respondent's means of access into the city and transport around the city, activity behaviour while in the city, attitudes and perceptions about the city, likely hood of repeat visits, size of party, level of satisfaction with the visit, expenditure breakdown and a question was included on interview conditions.

(See Appendix B for example of the F.E.C.T.O. survey model questionnaire and a more detailed rendition of the questionnaire's issues. See Appendix C for the F.E.C.T.O. survey model codebook, which includes important definitions of terms, used.)

3.2.2.5.3. The Research Period

Although the F.E.C.T.O. survey is ongoing, for the purposes of this thesis, data has been analysed from the twelve-month period of 1st April 1999 until March 31st 2000, which in fact is the first year that the ongoing survey has been operational. The target sample consisted of a total of 1000 completed questionnaires from the twelve month period and the breakdown of nationalities was an aggregate of the total number of known overnight visitors, [tourists], to Dublin from abroad, including Northern Ireland, for each month of the year. In effect therefore 50% or 500 respondents were from the United Kingdom, 25% were from Europe, (note, not just the European Union), 22% were from North

America, including Canada and 3% or 30 respondents represented 'Other' countries or 'Rest of the World'.

3.2.2.5.4. Access Issues

Eight sites around Dublin were chosen to interview tourists from. These were as follows:

- The Guinness Hop Store
- Dublin Tourist Centre, (Suffolk Street)
- The Dublin Writer's Museum
- Trinity and The Book of Kells Exhibition
- The National Gallery
- (outside) The Blarney Woolen Mills Store
- Saint Patrick's Cathedral
- Temple Bar (Cultural Quarter of the city)

These were all identified as sites where the leisure tourist/day tripper or business/conference or other non leisure visitor type who might partake in limited leisure activities would likely congregate at some stage of their stay and were chosen since the leisure market or leisure participating market has proven to be the most market oriented.

As expected, in the case of The Guinness Hop Store, Trinity Old Library, and the Dublin Writer's Museum, a letter of introduction was necessary before commencing fieldwork.

3.2.2.5.5. Computer Assisted Analysis of Quantitative Data

Computers are ideal for data analysis since they are best at handling large quantities of numbers. The most widely used statistical programme has, for many years, been the SPSS package, 'the '*Statistical Package for the Social Sciences'*, which contains many powerful programs that can perform almost any analysis that a behavioural scientist might expect to use' (Reaves, 1992). Therefore this computer package was chosen to analyse the quantitative data.

3.2.2.6. Statistical tests for key variables selected.

In *Phase Two* both Bord Fáilte's *Survey of Overseas Travellers* and Dublin's *'F.E.C.T.O. City Survey'* were scrutinised more closely in order to identify their respective research instruments' abilities to deliver stake holder's perceived notions of quality information as defined, in their opinion, by the likelihood of such information effecting successful decision making. In *Phase Three* the variables available in the *'F.E.C.T.O. City Survey'* research instrument were matched against stakeholder issues in order to ascertain whether questions, theory and hypotheses arising from stakeholder issues could be tested using coded data from the *'F.E.C.T.O. City Survey'* instrument.

Therefore the main reason for using the quantitative paradigm in *Phase Three* is to 'focus on the details of how the program [in this case the F.E.C.T.O. methodology for an urban tourism survey] functions, in an attempt to 'determine what parts of it are successful and what parts of it are not' (Reaves, 1992). Part of this demonstration requires that we show how frequently and how well variables contained in the F.E.C.T.O. questionnaire match key variables identified as being important to the decision making process of urban tourism stakeholders.

Following identification of several 'urban tourism issues' arising from the qualitative survey in *'Phase Two'* and brief assessment of how well key variables within the F.E.C.T.O. methodology match key variables arising from issues raised by stakeholders, one issue has been singled out for testing to demonstrate the consequences of disaggregating the data.

'There are two basic types of statistics: descriptive and inferential. Descriptive statistics are those which summarise patterns in the responses of people in a sample' (De Vaus, 1996). On the other hand typically one is not interested primarily in the attitudes and characteristics of the 1000 or so people in the sample but 'in generalising from the results in the sample to the population (De Vaus, 1996). The function of inferential statistics, (tests of significance), is 'to provide an idea about whether the patterns described in the sample are likely to apply in the population from which the sample is drawn' (De Vaus, 1996).

Descriptive and some explanatory statistics have been used therefore in order to attempt to answer what is going on and why it is going on. De Vaus, (1996), points out that, social researchers can try to answer two fundamental questions about society. 'What is going on (descriptive research) and why is it going on (explanatory research)' and believes, 'the aim is both to describe and understand society'. In this case and in this way, understanding and explaining the actions of the visitor to Dublin results in meaningful information being made available to urban tourist stakeholders.

Page points out that, 'one needs to understand the operation and organisation of tourism in terms of the production of tourism services and the ways in which tourists consume the products in relation to the locality, their reasons for consumption, what they consume and possible explanations of the consumption outcome as visitor behaviour' (Page, in Ryan, 1997).

3.2.2.6.1. Descriptive statistics –

Describing the key variables identified provides a necessary basis upon which the '*why*' questions can be put. 'Good description is important. It is the basis for sound theory. Unless we have described something accurately and thoroughly, attempts to explain it will be misplaced. Furthermore good description can provide a stimulus for explanation and research. Descriptions can highlight puzzles, which need to be resolved and as such provide the basis for theory construction' (De Vaus, 1996).

3.2.2.6.2. Inferential statistics –

Apart from summarising patterns about the sample drawn from the population and providing information to urban tourism stakeholders on what is happening, perhaps the principal objective of the statistical analysis of the F.E.C.T.O. 1999 to 2000 data set is to focus on the details of how the research instrument and recommended methodology functions and how well the resultant data and its manipulation succeeds in fulfilling its own purposes [providing increased availability and pan-European comparability of urban tourist behaviour] and at the same time the information demands of Dublin tourism stakeholders. Inferential statistics can establish how likely the key variables, identified as providing information useful to the urban tourism stakeholder from the random sample of 1000 respondents questioned in the 1999 to 2000 survey period, apply in the population from which the sample is drawn.

Exhaustive inquiries and testing of hypotheses on one or several issues raised in the qualitative *Phase Two* of the research would be beyond the capacity of this thesis and simply do not fulfil any of the objectives of the thesis which are concerned principally with the issue of stakeholder information provision and not with testing hypotheses concerning tourist behaviour. However going beyond analysis and matching of key variables around real issues will strengthen the argument that an increase in information quality can be demonstrated as happening here. The *'F.E.C.T.O. City Survey's'* 'Zip' and 'Post codes' are good illustrations of how new avenues of tourism marketing may be possible in the future along with theory construction from this one variable provided that an optimum sample size is used. However although key variables arising from just one issue are examined here, the statistics used can be replicated for many of the other key variables around other issues.

De Vaus (1996), points out that the precise choice of statistics is determined by many previous decisions such as the method of analysis, level of measurement of the variables and complexity of the research question (univariate, bivariate or multivariate). In this case, following an interpretation of some frequency tables from key variables, tests have been carried out to determine if the results from key variables in the sample drawn from the urban, mainly leisure, tourist 'population' of Dublin are likely to be true of the urban tourist population in general. Bivariate analysis is used to identify relationships between the key variables of interest.

Most of the variables in the F.E.C.T.O. questionnaire are categorical (nominal) or ordinal variables [some order to the attributes of that variable]. Categorical variables are grouping variables or variables that describe groups of variables. In such cases, the mean score among variable attributes has no meaning and cannot be used as a measure of central tendency (Norusis, SPSS 6.1).

This author has chosen the *p value* of the Chi-Square test, which tests the distribution of a categorical variable against the hypothesis that each category has a specified proportion of cases in the population. The *p value* of the Chi-Square statistic is based on a comparison of observed and expected counts, observed counts being the number of cases in a particular cell and expected counts being the number of cases predicted if the two variables are independent. Independence means that knowing the value of one of the variables for a case tells you nothing about the value of the other variable and if the null hypotheses is true, the observed and expected values should be similar (Norusis, SPSS 6.1).

In this thesis the *p value* of the Chi-square test will test for independence either to test the null hypotheses about the distribution of values of a single variable or to test for independence in a cross tabulation of at least two variables (Norusis, SPSS 6.1). Examining the relationship between two categorical variables using the *p value* of the Chi-Square statistic therefore establishes whether or not there is an association but does not indicate the strength of that association and does not inform whether or not the actions of one variable can predict the actions of another. Norusis, (SPSS 6.1), suggests that the significance level determining whether or not to reject the null hypothesis should be .05 with this level or under this level indicating rejection. In addition Norusis recommends for the test that no more than 20% of the cells should have expected values less than 5 and the minimum expected frequency should not be less than 1. All of the key variables chosen for closer scrutiny in this thesis are either categorical or ordinal variables, which the *p value* of the *Chi-square* suits.

3.3. Conclusions

In order to evaluate a new method of urban tourism information provision for urban tourism stakeholders and determine what parts of it are successful and what parts of it are not a benchmark is necessary from which any improvements in information provision may be measured. The secondary research backed up by an interview with the only other provider in Ireland of information on urban tourists established this basis and this was referred to as *Phase One* of the thesis. Comparisons between the base line and the method put forward by the Federation of City Tourist Offices for a city survey were designed to reveal the strengths and deficiencies of both surveys but to show that the *'F.E.C.T.O. City Survey'* instrument had the potential to increase the availability of urban tourist information for cities. The methodology in what this author termed *Phase Two* of the thesis intended to show whether or not an increase in availability of urban tourist information meant an increase in quality as determined by stakeholder demand for urban tourist information as determined by is usefulness as a decision making tool. Although the methodology used in *Phase One* revealed the potential that the *'F.E.C.T.O. City Survey'* research instrument had for improving the availability of urban tourist information, the quantitative analysis used in *Phase Three* puts the recommended question categorisation and coding to the test and applies real stakeholder information demands in order to determine if the processes can truly satisfy both the survey suppliers, (F.E.C.T.O. and to a lesser extent Bord Fáilte) and the urban tourist stakeholders whose decisions will affect the progress of tourism in any given city.

The result of the final analysis will indicate how the *'F.E.C.T.O. City Survey'* model performs as a provider of urban tourism information and it may also serve as the basis for developing a model for reconciling stakeholder sector information needs for decision making with the objectives of survey providers. It is intended that a framework will be developed at the end of this thesis as a half way step to developing such a model.

However it is important that one understands the recent trends and influences affecting Europe as a tourism destination, in a global context and in turn, Ireland's recent tourism industry development in a European context. In particular an understanding of the development of urban tourism is essential for destination managers when it comes to identifying appropriate information about tourist attitudes and behaviour for their needs. Chapter Four will follow the recent development and trends in European tourism, the most recent developments in Irish Tourism and will focus in particular on urban tourism in Dublin.

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CHAPTER FOUR

CONTEMPORARY TOURISM – DUBLIN IN THE CONTEXT OF IRISH, EUROPEAN AND GLOBAL TOURISM.

4.1 Introduction

In the literature chapter it was pointed out through theory and some reference to examples throughout history that key changes in peoples' attitudes to travel are driven by social change.

Since the focus of this thesis is on availability of tourist survey information and its use by Dublin tourism stakeholders who are affected by an ever widening ripple of external circumstances, the first half of this chapter will begin by looking at European tourism in a global context and the development of urban tourism within a European context. The second half of the chapter will examine recent developments in Irish tourism and specific developments in urban tourism in the context of European and in a wider sense global circumstance. The chapter will finally focus on what made Dublin such a successful urban tourist destination in the 1990's and demonstrate the importance of information provision for decision makers among urban tourism stakeholders.

International tourism in Europe consists of long hall visits from other continents and intra European tourism (Davidson, 1998). Each sub-region of Europe benefits from these tourist flows to a greater or lesser extent. Ireland and the United Kingdom are considered to part of the North eastern sub-region of Europe. The first half of this chapter will provide will provide an indication of Ireland's and consequently Dublin's potential in attracting tourists. It will also provide the reader with an appreciation for the complex set of circumstances needed to understand the motives of the tourist who wishes to come to Ireland and the activities they wish to engage in. In addition the chapter s a whole should engender an appreciation for the importance in equipping destination managers and other stakeholders with the comparative knowledge necessary for successful decision making.

4.2. European Tourism in the Global Context.

Europe still dominates the world tourism, market. However its own affluent citizens, competitive airfares and more competitive Asian markets are threatening her market share (Davidson, 1998:8). In 2002 there was a moderate increase in world tourism inflows of just over 2% bringing the total to 400 million. Asia's share of world tourism continued to increase and it saw an increase of 8 % in its share of world tourism up 10 million on 2001 to 131,000 in 2002 (W.T.O. 2003).

Europe, weathered well in the recessionary years of the 1990's and for many years has been the dominant continental destination for international tourists. Average annual growth in overseas visitor numbers and receipts for Europe were 3.2% and 4.4% respectively between 1990 and 2001 (Fáilte Ireland, 2003).

4.2.1. International Arrivals and Expenditure in Europe.

Within Europe, the 'older' markets, the Western, North Eastern and Mediterranean European markets are losing out to some extent, to the emerging East European markets although the North Eastern market, of which Ireland is a part, has more or less held on to its own market share for the present. Ireland and Europe's most important market is by far the Inter-European followed by the North American market although this has lost ground over the last two years but domestic tourism still accounts for two thirds of all European tourism. As for big spenders, in the 1990's Germans provided the largest spend abroad but Americans were also big spenders in Europe (Davidson, 1998). In recent years though the Germans are spending less and the British have edged ahead (Fáilte Ireland, 2003)

4.2.2.Western Europe's Status in International and Inter-Regional Tourism

Among the five sub-regions of Europe, as defined by the WTO, Western Europe was the most visited in the 1990's with 40% of all international arrivals and 37 % of all receipts, although almost half were due to movements between countries in that sub-region itself (Davidson 1998:8). This was still very much the case by the year 2002 (W.T.O. 2003).

By the mid 1990's Northern Europe as a sub-region had managed to maintain its 10 per cent share of international arrivals into Europe although tourist receipts fell from 18% to 16% between 1985 and 1995. Britain received the dominant share of this sub-region's arrivals but performed badly from 1999 to 2001. In fact Britain's tourist arrivals dropped by almost 10% in 2001 but saw an increase of almost 6% the following year and tourist receipts for Britain had dropped by almost 17% in 2001 but increased by 8% in 2002. Ireland's overseas arrivals dropped from a high of 6,181 million in 2000 to 5,840 in 2001 due to the foot and mouth disease and September 11th terrorist attack in New York. In 2002 it climbed back to 5,919 million. However foreign revenue earnings continued to increase despite this from 2,824 million in 2000 to 3,267 in 2002 (Fáilte Ireland, 2003).

4.2.3. Europe's Market's; 1985 to the Present – Growth, Predictions and Recent Trends.

4.2.3.1 Tourist Flows in Europe.

Davidson points out that by far the biggest market for European international tourism is the European intra-regional one amounting to 85 per cent of the total in 1995 for international tourist arrivals in the region as a whole. In 2000, within the EU, intra –EU tourist flows accounted for 69% of all nights spent by non-residents in hotels and similar establishments (Eurostat, 2002).

The second largest flow of tourists in Europe is made up of countries from the Americas, although the market fell from over 11 per cent to 6 per cent, between 1985 and 1995 (Davidson. 1998:12). Intra-regional tourism in Europe grew at an annual rate of 3 per cent between 1995 and the year 2000 (W.T.O. 2000). America, the WTO forecast predicted, would grow by just over 3 per cent in the same period (Davidson, 1998:12). However there has been a worldwide decline in American outbound tourism of just over 5% between 2000 and 2002 (Fáilte Ireland, 2003).

Although the flow of American tourists into Ireland has grown by an average of 5.7% from 1990 to 2002, numbers have actually dropped from a high of 618,000 in 2000 to 521,000 in 2002 (Fáilte Ireland, 2003). This is reflected in W.T.O. figures which state that growth outbound from America has decreased by just over 5% between the years 2000 and 2002 (W.T.O., 2003). Nevertheless Ireland's share of U.S. visitors to Europe increased from 5% in 1990 to 7% in 2002 (Fáilte Ireland, 2003).

Finally the remaining flow is 'mainly made up of arrivals from Asia, followed by Africa and the Middle East' (Davidson, I 998). According to Davidson's W.T.O. figures, tourist flows from Asia to Europe rose rather encouragingly by 6.1 per cent from 1985 to 1998. Although these flows were mainly from Japan and Australia, this market has shown and continues to show a great deal of promise for Europe. The Far East continues to be cited as an emerging market for Ireland (Fáilte Ireland, 2003). This is particularly so as China opens up ever more to the West and Western ideas. In 2002 China was seventh in rank in terms of its tourism expenditure abroad, a rise of 11% over 2001 (W.T.O. 2003).

Euro stat estimated that 'the amount of domestic tourism exceeds outbound tourism by a considerable margin: about two-thirds of all holidays generated by the EU population can be classified as domestic tourism', while 22 per cent is international tourism within the EU region (intra-regional tourism); and 13 per cent of all holidays are spent in destinations outside the EU' (Davidson, 1998:13). In the last two years intraregional travel in Europe has grown (W.T.O. 2003).

4.2.3.2. The Big Spenders in European Tourism

In world terms Germany the United Kingdom, Italy and France and on other continents, Japan and the United States account for around 50 per cent of the world total for expenditure on international tourism. In the mid-1990's Germany was by far the biggest European spender on holidays taken abroad and in world terms was only outpaced by the United States. The United Kingdom and France come someway behind and then Austria, Belgium, Switzerland, Sweden, Denmark, Finland, and Ireland also feature as countries whose citizens travel abroad quite frequently. By the mid 1990's Spain, Greece and Portugal for many years on the receiving end of a great number of international tourists were themselves joining the ranks of the high spenders when they travelled abroad (Davidson, 1998). By 2002 the status of big spenders had changed little except that the Russian Federation moved up to tenth position in that year 2002, a 21% rise over 2001. The United Kingdom increased its tourists' spend by 11% but in Euro terms Germany actually performed negatively, down almost 4% on its tourist's spend W.T.O. (2003).

According to a newspaper article in the British Times from this time (1996), there was also a trend among the Europeans toward taking more and more long haul holidays and not just in the summer months either (Davidson, 1998). This trend was muted following the September 11th (2001) terrorist attack in New York and in 2003 the outbreak of Severe Acute Respiratory Syndrome (SARS) in Asia, the war in Iraq and other terrorist attacks throughout the world depressed demand for international travel, especially long haul (Fáilte Ireland, 2003).

4.2.3.3. European Inter-Regional Travel.

'Visiting another European country apart from their own is how almost nine out or ten residents of Europe spend their holidays and short breaks, amounting to almost 300 million trips annually', Davidson, (1998) pinioned regarding this time. Some of the historical reasons for this situation are summed up by The Economist, (1995: in Davidson 1998) which pointed out that price wars and fierce competition had kept prices down as had package holidays but more than that they were so much more convenient than making up one's own itinerary. Recent world wide concerns over security have had the opposite effect to long haul travel where intra-regional travel has seen increased. 'As long as the threat of terrorism and war persists, the short-term prospects for intra-regional travel remain better than for inter-continental travel' in addition a weakening in the U.S. Dollar, 'while good for the global economy, has a dampening of demand on external travel, particularly transatlantic (Fáilte Ireland, 2003).

4.2.3.4. Trends in European Tourism.

Davidson (1998), at the time or writing was optimistic about Europe maintaining or even improving it's position of the world's share of international tourists visiting it and tourist receipts. This included an early prediction by Jefferson (1992) who suggested that the reasons why this might be so is that 'compared with the rest of the world practically all Western Europeans enjoy above average standards of living and this is matched by longer than average holiday entitlement and higher than average disposable income'. Jefferson suggested here that Europe, offers the sort of cultural experience, 'which is appealing to long haul travellers.' This was still pretty much the case back in 1997 despite the effects of a damaging recession (Davidson, 1998). However in 2002 travel to other regions was flat after a decrease of 6% in 2001, while intraregional travel still grew in both years by 1% and 3% respectively.

The Organization for Economic Cooperation and Development referred to from here on in as the OECD, was equally optimistic in 1996 citing higher incomes, more leisure time and better education standards as prompting Europeans to travel more and to explore new places. However it was also mentioned in the report that better communication networks had also much improved. The European Commission's Green Paper on tourism of 1995 too, was cited as showing optimism for the future and said that demographic trends justified this optimism. The report cited:

- An ageing population in the industrial countries

- Higher levels of education
- More widespread paid leave
- Shorter working hours
- The advent of the information society
- Improved transport systems
- Reduced prices for air travel

(Davidson, 1998: 17-I8)

'The external market environment' Davidson (1998) predicted, would be 'a key element in determining the profile of tourism consumption in Europe in the first decade of the new millennium (Davidson, 1998:17-18). As things have turned out September 11th 2001, the war in Iraq, foot and mouth disease in Britain and Ireland and the general downturn in the world economy have all contributed to a dip in tourism consumption in Europe but the overall trend upwards is still there to see with revenues significantly up in Ireland despite falling numbers.(Fáilte Ireland 2003).

In Europe and other industrial countries on other continents, retired people will account for a larger share of the population. These will have a significant impact on the long-haul markets to, and indeed from, Europe (Davidson. 1998:18).

Frenkel, (1992), predicted that the American over 55 market will be, more demanding of the unique and more demanding of convenience', and Hart, (1994) predicted that these mature tourists of the future will be, 'experienced and discerning customers' and more interested in the unique experience rather than just an escape from their normal routine back home. In addition Hart pointed out that 'the older people are and the less materialistic they [over 55's] become, the greater the value they attach to quality experiences: quality of service, for example, the personal touch and local hospitality', Finally Jefferson, (1992), points out that this group of people are, 'sophisticated and discerning travellers with the means and the will to travel. But they expect high standards and, above all, they expect value for money' (Davidson, 1998:18-19).

4.2.3.5. Socio-Cultural Influences

A move toward the self-catering type of accommodation Davidson, (1998) would suggest, indicates a trend away from group consumption and towards private consumption however he admits that it could also he an indication that these forms of accommodation are being taken up as a response to a new and convenient product, a form of renting not previously available on a mass market basis. Package holidays Davidson suggests aren't so much dying out as some commentators he says would suggest but is being customized more to the individual customer (Davidson, 1998: 19).

Davidson warns that tourism destination planners will face a difficult time trying to keep up with changes in consumer taste regarding the make-up of the physical environment (Davidson, 1998:19).

Global warming and the greenhouse effect it is suggested will also affect changes to Europe's markets Davidson suggests. If Northern European summers become warmer, what will happen to the Mediterranean resorts, he asks? The European Travel Commission's "mega trends" report of 1997 stated that if hotter North European summers do become the norm then South to North tourism flows will grow. Finally acid rain has done much damage to historic buildings in tourist historic cities in Europe and this is cited as still a threat to European city tourism today (Davidson, 1998:20). Ireland's cultural popularity was summed up recently in three words, *'people, place and pace'* meaning visitors continue to see the Irish as friendly people from a beautiful country and that most people have a laid back sensibility about them (Fáilte Ireland, 2003).

4.2.3.6. Economic Factors

The suggestion nowadays is that travellers wish to spend well rather than lavishly and therefore value for money, combined with the quest for quality is the order of the day' (Davidson, 1998:21).

Europe has found its product rather lacking in terms of quality and value for money in the fiercely competitive nature of the world tourism industry. Indeed Davidson points out that, Europeans themselves travel further a field now and have experienced high standards and sharp service in America, and the Far East. As *The Economist,* (1995) said, 'the assets, products and attitudes designed for a 1960's mass market is a formula for failure', A number of commentators such as McIntosh, (1995) and the EU Green Paper, (1995), on tourism tell us that Europe must and indeed in the 1990's was beginning to aim for, a balance between quality (particularly in relation to mass tourism), and profitability. Therefore there is now far more emphasis on quality of service than before (Davidson, 1998:22). This reinforces the argument that information obtained from tourist surveys is essential for stakeholder decision makers. Ireland's competitiveness has been particularly badly affected in the last few years, there being 'a noticeable drop in recent years in the perception of good value for money by overseas visitors, which has declined from 63% in 2000 to 45% in 2002' (Fáilte Ireland).

4.3. Growth Areas in Tourism for the 21st Century

The following are general consensus's, among industry commentators, about growth areas into the twenty first century, according to Davidson, (1998). 'The length of the average holiday taken by Europeans will continue to fall as short breaks grow in popularity.' This is of considerable relevance to cities, which are the destinations of most short-break holidays (Davidson, 1998:22).

The short break market has been identified as being increasingly important for cities and is continuing to develop due to more flexible working hours in the West. Faché, (1994), makes the point that, working patterns are more and more flexible, resulting in greater variety in the actual timing of tourist patterns. And he cites the increase in flexible hours for those in full time employment and a distinct growth in part-time working and shared jobs, as factors contributing to the rise in the number of long-weekend and mid-week breaks taken by Europeans. In 2001 'stays of 4-7 nights were most frequent for most holidaymakers and accounted for more than half of all holidays taken by Austrians, Finnish and U.K. residents. Germans and Belgians were the only ones taking holidays of 8-14 nights' (Eurostat, 2003).

Changes have also occurred in holiday motivations and European consumers, Davidson, (1998) suggests, have continued in recent years to chose travel rather than other leisure activities because of a, 'growing curiosity about others heritage and cultures, coupled with greater confidence in travelling' and that, 'Short breaks provide a means of travelling more widely throughout the year to a greater variety of destinations' and tend increasingly to be away from sun-lust to wanderlust holidays.

4.3.1. Other Reasons for Growth in Short-Breaks.

Other reasons for the growth in short-break holidays are the following:

- Commercial short [hotel] breaks[2]
- Destination marketing[3]
- Infrastructure and improved access
- Greater variety of and demand for holiday activities
- Shifts in origin destination flows[4]

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[2] According to Beioley, (1991) there is evidence to suggest that commercial short break packages were growing then at least in the United Kingdom at rates of between 15-20 per cent per annum (Davidson,1998:210).

[3] For example the *Art Cities in Europe* initiative, launched in 1994 and sponsored by the European Commission, has been very successful. Thirty city members of the Federation of European City Tourist Offices, jointly promoted short-break holidays, 'based on their cultural activities and the tourist services can be booked via the major computer reservation systems worldwide' (Davidson, 1998; 211).

[4] Super Jumbos due to come on stream in the first decade of the 21st Century were predicted to intensify the trend for long haul travel and while in the 1990's West European's vacationed in Eastern Europe there would be much more reciprocity toward the end of the first decade in the millennium as east European Economies began to grow significantly (Davidson, 1998).

4.3.2. Main Markets for Short Breaks

The Germans, British and Swedish have proved, so far, to be the largest markets for the short-break type holiday, accounting for, '... well over half of all short breaks taken by West Europeans outside their own countries and most holidays are to neighbouring countries' (Davidson, 1998:216—217). However the Germans in recent years have been opting for longer holidays. 41% of Germans stayed between 4 and 7 nights in another European country in 2000 and this figure had reduced to 36% in 2001 (Eurostat, 2003).

For an island nation the United Kingdom is a very large short break market because, 'the British, generally, have a higher propensity to travel abroad than many of their European neighbours and ...the British seem much less prepared to give up their leisure pursuits because of economic constraints ... than most other Europeans'(Potier and Cockrell,1995). In 2001 just over 60% of UK residents had stays of between 4 and 7 nights in other European destinations (Eurostat 2003). In 2002 56% of all British holidaymakers to Ireland stayed for between 1 and 5 nights (Fáilte Ireland, 2003:32).

4.3.3. Main Destinations for Short Breaks

'In continental Europe, most international short breaks are between neighbouring countries, with land borders' (Davidson, 1998:217). The leading short break destination, Davidson informs us is France, with Paris being the top international short break destination. The Chunnel and Euro-Disney have helped Paris to maintain this magnetism. Austria therefore is particularly popular with the Germans, as is Norway with the Swedish and visa versa. East European cities, in particular Prague and Budapest, experienced a 6 per cent to 8 per cent increase between 1990 and 1993 and the trend Davidson talked about was set to continue to grow. 'Indeed by the mid nineteen nineties West Europe accounted, 'for 5 per cent of all East European short breaks with another 35 per cent taking place to Eastern Europe itself' (Davidson, 1998:217).

4.3.4. Main Type of Trip for Short Breaks

Importantly, Davidson, points out that, 'City breaks account for close to one-third of total trip volume' for short break tourism. Their popularity, he says has almost certainly been boosted by the growth in the number and range of package programmes on offer since the beginning of the 1990's (Davidson, 1998: 218). International short breaks based on touring and sun and beach breaks are less popular as short break holidays. The mini-cruise market was a growing sector of the market in the late 1990's, particularly among the Scandinavians but the removal of duty free sales on ships due in 1999 would, Davidson predicted, lead to a fall in the popularity of this short break alternative. This turned out to bear some truth but it has been the advent of increased access through cheap air travel and more routes open to these budget airlines that have proved most significant (Fáilte Ireland, 2003).

4.4 The Development of Urban (or city) Tourism

4.4.1. A Brief History of the Origins of Urban Tourism

Although the development of urban tourism, particularly as it applies to the latter half of the Twentieth Century, is a global phenomenon, its origins have been largely European or, at least, Western but Ashworth and Tunbridge, (1990) suggest that trends and conclusions about the phenomenon can largely be applied globally. They state:

> 'The justification that the tourist-historic city as conceived and developed was principally if not a European then a Western phenomenon, and although it has had en increasing significance in other parts of the world its study is likely to be rooted in the experiences of Europe, and those parts of the world where European influence, whether through settlement, colonial government or, more recently, tourism demands and investments, has been most marked. Therefore the trends and conclusions investigated in the cities of Europe, the Eastern Mediterranean, North America, the Caribbean, Australia and Southern Africa are intended, and likely to have, a global relevance. (Ashworth and Tunbridge, 1990).

The renaissance of the sixteenth century and the eighteenth century enlightenment, led to the growth and later official support, of a conservation movement in Europe but it was largely as a result of the Grand Tour, which promoted historic-city-tourists, that a larger movement began during this period to conserve historic cities and by the late eighteenth Century attempts were made by European Government to use the rule of law to conserve designated buildings and monuments (Ashworth and Tunbridge, 1990).

However it was not until the 1960's that key pieces of legislation in European countries were enacted and with this there occurred a shift in urban planning which began to favour conservation as a general philosophy of urban planning. With this collective desire for conservation came the need in the twentieth century, particularly the latter half of the twentieth century, to find alternative sources of employment for inner city residents as the result of 'the decentralisation of manufacturing activities out of their central areas and of the inner rings of their metropolitan fringes, or just beyond these' (Montanari and Williams, 1995:152). The service sector came to the rescue of urban authorities, 'which evolved as the leading segment in the urban economy, having a higher growth rate and income levels' (Daniels, 1991). Urban tourism, Law (1992), adds, emerged as a major component of the service sector, providing, 'new employment opportunities where ever it developed into a major urban activity' (Montanari and Williams, 1995: 152).

4.4.2. Significant Indicators of Urban Tourism Demand.

Within Europe lower air fares and convenience of the package holiday have contributed to high Inter-European travel although most recently health and security have rated as high motivating factors too (Fáilte Ireland, 2003). Jefferson (1992) the O.E.C.D. (1996) and Davidson (1998), were all optimistic about tourism growth in Europe in the future. Demographic, social, political and technological conditions, (cited in Chapter Three as significant factors in influencing people's propensity to travel and partake in tourism activities) are all currently working in Europe's favour according to these authors and sources.

The same demographic trends mentioned by Davidson (1997), concerning general tourism have a bearing on current trends in demand for urban tourism. Montanari and Williams, (1995:152), illustrate the factors affecting urban tourism demand by summing up three of these factors in three respective hypotheses. The first hypotheses that, 'the smaller the number of children per family, then the larger will he the number of 'empty nested' families, and the greater will be the market share of urban tourism'. The second hypothesis that, 'the demand for urban tourism has a positive elasticity of more than a unit and, therefore, an increase in disposable income will strongly affect the demand for urban tourism in creasing its market share of general tourism demand', and finally the third hypothesis states that, 'the more educated the tourists are, the more interested they will be in becoming acquainted with the historical and cultural heritage of their own and other countries, usually concentrated in capital cities and in a handful of other big cities' (Ritchie and Zins, 1978).

4.4.2.1. Age

While family tourism is, 'mainly oriented towards areas of recreation, sports, beach and open space activities, more elderly couples and singles prefer urban settings and the forms of entertainment in an urban milieu' (Montana and Williams, 1995: 152)

4.4.2.2 Expenditure

Expenditure on urban tourism will generally be higher than in, a non-urban tourism environment. The reasons for this are, in the first instance, because of the significant components of tourist shopping, entertainment and cultural activities.

Accommodation also tends to be more expensive in large urban areas as opposed to small towns or the countryside. Therefore demand will depend on the level of income of the tourists. In fact, 'the disposable income of households has been increasing steadily due to the rise in salaries and to a higher level of participation of women in the labour force (Montanari and Williams, 1995: 152)

4.4.2.3 Education

Better education, Montana and Williams. (1995:152) suggest, stimulates interest in the arts, the theatre, music and opera, and in all types of entertainment and artistic performances. From the supply side, the economic threshold for most of these activities is very high, which means they can operate successfully in only the largest cities, which have national and international service hinterlands'. Therefore the better educated the tourist is the more culturally curious they will be and the more they might participate in the numerous cultural activities that the city provides and the city then is best equipped to provide the more expensive to run high cultural activities.

4.4.2.4 Other factors

Other factors, which have influenced demand, have been covered sufficiently under general tourism and will not be elaborated here as they can be assumed to apply to urban tourism as well as other forms of tourism. These include the increase in leisure time and frequency of travel, making cities ideal places to get to due to higher levels of accessibility for all modes of transportation. In addition, new rapid ground transportation in Western Europe, continuing deregulation of the airlines, ensuring increased competition and subsequently lower air fairs to most destinations continues to have an impact (Montana and Williams,1995:152).

4.4.2.5 Business Travel

Urban tourism is strongly affected by business travel and often accounts for a much higher economic yield than leisure tourism. Despite technological advances in forms of communication there is, if anything, a need to meet with fellow top managers and counterparts often as a result of the complexities of doing business. Conference tourism is also increasing. Therefore, the usual secondary elements of the tourism product, such as hotels, restaurants and conference facilities, 'might even assume the role of primary attractions to a city' (Montanari and Williams, 1995:157).

4.4.3. Summary

So urban tourism is increasingly in demand and cities are particularly well poised to make the most of the short break market due to their ease of access and variety of activities and other facilities. Age, expenditure and education are the three main determinants of demand for urban tourism, the origins of which began, largely, with the Grand Tour phenomenon of the eighteenth Century. However business travel also contributes significantly to urban tourism despite technological advances in forms of communication.

The sum of all of this is that effective marketing of destinations requires knowledge of a myriad of influencing factors. Trends in the demographics, social changes, economic conditions and technological means of one's markets need not only to be understood but also constantly updated if one is to remain competitive.

Following the success of the 1990's for Irish tourism, recent years have seen a steady erosion of Ireland's competitiveness and the future is now less certain. The following sections trace the recent history of tourism development in Ireland while making reference to urban tourism developments throughout.

4.5. The Maturing of the Irish Tourism Industry; 1987 to 2006.

The following will briefly examine and analyse the reasons behind Ireland's success in the late 1980's and 1990's as a popular tourist destination and in turn will look at Dublin's development into one of Europe's more popular destinations.

4.5.1. Introduction - World and European Trends and their Effects on Ireland.

The significant growth in the Irish Tourism Industry since 1988 has been affected by contemporary World and European trends as well as trends within Ireland itself. West Europeans and Americans are more affluent, have more leisure time and are better educated than ever before. There has been a shift away from interest in sun spot holidays to wanderlust, health, eco-friendly and short break holidays. European airfares have been liberalized and the European Union in anticipation of the Single European Act changed their Policy, in the early 1990's, on European tourism. Irish, European and American inflation and interest rates dropped steadily in the 1990's and Ireland has seen an almost continuous period of peace since 1994. The Irish Diaspora have returned in large numbers, bringing with them their experiences and generally positive outlooks and have reinvested much of their savings in the new Ireland. In the 1990's Ireland and the Irish gained a positive image through international media as a result of various events with some of this planned and some not and the European designation of Dublin as Cultural Capital in 1991 had a major influence on visitors to Ireland (Williams and Shaw, 1998:230).

Williams and Shaw (1998) pointed out that the Irish Government's realization of the potential that tourism had for creating jobs and providing a good net contribution to its GNP and its subsequent change in tourism policy, contributed significantly to Ireland's success in the 1990's. Holidays in turn, have been facilitated by the increase in accommodation stock and in addition the more focused and effective marketing of Ireland by Bord Fáilte and increased involvement in marketing Ireland by the tourism industry all came together in the 1990's resulting in a major increase in tourist numbers and revenue and a generally positive contribution to the country. After years of tourism product neglect by both the public and private sector, there would, in the 1990's, be heavy and sustained investment in product development backed by effective marketing of new facilities. Underdeveloped and rural areas would benefit especially.

To accompany the Government four / five year National Plans, a Tourism Operational Programme for each period was drawn up. However the 1989 to 1993 and 1994 to 1999 National Development Plans were primarily designed to draw down European Union Structural Cohesion Funds and as such spurred an explicit programme for the planned development and marketing of tourism in

Ireland. However the second Operational Plan differed from the first in so far as the first was particularly concerned that Ireland would recover its market share from the loss of tourists sustained in the previous decade while the second was particularly concerned with adding value from the optimum number of tourists rather than simply aiming for visitor numbers. The 2000 to 2006 Plan on the other hand was based on development needs of the country first and foremost. Therefore tourism was no longer given a specific Operational Programme but was, rather, treated as part of an overall strategy to bring about a more balanced sustainable national economy and greater social equality. The following will examine the reasons behind Dublin's successes in the 1990's, future threats to tourism growth and in particular will look at what tourism stakeholders in Dublin are doing in order to ensure optimum success for their and the city's future (Williams and Shaw, 1998).

4.5.2. Key Factors Contributing to Ireland's Tourism Success in the 1990's.

According to Deegan and Dineen (1997), three factors suggest themselves as possible explanations for the revival in Irish Tourism fortunes. These are:

1. Changing trends in the international tourism market place with a shift towards alternative tourism including 'green' tourism and a movement away from previously popular sun-spots for health and environmental reasons.
2. Liberalization of air fares particularly on the Irish-UK routes (though there is still a long way to go for an 'open skies' policy in Europe).
3. Investment supports by the Government with the aid of the EU's Structural Funds, which included some marketing support measures (Deegan and Dineen, 1997).

4.5.2.1. Changing Trends

Changing trends has worked in Ireland's favour but it is the growing perception in the 1990's of Ireland as a desirable 'fun' place to visit and the positive profile of Ireland and the Irish that has made a huge difference to the growth in tourist numbers to Ireland.

4.5.2.2. Liberalization of air fares

The early causes of the significant growth in tourism to Ireland and a continually significant reason for tourism growth in the 1990's, was down to the deregulation of air transport from 1987 to 1988 and the lifting of the Irish Government requirement that all transatlantic flights on the North American route, must land at Shannon Airport, which had discouraged some potential travellers and air companies in the past also improved access into Ireland (Gilmore, 1998).

In addition enhanced services and fare structures by sea route operators, and improved road routes in the United Kingdom to ferry ports led to better access to Ireland from the sea (Deegan & Dineen, 1997).

4.5.2.3. Investment in Ireland's Tourism

Following the recommendation of the Tourism Task Force (1992), the National Tourism Council was formed in 1993, 'to provide a forum for consultation between the tourist industry, the state tourism agencies and the government departments, and to advise the minister on tourism policy' (Gilmore in: Williams and Shaw, 1998:221).

Two reports at the time, one by the Irish Hotels Federation, Stokes et al. (1986) and Price Waterhouse (1987), were influential in setting up a strategy for tourism in a national plan. The targets for the national plan 'were to be achieved through lower access fares, development of inward air charters, improved marketing and substantial investment in the tourism infrastructure and product' (Williams and Shaw, 1998:225). Bord Fáilte devised a four-part strategy for growth comprising:

1. A product strategy through stimulating the development of an extended range of tourism projects to provide more attractive holiday options.
2. A competitive strategy to provide a tourism product that would be better value in terms of both price and quality.
3. A market growth strategy through more effective promotion and extension of the range of holiday options, market areas and market segments.

And

4. A distribution strategy to make the product more attractively available to potential customers through increasing the numbers of tour operators and their holiday offerings and developing a comprehensive tourism information and reservations system.

(Gillmor in Williams and Shaw, 1998:226).

4.5.3. Tourism Strategy and Development 1989 to 2006

4.5.3.1. Operational Programme for Tourism 1989 to 1993.

The main objectives of the first Operational Programme for Tourism were:

- Contribute significantly to revenue and employment in remote and underdeveloped areas.
- Improve the way Ireland was marketed abroad as a holiday destination.
- To provide heavy and sustained investment in product development backed up by effective marketing of new facilities, especially all-weather facilities.
- To recover Ireland's market share of tourists lost in the previous decade.

See that industry gradually supplanted government expenditure on investment in the provision of necessary amenities. Public expenditure after peaking in 1991 would be reduced in 1992 and again in 1993.
(National Government Plan, 1989).

The targets stated in 'The Operational Programme for Tourism 1989 to 1993' were, by and large, achieved as the following Table shows:

Table 4.1 Performance of the Tourism Operational Programme – 1989 to 1993 - Against Target

	1988 Base	1993 Target	1993 Actual	Actual/ Target %
Foreign Exchange Earnings (IR£ million) **(MECU)1**	841 1,040	1,341 1,658	1,367 1,691	102%
Overseas Numbers (000's)	2,345	4,505	3.330	74%
Tourism Jobs	67,600	92,600	91,000	98%

(The foreign earnings figures take account of the latest CSO returns. The jobs figures derive directly from the CSO figures. 1 ECU = IR£0.808624) – [Source: Report on *'The Operational Programme for Tourism – 1994 to 1999'*, Government of Ireland 1994:1).

Specific investment targets for product development, marketing, training and technical assistance were exceeded. Despite the Gulf War crisis of 1991, the marketing strategy succeeded in attracting increasing numbers of tourists to Ireland particularly from the EU States. Training targets were met and many of the physical product development targets were also met (Government of Ireland, 1994:2-3).

During the Programme period, the government provided, 'considerable tax relief on venture capital investment in tourist accommodation enterprises', as part of a Business Expansion Scheme. The European Union's LEADER Programme largely funded rural development (Williams and Shaw, (1998:221 &226).

The importance of tourism to the economy grew during the period 1988 to 1993. Of the net increase in employment levels during this time, tourism accounted for 50% of this. The Tourism industry's share of GNP rose from 5.8% in 1988 to over 7% in 1993. Tourism exports exceeded tourism imports in 1993 by over IR£530 million. That is to say the expectation was that for the period of the development programme, (1989 to 1993), there would be a surplus of £2,200 million in foreign exchange to the Irish economy (Government of Ireland 1994:4)

4.5.3.2. 'The Operational Programme for Tourism – 1994 to 1999'

Building on the success of the first five year plan to 1993 a national plan for the next five years was formulated, (Bord Fáilte 1994), and a second Operational Programme for Tourism for the period 1994 – 1999 was approved by the European Union, (Government of Ireland 1994). Targets this time included, '...a 50 per cent growth in real terms in foreign tourism earnings, creation of up to 35,000 full-time job equivalents, relative expansion of off-peak business, and service improvement through quality training programmes' (Williams and Shaw, 1998:226). The aim therefore in this Programme was to achieve, 'Foreign exchange earnings of IR£2,250 million per year by 1999, with 75% of visitors arriving outside the July/August period, improved quality of service through training and expansion, development and marketing of the Irish tourism product' (Dublin Tourism, 1999). The emphasis, this time Gillmor added, was on maximizing the value added from the optimum number of tourists rather than simply aiming for a maximum number of visitors. This was to be achieved this time by, 'a major expansion in marketing, further product development to meet specific deficiencies, improvements in the conference, angling and cultural tourism products, and an expansion of training to cater for the anticipated employment growth' (Gillmor in Williams and Shaw, 1998:226-227).

In addition the Government initiated a bi-annual Visitor Attitude Survey, in order to measure the key areas of price, quality and customer service. Corrective measures were made in order to ensure no long-term loss of competitiveness. (Government of Ireland, 1994:5-6).

The Department of Tourism and Trade conducted overall management of the Programme with the various stakeholder agencies and other bodies reviewing the Programme's performance every six months via the National Monitoring Committee (Government of Ireland, 1994:9).

Other aspects worth noting concerning the 1994 to 1999 Programme period are the sources of tourism development funding, tax relief on tourism investment and the changing role of Bord Fáilte following the AD Little (1994), consultancy recommendations. Bord Fáilte would concentrates on marketing Ireland overseas, research and research analysis and dissemination of information to interested bodies, (Bord Fáilte, circa, 1995). Presently Tourism Ireland markets the island of Ireland overseas, while the re-named Fáilte Ireland, (formerly Bord Fáilte), markets domestic tourism.

Of the projected £652 million funding 57 per cent came from the European Union, 13 per cent from the national administration and 31 per cent from the private sector. Compared with the first Operational Programme this represented an increased emphasis on marketing and a greater contribution from the European Union (Gilmor in Williams and Shaw, 1998:221).

4.5.3.3. 'National Development Plan – 2000 to 2006'

For the purposes of structural funding investment, the 2000 to 2006 National Development Plan, here on in referred to as the NDP 2000 to 2006, saw Ireland being divided into two regions – Southern and Eastern, (S&E Region) on the one hand and Border Midland and Western Region, (BMW Region), on the other (Government of Ireland, NDP 2000 to 2006).

It is important to note that the two previous operational plans, 1989 to 1993 and 1994 to 1999, were primarily designed to draw down EU Structural and Cohesion Funds and as such spurred an explicit programme for the planned development and marketing of tourism in Ireland. The 2000 to 2006 Plan on the other hand set out on a course of developing the needs of the country, first and foremost. Therefore the key objective of this Plan was to enable the consolidation of economic progress and continued progress but in a sustainable way. Development would be balanced throughout the regions and throughout society (Government of Ireland, NDP 2000 to 2006).

The report states:

> The vision of the National Development Plan is to ensure that Ireland will remain competitive in the global international market place and that the fruits of our economic success will be shared more equally at regional level and throughout society (Government of Ireland, NDP 2000 to 2006).

The regionalization of Ireland therefore would allow for a shift in development from major urban areas to rural and smaller urban areas.

The NDP 2000 to 2006 Programme stated that it was the Government's intention to continue to build on the successes of the previous National Development Programme in relation to staff training and development for operative staff and at craft level in the industry. Staff training for those working in cultural institutes would also be provided. The aim of these measures would be to meet the current and future needs of the Tourism Industry thereby, '...enhancing the quality of the tourism product and service' (Government of Ireland, NDP 2000 to 2006: 107).

Concern was expressed though, in the NDP 2000 to 2006, that infrastructure in those centres that have been successful in attracting tourists, such as Dublin, was in need of investment to protect the product while there was much untapped potential in many Irish counties which were largely being ignored by tourists.

4.5.3.4. Tourism Marketing 2000 to 2006

The National Development Plan 2000 to 2006 would continue the emphasis on an effective marketing strategy for the industry as a whole. In addition, specific strategies for various tourism industry stakeholders, begun with the National Development Plan 1994 to 1999 would also be continued.

Key market objectives over the next seven years were to:

- Increase tourism revenue and per diem visitor yield; and
- Help to achieve a wider seasonal and regional distribution of tourist business thereby contributing to sustainable development goals.

The strategy to achieve the objectives was:

- To market Ireland internationally on an all-Ireland basis as a tourism destination; and
- To market niche special interest products
- Introduce a series of training and product development measures to ensure maximum effectiveness

(Government of Ireland, NDP 2000 to 2006:141).

However since 2000 a number of changes have been made to how Ireland is marketed in Ireland and abroad. Chief among these has been the establishment of Tourism Ireland to market the island of Ireland abroad and the merging of C.E.R.T. and Bord Fáilte into the renamed Fáilte Ireland with responsibility for the marketing and training for the domestic market.

4.5.3.5. A Strategy for Irish Tourism – 2003 to 2012

With a return to power of the Fiãnna Fail Government and a sense in Government and industry circles that Irish Tourism was at a crossroads a Review Group was set up to come up with a 'New Vision for Irish Tourism'. In September 2003 a strategy document was published by Fáilte Ireland in conjunction with the Irish Department of Arts Sport and Tourism, entitled *'New Horizons on Tourism 2003 to 2006'*. Like the National Development Plan 2000 to 2006 the focus, it was decided, should be on a wider regional and seasonal spread of business. However the new strategy recognised new challenges facing

Irish Tourism from the economic and geo-political environment. There would also be an emphasis on supporting sustainable growth in visitor expenditure throughout the regions. The fundamental components of the new policy encompassed:

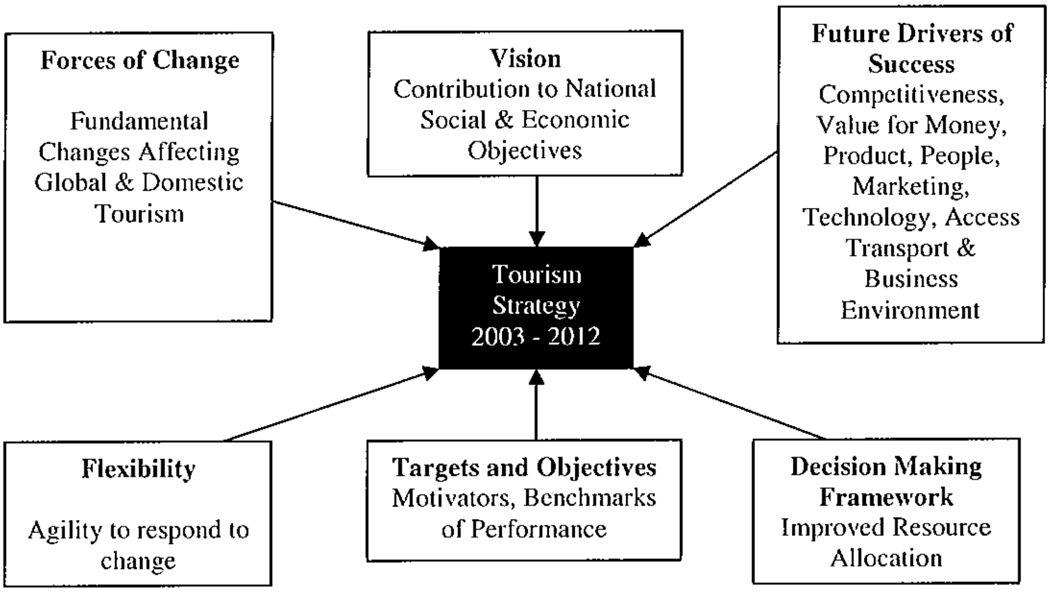
- A Government Department of Arts Sport and Tourism
- Changes to State Tourism Agencies, with Tourism Ireland being formed to promote the whole island of Ireland and Fáilte Ireland merging with C.E.R.T. to look after the Irish product within southern Ireland.
- A continued strong regional structure for the promotion of Tourism
- Continued evolvement of public / private partnerships
- The periodic statement and restatement of the vision, targets and objectives guiding tourism development
- A range of State fiscal, financial and advisory supports – both exchequer and EU funded.

(Fáilte Ireland, 2003).

But the Review Group also recognised that Ireland faces a competitiveness threat although increased VAT and excise rates along with huge increases in insurance costs have contributed in large part to this. In addition public finances are far more constrained than they were in the 1990's. The Review Group recognised that the Irish Tourism industry would have to be far more self reliant if it were to succeed in the future and recover its competitiveness (Fáilte Ireland, 2003).

The components of the New Strategy for Irish Tourism are best described through the reproduction of Fáilte Ireland's (2003) diagram.

Figure 4.1. The New Strategy for Irish Tourism


Forces of Change
Fundamental Changes Affecting Global & Domestic Tourism
Vision
Contribution to National Social & Economic Objectives
Future Drivers of Success
Competitiveness, Value for Money, Product, People, Marketing, Technology, Access Transport & Business Environment
Tourism Strategy 2003 - 2012
Flexibility
Agility to respond to change
Targets and Objectives
Motivators, Benchmarks of Performance
Decision Making Framework
Improved Resource Allocation

The report states that The New Vision for Irish Tourism is of 'a dynamic, innovative, sustainable and highly-regarded sector, offering overseas and domestic visitors a positive and memorable experience beyond their expectations' (Fáilte Ireland, 2003).

It has been recognised in all of this that there are rapid changes taking place in Ireland's key tourism markets, driven by technological, demographic and societal changes and ambitious but realistic targets have been set to increase numbers and revenue of visitors to Ireland. The Review Group has set a target of doubling visitor spend over the ten year period to € 6 billion and increasing numbers from just under 6 million to 10 million an average annual growth rate of 6.9% and 5.4% respectively. The Report states that 'The actions required to implement the new strategy for Irish Tourism are equally diverse and wide ranging. They encompass many different decision makers in both the private and public sectors'. Finally fundamental principles guiding the recommended actions are as follows:

- Tourism growth is driven by private sector enterprise, innovation and investment
- The need for a consistent framework of well chosen actions across all areas of Government activity

- Targeted public sector interventions to be confined to market failure in close partnership with the industry.

(Fáilte Ireland, 2003).

In general 'the effectiveness and efficiency with which the changes required are anticipated, managed and delivered will determine the future success of Irish tourism industry' (Fáilte Ireland, 2003). This researcher would argue that an important part of this success will be the sophisticated management of tourism information for decision making and learning experiences.

4.6. The Emergence of Urban Tourism in Ireland

The following will look at the emergence of urban tourism in Ireland. In the early 1990's European's began to take more holidays for shorter periods of time. The city break was one phenomena resulting from this and a number of factors, some planned, and others not planned, resulted in Dublin gaining a significant foot hold in the urban tourism market.

4.6.1. Dublin and the Urban Tourism Phenomenon.

Dublin city and county's share of national tourism revenue increased from 14.6 per cent in 1976 to just over 26 per cent in 1995 and its dominance was even greater in overseas tourism (33 per cent)' (Williams and Shaw, 1998:236). The Dublin Region's share of national tourism revenue has since decreased slightly from the 26 per cent of 1995 to 25.1 per cent in 2000 and overseas tourism has also decreased slightly from the 33 per cent figure of its 1995 figure to 31.27 per cent in the year 2000 (Bord Fáilte, 2001). However in general Dublin has enjoyed the strongest growth of all regions from overseas tourism of 9.1% per annum since 1990 compared with 6% nationally or less than 4% in each region. Gillmor, (1998), explains that Dublin's increasing share of tourism revenue compared to the relative disadvantage of the west of Ireland has been the result of, '...an increased concentration of tourists through eastern gateways, a lesser proportion of visitors bringing their cars in recent years and the trend towards shorter visits' (Williams and Shaw, 1998:229). In the late 1990's Bord Fáilte statistics showed a decrease in the percentage of tourists who bring their car with them: 25% in 1998 and 22% in 2000 (Bord Fáilte, 2001). In fact the number of British holiday visitors not using a car in Ireland has grown by 18% per annum, on average, in the last decade while those using a car, either brought or hired, have only grown by 1% per annum and this is also reflected in the fact that British holiday arrivals by air have grown by 17% per annum over the last 6 years while arrivals by sea have declined (Fáilte Ireland, 2003).

Although it is perhaps important to remember that as Deegan and Dineen (1997), point out, 'Capital cities are attractive in their own right and the capacity of Dublin to cater for the larger scale tourism events such as major international conferences, the variety of entertainment forms available and the mix of historical, cultural and shopping facilities combine to enhance its appeal to the visitor.'

Under the Productive Sector Operational Programme 2000 to 2006, concern was expressed that the Border, Midland and Western's (BMW's) market share of national revenue had slipped and that this could be attributed to Dublin's emergence as Europe's most popular city break destination. The table shows the shift in the balance of tourism revenue away from the largely rural areas of the BMW Region and towards Dublin and the South East Region initially and then a shift back since 1998. Up to 1996 tourism benefits from this growth in tourism had been very beneficial to Dublin and the South East and less beneficial to the other tourist regions:

Table 4.2: Overseas Tourism Revenue by Region: 1986 to 2002

Year	S&E Region	BMW Region	National	National Growth
1986: £m % of total	321 74%	115 26%	436	1986-1991: 96.3%
1991: £m % of total	646 75%	210 25%	856	
1996: £m % of total	1,114 77%	337 23%	1,451	1991-1996: 69.5%
2002; €m	1,425.7 43.9%	1,824.5 56.1%	3,249.7	1996 – 2002 56.7 %[5]

(Government of Ireland, NDP 2000 to 2006:124 & Fáilte Ireland's Tourism Facts 2002).

However recent years have seen a marked increase in share of revenue toward the BMW region. Since 1998 the BMW's share of overseas tourist revenue increased to 61% of the total and remained largely the same in 2000 (Bord Fáilte, 2001). It dropped slightly in 2003 to just over 56% (Fáilte Ireland, 2003). Nevertheless initially it had been the intense competition in airline travel particularly from the U.K. and the all year round market for tourism in Dublin as opposed to the more seasonal situation in the BMW Region that has facilitated Dublin's increase in market share of national revenues (Government of Ireland, NDP 2000 to 2006:124).

Ireland's tourism revenue earnings grew ahead of inflation – at an annual rate of 9.5% - for the period 1990 to 2001 and one of the contributing factors has been the continued significant growth in short breaks to Dublin. In 2002 Dublin still maintained 30% of tourism revenue to Ireland (Fáilte Ireland, 2003:4&39).

Gillmor (1998) too, pointed out that occupancy rates were higher in Dublin than elsewhere in Ireland, which was in part due to the fact that Dublin is less seasonal than other parts of the country. One third of tourists, for example Gillmor, (1998), tells us, came between October and March and the fact that only 18 per cent of UK tourists came in July and August of 1995 is reflective of the importance of the off-peak short break, ethnic and business travel from Ireland's neighbour at that time. Just under 40% of overseas visitors came to Ireland in 2002 in the off-peak season although 23% of British visitors came in July and August of 2002 (Fáilte Ireland, (2003).

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[5] This percentage is calculated after converting the total revenue for 2002 (€ 3,249.7) back to Irish Punt which is IR £ 2,559.3. The Punt equivalents for the 2002 S & E Region and BMW Regions are IR £ 1,122.8 and IR £ 1,436.9 respectively.

4.6.2. The Growth of Tourism to Dublin. – Developments, Trends and Market Segments.

Today Dublin is by far the leading tourist centre which, apart from being the capital and largest city, 'has many historical, architectural, cultural, entertainment and shopping attractions…' is '…the main place for business, conference and educational travel, and the gateway (air and sea) through which the largest number of visitors enter Ireland' (Gillmor 1998). In 1995 Dublin had the strongest orientation of tourist visiting patterns, with half of all tourists having stayed in Dublin for at least one night in 1995. It was also the region most favoured by each market sector. Indeed the popularity of Dublin had increased substantially since 1989 (Williams and Shaw, 1998:235).

4.6.2.1. Dublin – The dominant gateway to Ireland

In 1995, 41% of all mainland European expenditure was in Dublin but, 'conversely, Dublin's share of the much less favourably performing Irish and UK markets was less than in most regions' (Gillmor 1998). Dublin's increase, among all market segments, as a place to visit and stay, was due to Dublin's increasing dominance as the main tourist gateway to Ireland. Passengers into Dublin, increased from 2.3 million in 1985 to 9.1 million in 1996 and according to the Irish Times, (August 10th 2000), were expected to reach 14 million by the end of the year 2000. End of year 2000 figures in fact reached 13.8 million, and were 14.3 million by the end of 2001, in large part due to an increase in charter tours. The numbers of arrivals in 2002 were 15.2 million (Aer Rianta, 2003). The lifting of the compulsory Shannon stopover has also favoured Dublin

Airport and many more North American package tourists now come through Dublin.

4.6.2.2. Other influences

Other influences leading to Dublin's success are as follows:

- The short break market, the British being one of the European nations most favouring the short break form of holiday, as mentioned above, has led to Dublin becoming the second most favoured city after Paris for British short breaks overseas. This is a reflection of the popularity of Ireland as a destination in the 1990's and within it, Dublin's trendy image
- In the 1990's Dublin had become fashionable as 'THE' place to have 'stag' or 'hen' parties although this form of tourism had a mixed reception
- Growth was greatest in Dublin, compared to the rest of the country, from the education, sporting event and business and conference markets
- The establishment of a separate regional tourism organization for County Dublin in 1989 aided promotion of the city
- Designation of Dublin as European City of Culture for 1991 and its hosting of three Eurovision song contests, raised the profile of the city
- Urban regeneration, particularly around the Temple Bar area of Dublin increased the attractiveness of the city as did the improvement in tourist facilities and services
- Accommodation expansion, particularly in the hotel sector both facilitated and contributed to tourism growth as a result of the promotion of and by these facilities

(Williams and Shaw, 1998:239-240).

All these elements came together in the 1990's within a relatively short space of time to contribute to the growth of tourism into Dublin. Nevertheless changes in Government Policy on tourism were particularly beneficial to Dublin.

4.6.3. Financial Influences in the Growth of Dublin as a Tourist Destination

The following will examine more closely the influence that a change in Government policy and subsequently investment in the tourism product had on Dublin's tourism development.

4.6.3.1. Outcomes of 'The Operational Programme for Tourism 1989 to 1993' in relation to Dublin.

Between 1989 and 1993, IR£180 million was invested in Tourism development in the Dublin Region. Targets for employment creation, foreign revenue earnings and visitor numbers set in the 1989 to 1993 Development Plan for Tourism were exceeded in all cases in Dublin. In fact during the 1989 to 1993 period:

- Over 13,000 jobs were created

And in 1993

- Foreign revenue earnings were IR£289.4
- A total of 1.483 million overseas visitors came to Dublin

(Dublin Tourism, 1994).

Grant assistance under the European Research and Development Fund Operational Programme for Tourism amounted to IR£8.742 million for public sector and IR£5.814 million for private sector projects in Dublin over this period (Dublin Tourism, 1994).

At this time, the accommodation base in Dublin expanded by 28.3%, further facilitating development in other areas. Grade B hotels, registered the greatest growth rate and 3 star hotels registered the greatest approved growth in room capacity. Guesthouse and Bed & Breakfast establishments increased by 44% and hostels room capacity increased by 9.2%. But it was not only these but other forms of accommodation which all saw an increase during this time. Overseas visitors staying in Dublin for at least one night had grown by 41% since 1990, the average annual growth rate having been 9% per annum (Dublin Tourism, 1994).

Between 1989 and 1994 total revenue increased by almost 13% with the biggest increase occurring among the European markets which increased by 26.7% and if Northern Ireland is taken out of the picture, was the biggest overseas market, accounting for 44% of overseas revenue attributable to Dublin. The British market increased slightly, (6.7%) and so did 'Other Areas', (11.8%). Revenue from the American market remained pretty static however during this time (Dublin Tourism, 1994).

4.6.3.2. Policy and Development

The success of the first Operational Programme for Tourism 1989 to 1993 was largely down to a major shift in Government policy. Tourism would generate better returns in terms of job creation than other competing sectors. Tourism was also an important export earner with relatively low import content thereby creating more jobs in relation to income received. But the increased policy interest was also prompted by the 'anticipated' availability of EU Structural Funds that for the first time were being made available to improve the quality of the Irish Tourism Product (Deegan and Dineen, 1997).

The liberalization of airfares, coupled with Dublin as the chief gateway into Ireland, mentioned earlier, played a major part in developing the trend for city breaks and charter holidays and from which Ireland and in particular Dublin benefited greatly (Gilmor, 1998).

In effect, Deegan and Dineen, (1997) point out, 'tourism policy up to 1987 was essentially centred on promoting Ireland as a holiday destination and Bord Fáilte was charged with this responsibility'. As a result of vague targets, Ireland was losing market share of world and European tourism.

Therefore it was the setting up of targets for the period 1988 to 1992 which galvanized the industry, 'for one of its best growth periods ever', which proved to be the most significant change in Government Policy (Deegan and Dineen, 1997). But it was the Operational programme for Tourism 1989 to 1993 which represented a significant advance in the preparation of a strategy for the integrated development of the Tourism sector which, till then, despite the Government targets set for 1988 to 1992 and strategy for doubling numbers of overseas visitors to Ireland, doubling revenues and creating jobs, nevertheless, 'had been based on the exigencies of the day rather than any clear strategic marketing plan based on the long term development of the industry' (Deegan and Dineen, 1997). As a result the principal focus of the Operational Programme would be on product development, investment in training and market development.

4.6.4. The Need for Tourism Strategy Specific to Dublin

After the success of the first Operational Plan for Tourism 1989 to 1993 both Dublin Tourism (the Regional Tourism Authority) and the Tourism Council of the Dublin Chamber of Commerce decided to prepare their own strategies to shadow the Governments National Development Plan for the next period that would run from 1994 to 1999. Subsequently reports were published in order to guide the organizations' members and other stakeholders. By developing tourism in a co-ordinated manner and in line with the Governments National Plans it was intended that the synergy created would be far more beneficial to all concerned (Dublin Tourism, 1994).

4.6.4.1. Common Strategy Issues 1994 to 2006.

For the 1994 to 1999 period common issues needing attention were cited in the respective strategies of both Dublin Tourism and The Dublin Chamber of Commerce. These issues were repeated in both organisations' respective 1999 to 2006 reports which were to shadow the Government's own National Development Plan for the same period. These latter reports however differed only in so far as all of the objectives reflected the new policy emphasis on consolidation and balanced development. These issues could be broadly grouped under six categories.

1. Seasonal Spread – tapping into the conference, sports, convention markets and other off-peak events.
2. Tourism Growth Segments – such as the increasing popularity of city breaks
3. Tourism product development based on Dublin's strengths and resources whereas under Dublin Tourism's Strategy, a range and variety of products, 'to cater for more widespread target markets and a greater

awareness of the individual requirements of these extended markets should be the way forward'

4. Marketing expansion and co-operation so as to avoid the wasteful duplication of marketing efforts to promote Dublin. For example Dublin Tourism's (1994), strategy proposed to:
   - Expand the marketing effort by ensuring that, all sectors of the Tourism Industry co-ordinate their efforts with Dublin Tourism to avoid duplication of effort and resources, repeated in the 1999 to 2006 reports.
   - To introduce new tourist information 'One Stop Shop' offices, at the old St. Andrews Church in Suffolk Street and in addition introduce 12 automated self-service units for various sites around the city for 24-hour tourist information. A web site for visitors to Dublin would also be established.

On the other hand the Dublin Chamber of Commerce's (1994) Strategy included:

- Establishing product marketing groups
- Building a foundation for a sustained, well resourced market development campaign
- To promote public/private sector body joint promotions, consultation on programmes and co-operative and group product marketing.k
- Allocate resources to activities rather than costly organisational structures.

Marketing and expansion differed in the 1999 to 2006 policy report issued by Dublin Tourism only in so far as some fresh ideas were added such as reaching out to industries such as the banks and high street retailers who also benefit from tourism growth in the city and including them in Dublin Tourism's marketing efforts. The Dublin Chamber of Commerce differs here too but only in so far as it sets out its members considered opinion as to what the Dublin Region needs in order to achieve sustained growth in the tourism industry over the next few years.

5. Putting Forward the Right Image for Dublin where both reports dealt with the question of Dublin's image. Dublin Tourism, (1994) aimed to, 'Ensure that Dublin's facilities could compete with the best in Europe while protecting a distinctively Irish image' and the Dublin Chamber of Commerce, on the other hand, proposed generating an awareness of Dublin as a tourist destination by creating a distinctive image and brand identity.
6. Improved management of Dublin city and tourist flows where Dublin Tourism aimed to:
   - Achieve higher standards of environmental quality and tourist flows around the Dublin region. For example signposting to sites was also cited as needing attention by the authorities.
   - To see the expansion of Dublin Airport's facilities for the forthcoming period which at the time was expected to grow by 6% per annum and to construct new ferries and a new ferry terminal at Dublin's North wall following the port of Dun Laoghaire which had begun construction of its new ferry terminal by 1994. This expansion would in turn aid tourist flow and would improve the capital's image abroad.
   - To see measures aimed at reducing city congestion and to see the introduction of more public car parks and more out of town parking facilities for train commuters.

   And the Dublin Chamber of Commerce aimed to ensure improvements in:
      - Cleanliness
      - Security
      - Public car parking
      - Entry points such as the passenger ferry points and Dublin Airport as development issues that would improve Dublin's image and lead to improvements in the management of tourist flows.
      - An additional major visitor attraction for the city that would help to disperse tourists around the city.

Dublin Tourism's Strategy in its Regional Development Plan 1999 to 2006 set, for 2006, a revenue target of IR 1 billion, total employment of 41, 700 and number of visitors to Dublin of 4.75 million and these figures were reiterated in the Dublin Chamber of Commerce, (2000) report.

4.7. Conclusions

This chapter set out to provide an indication of Ireland's and in particular Dublin's potential in attracting tourists. It also intended to provide an appreciation for the complex set of circumstances needed to understand the motives influencing tourists visiting Ireland and their choice of activities when they arrive.

Despite threats to Europe's dominant position in the world international tourism market it is well poised to maintain or even improve upon its market share of world tourism, in large part due to favourable demographic, social, political and economic circumstances in Europe and America. These are Europe's main markets. As described in chapter two, these are generic factors that influence people's propensity to travel and partake in tourism activities and since Europe is well poised to take advantage of this so to is Ireland. Since these influences are major determinants of demand for urban tourism, Dublin lies in a particularly good position to capitalize on these positive circumstances.

Dublin is no different from other capital cities in Europe in so far as it has the capacity to cater for large-scale events, conferences and other tourism activities. European Cities are appealing to the tourist due to the usual mix of varied accommodations, historical sites, and cultural activities and shopping facilities. Dublin is certainly no exception. But as the principal gateway into Ireland it has been perfectly positioned to capitalize on the 1990's trend for short break holidays and air charter tours that have mainly resulted from the liberalization of air services. The positive image of Dublin and Dubliners brought about in large part by its famous luminaries and the Irish Diaspora, its designation as European City of Culture in 1991, its much publicized urban renewal in the city centre, its increase in accommodation stock and its recent acceleration in the development of its product, in part as a result of E.U. funding are just a few of the aspects that have led to substantial increases in both tourism numbers and revenues for Dublin in the last decade or so. Improved access into Dublin, E.U. funding and Government Policy changes have had a significant influence on tourism development in Dublin.

Following the success, for the Dublin Region, of the 1989 to 1993 Operational Programme for Tourism the Dublin Chamber of Commerce and Dublin Tourism decided to produce their own strategies to shadow the policies of the Government which would, act as a guide for their respective members and associates. These would be followed by further strategies for the 1999 / 2000 to 2006 periods.

However when looking at both these institutions' strategy for these periods one can discern common issues at each juncture which the institutions identified as needing attention if Dublin was or is to continue to achieve optimum tourism growth.

These common issues were broadly categorized as follows:

- The need to spread tourism growth over the year
- To promote, in particular, tourism growth segments
- To develop the tourism product in Dublin
- To expand the marketing of Dublin to other institutions and promote marketing co-operation
- To work on creating the right image of Dublin to potential tourists and leave a positive image in the minds of current visitors
- To lobby for or actively get involved in improving the management of Dublin City and improving the management of tourist flows in the city.

Finally in the future urban tourism will be increasingly important for all concerned in cities whether or not they are directly in contact with the tourist industry. If cities continue to invest in the production of tourist services and new tourist attractions, they might propel the consumption of urban tourism into, 'becoming the major economic dynamism of post-industrial internationally oriented cities' (Montanari and Williams, 1995:160). Therefore it is in the interests of not just tourism managers in Dublin but the wider business community to equip them with the best information available for successful decision making.

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CHAPTER FIVE

ESTABLISHING A BASELINE FOR ASSESSING AN INCREASE IN AVAILABILITY AND QUALITY OF URBAN TOURIST SURVEY INFORMATION IN IRELAND

5.1. An Introduction to Current Tourist Survey Provision in Ireland.

Chapter four examined how the European Union, Government and private funding contributed to the value of the Irish tourism product. Of course other factors, such as changes in Government Policy, ease of access, competitively priced and varied accommodation provision and investment in training and education of service employees, added value to the tourism product in Ireland too.

Not least among these improvements were changes in the way Ireland was marketed abroad. Sharper marketing practices such as branding the Irish Tourist Product, co-operative marketing and niche marketing certainly contributed to the value of the product but so did the collection of statistics on visitor flows into the country. A history of statistics in Ireland shows that Governments have acknowledged the importance of statistical information for decision-making in the tourism industry as a driving tool for the economy. Since 1949, (Central Statistics Office's *'Passenger Card Inquiry Survey'*), there had been a conscious effort by the Government through the C.S.O. to produce statistics on passenger movements in and out of the country. Bord Fáilte's, *'Survey of Overseas Travellers'* was an improvement in tourist information after its introduction in the 1960's but in the early 1980's the C.S.O. introduced the *'Country of Residence Survey'* around the same time as Bord Fáilte added its *'Visitor Attitude Survey'*. These additions, constant updating of the surveys and a recent increase in the frequency of the surveys, (the *'Visitor Attitude Survey'* previously a biennial survey which now takes place annually), point to the gradual realization that tourism behaviour statistics are an increasingly essential part of the marketing drive for the benefit of the Irish Tourist Industry.

The Government's recent emphasis on consolidation and balanced development in the NDP 2000 to 2006 would mean, for Dublin, maximizing added value for the optimum number of visitors. It follows that there is an underlying importance of the need for accurate statistical information for decision-making among destination managers in Dublin. In addition strategy reports by both Dublin Tourism and The Dublin Chamber of Commerce for the benefit of

Dublin tourism stakeholders suggest that there is now more than ever a demand for the right sort of timely information for good decision-making.

Up to the year 2000 there was little information for urban tourism stakeholders. It may be worth noting again that Page (1993 in Ryan 1997), advocated examining the urban tourism phenomenon in terms of consumption and pointed to the need to understand tourism market segments for a particular city. Law (1993) too, demonstrated that tourism played an important role in development and re-development of cities. It was stated also that the literature shows that tourism occurs largely as a result of increases in living standards which allow for non-essential consumption to take place and it also taps into people's deeper psychological and sociological needs. It is therefore a natural starting point to understand how suppliers may relate to and respond effectively to this visitor demand for urban tourism and Law (1993), reminds us that secondary elements, such as accommodation, restaurants and entertainment venues, '...will influence the quality of the experience had by the urban tourist'. All this suggests that there is a need for survey research on city visitors and there are many facets that a survey needs to explore since the urban tourism phenomenon is a complex one.

However before one can measure any improvement in information provision, it is essential that a base line or benchmark be established upon which any changes and improvements to urban tourism information might be measured. To this end the first stage of this researcher's analysis involves undertaking secondary research in order to investigate current tourist information availability for decision makers, and in particular the urban tourism stakeholder decision maker. Comparisons between both the Bord Fáilte overseas visitor surveys highlight gaps in urban tourism information provision. Current beneficiaries of this information are also examined in this section.

A qualitative semi-structured in-depth interview was conducted with Mr. Brian Maher, Senior Researcher at Bord Fáilte toward the end of November 2001 (See Appendix F for Questionnaire put to Mr. Brian Maher). The interview was carried out in order to distinguish Bord Fáilte's role as an information provider in the Irish economy and to place Bord Fáilte's visitor surveys in the context of its perceived role for the tourist industry.

In addition as part of the benchmarking process it was important to place Bord Fáilte's role as tourism information provider for decision makers in the context of all tourist information providers and to raise issues concerning urban tourism information in order to reaffirm whether there was a need for an urban specific survey such as the F.E.C.T.O. model and if so why?

Three topics were put to Mr. Maher as follows:

1. 'The Role of Bord Fáilte as Tourism Information Provider for Irish Stakeholder Organisations'
2. 'The Role of the Survey in Providing Visitor Behaviour and Attitude Information for Irish Tourism Stakeholder Organisations'
3. 'The Importance of Information Availability for Urban and Micro-Level Tourism in Ireland'

The results of the interview have been incorporated into the analysis findings.

5.2. Irish National Tourism Surveys.

Two published tourism surveys are conducted by, 'The Central Statistics Office', (C.S.O.) on an annual basis. Bord Fáilte, on the other hand, conducts three publicly available visitor surveys annually. However only one of two surveys of overseas visitors conducted by Bord Fáilte, the *'Survey of Overseas Travellers'*, is specific enough for the requirements of urban destination managers and other urban tourism stakeholders. The other surveys are either national or regional in scope and therefore may have limited significance for urban tourism managers. For example Bord Fáilte's *'Visitor Attitude Survey'* is directed at visitors to Ireland but contains no geographical breakdown of the country. Therefore for more meaningful results by urban tourism managers, additional research may be required on visitor attitudes and behaviour.

5.2.1. The Irish Central Statistics Office.

The Central Statistic Office's stated mission is to provide, 'The efficient and timely provision of high quality information needed by a changing society' (C.S.O., 2001)[6].

Two surveys are run for the benefit of tourism stakeholders in Ireland. These are the *'Passenger Card Inquiry Survey'* and the *'Country of Residence Survey'*. The concept of the *'Passenger Card Inquiry Survey'* was set up in 1949 although it has gone through numerous changes over the years. The objective was to collect statistics on all overseas, Irish and Cross border passengers leaving and entering Ireland and in so doing determine also which of those numbers were either visiting or exiting as a tourist or day tripper and which of those were emigrating from or immigrating to Ireland. However in 1981 the *'Country of Residence Survey'* was introduced in order to enhance the statistical reliability of the *'Passenger Card Inquiry Survey'*, which is a smaller albeit more detailed survey (C.S.O. 2001).

In response to the first topic put to Mr. Maher, "The role of Bord Fáilte as tourism information provider", it is Bord Fáilte's information, resulting from interpreting the C.S.O. statistics and its own surveys, which is used by Government to evaluate their own policies.

The tourism statistics produced by the Central Statistics Office usually serve as the basis for sample choice in other surveys. The Bord Fáilte surveys use general national statistical information produced by the C.S.O. for the purposes of establishing an accurate sample of the population under study. Other tourist industry stakeholders in Ireland and abroad also use this information, as does the Government, for policy making. The Model for an Urban Tourism Visitor Survey (*F.E.C.T.O. City Survey*) also uses the C.S.O. figures as a basis for the population sample.

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[6] www.cso.ie (2001), *'Tourism and Travel Statistics'*, Dublin: Central Statistics Office.

The *'Passenger Card Inquiry Survey'* is a self-completion questionnaire handed to or left for travellers to pick up. In the year 2000, 349,000 questionnaires were completed in all, 169,000 of which were in-bound passengers and 180,000 were out-bound passengers. Interviewers obtain interviews from as many flights / ship, departures and arrivals as possible in a five-hour shift pattern between 6.00 am and midnight and aimed to capture as many passengers as possible on each available flight / ship. Currently the *'Passenger Card Inquiry Survey'*, apart from asking the passenger for his or her country of residence, also asks for information on the route taken, their spend for and during their trip, type of ticket and ticket expenditure, length of stay, reason for stay and the sector of accommodation chosen at their destination (C.S.O., 2001).

The *'Country of Residence Survey'* is a face-to-face survey which asks two simple questions; the passenger's country of residence and whether or not they are immigrating to or emigrating from Ireland depending, naturally, on whether the flight/ship is in-bound or out-bound. Up to 35 countries are normally considered for statistical analysis. In 2000, 440,000 questionnaires were completed, 191,000 of which were in-bound while 249,000 were out-bound passengers (C.S.O., 2001)

Both surveys are carried out at, air and seaports, usually, departure points in Ireland and in Britain.

Additional auxiliary information is gathered from exit and incoming air carriers.

However statistics produced by the C.S.O. do not provide regional or urban information and no attitude questions are put to respondents (C.S.O. 2001).

5.2.1. Bord Fáilte's Annual Surveys.

Bord Fáilte produces three surveys. Two of Bord Fáilte's surveys are carried out at various intervals throughout the year on overseas visitors. These are *'The Visitor Attitude Survey'* and *'The Survey of Overseas Travellers'*. A third annual survey, *'The Irish Travel Survey'*, examines the domestic market internally and Irish residents travelling abroad. This survey is put to 1000 respondents, at various departure points, every four months. The *'Survey of Overseas Travellers'* includes data that allows for both national and regional statistics and interpretations whereas the *'Visitor Attitude Survey'* is a nationwide exit survey only. Mr. Maher explained Bord Fáilte's role as providing the sort of information that will allow benchmarking to be developed which in turn will lead to an understanding of where the best economic/financial returns can be found. Bord Fáilte also provides the structure for identifying which market segments one might target and the means by which one might reach these segments. Bord Fáilte makes the information from the three principal annual visitor surveys available to both private and public Tourism Industry stakeholders. However none of the Bord Fáilte surveys allow for urban interpretations of visitor behaviour.

Mr. Maher pointed out that the use of a survey as providing visitor behaviour and attitude information for Irish tourism organisations provided a good framework on which to build further research and provided the skeleton characteristics of the tourist. In Mr. Maher's opinion research information should be built up in layers. The C.S.O. information provided the basic structure on which to build the Bord Fáilte surveys, which were designed to give a broader idea of the market, a more detailed knowledge of the trip and characteristics of the tourist. The C.S.O. information provides the first layer therefore and is closely linked with information on Ireland's balance of payments. Because of its limited remit however its data is, in Mr. Maher's view, very under-utilised and Ireland and Britain as island nations are particularly well suited to the structured marketing survey method since there are limited access points throughout the country making sampling a little more reliable. This is particularly so in Ireland.

5.2.1.1. 'The Visitor Attitude Survey'.

'The Visitor Attitude Survey' has been in operation for over 20 years (1980). It is a face-to-face interview carried out at air and sea ports in Ireland. Its primary role is to measure visitor satisfaction with the Irish Product. This nationwide exit survey deals with the following types of questions:

- Country of origin and citizenship.
- Purpose of trip.
- Type of holiday.
- Trip satisfaction.
- Air route taken into Ireland.
- Holiday influences and motivations.
- Information sources.
- Number of overnights in Ireland.
- Car hire and other transport use in Ireland.
- Use or not of package holiday formula.
- Activities undertaken in Ireland.
- Visitor opinion and satisfaction.
- Demographic questions including previous visits to Ireland, if any, age cohort of respondent, household composition, party makeup and occupation.

(See Appendix D for a copy of this questionnaire).

5.2.2.2. The 'Survey of Overseas Travellers'

The *'Survey of Overseas Travellers',* has been in operation for 36 years (1965). It is carried out at Irish air and seaport departure areas only. Its primary role is to provide countrywide information on tourism demand. It consists of a 20 minute, face-to-face, interview and approximately 12,000 questionnaires are collected annually. The *'Survey of Overseas Travellers'* deals with the following types of questions:

- Origin of travellers
- Purpose of visit
- Activities in Ireland as motivating factors
- Activities engaged in
- Transport used to and within Ireland
- Accommodation type used and region where overnight stays have occurred and further number of nights spent in each region
- Number of, if any, previous visits to Ireland

- Where respondents visit to Ireland fits in with trip away from home in relation to other countries visited.
- Other European visits during respondents trip away from home
- Travel and booking decisions
- Travel agent use and package trip usage
- Expenditure
- Visitor opinion
- Visitor satisfaction
- Demographic questions including; age cohort and party composition and education level of respondent.

(See Appendix E for a copy of this questionnaire)

5.2.2.3. Comparing Bord Fáilte's Current Visitor Information Provision

Following a comparative analysis of the two Bord Fáilte research instruments (See appendices D and E) key similarities and differences between the two questionnaires have been highlighted. In addition the survey information has been assessed on its potential merits as an information tool for urban tourism stakeholders particularly in relation to the *'Survey of Overseas Travellers'*.

From the outset probably the clearest difference between the two surveys, is that the population under study in the *'Visitor Attitudes Survey'* is limited to holiday visitors to the Republic of Ireland only. The *'Survey of Overseas Travellers'* on the other hand directs most of its questions at a wider research population to include business, conference and other types of visitor although it does use selective questioning for some sub-population groups such as holidaymakers.

The questions in the *'Survey of Overseas Travellers'* largely deal with visitor actions in place and time and since there is quite a significant emphasis on gathering information on expenditure and value for money, it appears that tourism demand and perhaps the forecasting of this demand is probably at the centre of what this survey aims to achieve. According to Bord Fáilte the *'Survey of Overseas Travellers'* provides regional distribution information with the focus being on economic distribution comparisons (Maher, 2001). This can be combined in an analysis using contingency tables to measure independent variables such as age and origin of visitor with dependent variables like accommodation choice or activity choice at a particular geographic location in Ireland. However it will not tell the urban manager what portion of expenditure can be attributed to the urban stay where other rural visits were included in a visit.

The *'Survey of Overseas Travellers'* asks only motivation questions based on activity aspirations which are closely linked to where the visitor, in this case holiday maker, is likely to spend their money and over what period of time. The same pattern can be seen for accommodation questions, which are linked to time, and place and car hire which is an important activity, particularly by the holidaymaker. The questions concerning visitors intentions, if any, to visit other European countries that are asked in the *'Survey of Overseas Travellers'* is undoubtedly concerned with measuring the significance of demand from among the high spending American market, in comparison to other European destinations. Finally the additional questions of social status and highest level of education and income levels from among Ireland's principal tourist markets, in the demographic section, points once again to an emphasis on determining demand for the Irish tourism product from the *'Survey of Overseas Travellers'*.

Therefore it is not surprising to see that the *'Visitor Attitudes Survey'* shows a distinct slant towards identifying the precise nuances of Ireland's tourist markets. Since the markets are largely defined on a cultural or national basis, (we can see this in the *'Survey of Overseas Travellers'* where certain questions are directed at certain nationalities), this may explain why tourists' geographical intentions in the *'Visitor Attitudes Survey'* are not considered relevant. For example we may compare those questions from both surveys which examine the type and makeup of visitors to Ireland. These are the first question types in sections '5.2.2.1.' and '5.2.2.2.' One can see that the *'Visitor Attitudes Survey'* looks for a main motivating factor for holidaymakers visiting Ireland from a list of activity, media and experiential aspirations (See appendix D). One can also see, in relation to tourist's information gathering behaviour, how the *'Visitor Attitudes Survey'* questionnaire probes for the role that various media, people and the Irish Tourist Board play on the holiday visitors' planning processes. The *'Visitor Attitudes Survey'* also elicits information on attitudes to internal transport use, accommodation use and activities and asks more direct questions to measure whether or not holidaymakers are having their respective expectations met.

The comparative analysis of the two Bord Fáilte research instruments suggests that the *'Survey of Overseas Travellers'* provides a profile of who is spending how much money, where and over what period of time whereas the *'Visitor Attitudes Survey'* provides a profile of what motivates, what holiday makers to come to Ireland, what information sources can play a part in affecting their choice to holiday in Ireland and who has had their expectations met and who has not and why have expectations been met where this is so. This is backed up in the interview with M. Maher who, in reply to the topic concerning the role of Bord Fáilte as a tourism information provider, pointed out that Bord Fáilte looks at volume and value issues, who are the markets, regional beneficiaries and also product usage but they have started to move away from economic information to market information in the last ten years or so (Maher, 2001).

Their intention is to develop marketing strategy in Ireland and to develop opportunities for marketing, leading to efficient decision making for various organisations' marketing objectives.

Marketing and product development was perceived as the main focus nowadays for Bord Fáilte replacing their more traditional role as providers of marketing skills and advise which they still have some involvement in for small to medium sized businesses. This has largely come about as a result of more marketing graduates in this area and a maturing of the industry (Maher, 2001).

In summary their stakeholder groups are Government, industry and indeed academia, since they provide a tourism database for all to use.

The *'Visitor Attitude Survey'* is directed solely at non-Irish born holidaymakers and its form of questioning is aimed at providing the industry with a benchmarking tool to develop their product and/or service. Both surveys are meant to work in tandem. In effect they show two sides of a coin (Maher, 2001). What this means for urban tourism managers is that the *'Survey of Overseas Travellers'* can provide information on tourism demand in one's particular geographical area of interest. Since the overall national sample is around 12,000 and Dublin visitors have been approximately a third of the total over the last few years, (Bord Fáilte, 1998, 1999, 2000) and 36% in 2002, (Fáilte Ireland, 2002), the Dublin regional sample of circa 4000 is still very useful for the urban tourism manager.

The data set enables Bord Fáilte to treat Dublin and Dublin County as one urban confluence due to the county's small geographic size. However as the Bord Fáilte's current publications show the data could in fact turn out more focused information on visitors to Dublin. Mr. Maher's answer to this however was that a common denominator approach to disseminating the survey information had to be adopted in order to get the information out as soon as possible to as many people as possible.

Due to current Bord Fáilte publication policy therefore, Cork City is included in the South West Region of the country and so urban tourist information is a little more difficult to access on Cork City. There was also a problem it was explained, in attaining a true representation of the population visiting a particularly localised area. This is because the Central Statistics Office does not collect regional or county breakdowns of tourism inflows and outflows (Maher, 2001). Dublin is regarded as an exception, according to Mr. Maher, since the city covers most of the Dublin region. For information on volume and value an aggregate of the last three years is used for variables in Dublin such as those nations with smaller market share such as the Dutch, for example, or for towns such as Roscommon who have far less tourists than a town like Killarney. However Bord Fáilte's remit is to sell Ireland as a whole. Nevertheless any survey or other research that adds to local information is welcome although it would be so much better if the C.S.O. would provide the breakdown of visits on a county or regional level as mentioned above.

One can examine a particular nationality within a particular region or urban confluence. This finding was reinforced and clarified by Mr. Maher who referred to the possibility of segmenting the market through the Bord Fáilte structured surveys. This could work for example if one were to request a breakdown of social class among U.S. visitors to Dublin. Since the *'Survey of Overseas Travellers'* sample is large, its chances of being statistically representative of the general population under scrutiny are more likely to be reliable. Any of the question categories as listed in section, '5.2.2.2', therefore, may be examined in respect to geographic location and any other sample criteria such as nationality or age. Since through the *'Survey of Overseas Travellers'* one can examine a smaller urban conurbation such as Dublin's inner city it may help in identifying trends in certain urban niche markets. For example it could build a profile of the behaviour patterns of tourists who engage in urban cultural and heritage tourism, including information on their motivations for visiting Ireland, use of accommodation, booking behaviour, what time of the year they are most likely to arrive, what nationalities are particularly frequent users of this type of tourism, what their average party size is, what social class they tend to come from, how long they stay in Dublin and whether they travel elsewhere and where else they travel to on their trip away from home. When analysing the results of the qualitative interview, Mr. Maher reported that Bord Fáilte could provide a large segmentation of the market such as demographic, seasonal or transport sections. This would allow effective recognition of the target markets for respective Irish tourism industry stakeholders. All information, therefore, is gathered to enable the information seeker to reach their target markets and it also indicates how to reach those markets, through what medium for instance. The *'Survey of Overseas Travellers'* also provides regional distribution information with the focus being on economic distribution comparisons.

Another example of the possibilities of this year on year survey might be to provide decision makers and other public and private bodies in urban conurbations, an advisory report on the latest trends in the short break market. Again length of stay, accommodation types and booking behaviours are a small part of what may be done. Year on year results can be compared then in order to investigate possible trends. Regional comparisons can be made against an urban metropolis like Dublin too.

5.3. Conclusions

What is said about the various behaviour and attitude nuances of the different nationalities coming to Ireland, available in the *'Visitor Attraction Survey'* for the whole of the country may not be entirely relevant and therefore of much interest to the urban tourism manager. In addition conclusions about the non-holiday maker are limited. The subtleties behind the motivations of urban tourists and the different emphasis and satisfaction with internal transport, accommodation and activity use that is likely to occur within a city is therefore distinctly lacking. If urban tourists' attitudes and opinions are markedly different the *'Visitor Attitude Survey'* will not reveal this difference.

Since the *'Survey of Overseas Travellers'* does provide some information outcomes, for the urban tourism manager the availability of urban specific information from this source serves as the obvious baseline from which any improvements in urban specific information may be measured. The following chapter serves to clarify what gaps in information provision still remain what information possibilities are available from the *'Survey of Overseas Travellers'*, and to point out and offer some explanation for the establishment of the F.E.C.T.O. City Survey model following an interview with Dr. Karl Wöber and reasons for its subsequent adoption by Dublin Tourism.

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CHAPTER SIX

FILLING THE URBAN TOURISM INFORMATION GAPS

6.1. Introduction

This chapter will address the information gaps identified in the last chapter and examine the reasons behind the development of the F.E.C.T.O. questionnaire. Answers obtained from a structured telephone interview conducted on the afternoon of the 17th December 2001 (See Appendix G for copy of questions put to Dr. Karl Wöber) with Dr. Karl Wöber of the University Of Economics and Business Administration, Vienna, Austria and Technical Advisor to the F.E.C.T.O. Research Committee for their City Survey model, will help to clarify the organisations intent, aims and objectives behind the establishment of a homogenous model of a city visitor survey and its advantages over previous surveys.

Like the last chapter the research instruments, on this occasion those research instruments offering urban tourism information for Dublin, are analysed and compared. Therefore the methodology used by Bord Fáilte's only survey providing limited urban specific information, the *'Survey of Overseas Travellers'* is compared to the *'F.E.C.T.O. City Survey'* model of an urban tourism survey in order to clarify the differences between each method and to clearly establish where the *'F.E.C.T.O. City Survey'* breaks through the baseline and provides additional or improved information for urban tourism stakeholders.

However before comparing the F.E.C.T.O. research instrument against the established baseline research instrument, the *'Survey of Overseas Travellers'* and their respective *raison d'etre*, it is worth clarifying and emphasising what information gaps remain in the baseline survey instrument.

In the comparative analysis it was found that the *'Survey of Overseas Travellers'* fails to do the following:

- The *'Survey of Overseas Travellers'* is not able to indicate where the urban tourism part of the visitor's trip fits in with the visitor's trip away from home.

- The *'Survey of Overseas Travellers'* does not focus on Dublin but rather is weighted by interviewing at all exit ports, to reflect visitor numbers to different regions of the country. As a result only 33% of respondents in the *'Survey of Overseas Travellers'* for 2000 said that they visited County Dublin during their trip to Ireland. This figure rose slightly to 36.7% in 2002 (Fáilte Ireland, 2002). Nevertheless whether it's 33% or 36% of the circa 12000 sample quota, the proportion of the total is still a very good sample size for a city the size of Dublin.
- Current publications fail to isolate the Dublin tourists before analysing any other variable relationships in data sets.
- In the *'Survey of Overseas Travellers'* activities that respondents engaged in leave out those activities specific to an urban context, (for example theatre visits).
- The *'Survey of Overseas Travellers'* although noting the tourist's accommodation type within named locations does not focus on method of booking accommodation except references to travel agent use. In addition, although it asks when holiday reservations were made, where applicable, it does not distinguish between reservations for transport *to* and accommodation *in* the city or place to be visited.
- Although motivation questions are asked in the *'Survey of Overseas Travellers'* they are concerned with activities that could be undertaken in Ireland in general which may have motivated the respondents to chose to holiday in Ireland. There are no other possibilities of recording motivators. There are no motivation questions, therefore, which are urban tourism specific and we are left knowing nothing about the motivations of visitors to Dublin who have not come on holiday such as conference visitors.
- There are no questions put to respondents in the *'Survey of Overseas Travellers'*, on sources of information consulted either prior to or during a visit to a city / urban centre. There is only, in the case of holidaymakers, a question relating to the use of a travel agent to help put together a customized holiday package.

- Questions relating to form(s) of transport used to journey to [Dublin] are asked in the *'Survey of Overseas Travellers'*, but other transport combinations that tourists may have used to get to the city are not allowed for.
- There are no questions regarding transport used in [Dublin] and only one that explores use of car hire in Ireland in general. However car hire is likely to e less important to the urban traveller in Dublin due to having to cope with traffic congestion.
- Opinions recorded are really limited to value for money. A couple of open-ended questions allow for coding of broad opinions and satisfactions with the respondent's trip. Since the questions allow for the expression of satisfaction with the whole of the respondent's trip to Ireland satisfaction with the Dublin part of the trip may be skewed positively or negatively depending on satisfactions or dissatisfactions gained from experiences elsewhere in Ireland.
- The *'Survey of Overseas Travellers'*, does not explore whether or not the respondent may consider a return visit to either Ireland as a whole or more importantly, in this case, a return to Dublin. This is of particular importance when trying to ascertain whether or not a positive impression has been left with the first time visitor. However the *'Survey of Overseas Travellers'* does record first time, non-Irish, visitors which can be a useful dependent or independent variable.
- Interview condition questions are not included in the *'Survey of Overseas Travellers'* although they can sometimes influence the responses given. For example whether an interview is carried out in the morning or evening may influence an opinion.

In the interview conducted with Mr. Maher of Bord Fáilte it was recognised that a gap in urban tourism information provision did exist since Dublin could now be regarded as having a distinct brand image particularly with the short-break market. This means that a separate visitor behaviour and attitude survey is warranted in its own right because of this unique Dublin brand. Since Bord Fáilte's remit is to produce countrywide information and since most of the country retains a fairly homogenous image to the potential main holiday tourist, an urban specific visitor behaviour and attitude survey has not been considered by Bord Fáilte (Maher, 2001). The *'F.E.C.T.O. City Survey'* model, on the other hand is intended to be an instrument to understand stakeholder clients, comprehensively so that appropriate action can be taken. It allows a visitor profile of the market and/or market segment (Wöber, 2001).

6.2. The F.E.C.T.O. Visitor Behaviour and Attitudes Model.

With the original F.E.C.T.O. questionnaire designed around questions that had been chosen by consensus by a number of Federation of City Tourist Office representatives the suggestion was put to Dr. Wöber that pan-European compatible questioning would lead to a limited ability to satisfy local information demand. Dr. Wöber agreed with this but added that this was so because the model is designed for European comparisons. 'It would be weak in fulfilling local information demands, which might require the establishment of a separate survey whose objective is to satisfy local demand' (Wöber, 2001).

However it was thought that demand for urban specific information would be severely tested if urban tourism stakeholders were asked to pay for the information. Irish stakeholders would not part with their money unless each sector was satisfied that it was adequately represented by the questions obtained in the questionnaire. An additional difficulty when providing localised information would be the demands for market sector specific questions to be added to what might be an otherwise already long questionnaire. Catering for each market would necessarily require compromise. Mr. Maher waved a word of caution in relation to urban tourism or community stakeholders' information demands. This group and Irish tourism stakeholders in general for that matter had quite rightly, in terms of the state funded Bord Fáilte, come to expect a great deal from Bord Fáilte and for little or no cost to the stakeholders directly (Maher, 2001).

Finally Mr. Maher was critical of any pretensions that the authors of the F.E.C.T.O. model might have if it was argued to be more representative of the non-holiday maker since much of the interviewing is carried out at leisure tourist sites. Many of the F.E.C.T.O. questions address the non-holiday maker but any results cannot be held to be representative of this group unless they are aimed at the pleasure with business tourist and this category comes under or is closely tied to the leisure tourist category. "It will fill a gap but may not satisfy the specific demands of the many facets of the urban tourist system enough for stakeholders to express their information demands in terms of the financial support necessary to produce the information" (Maher, 2001).

The opportunity was given to Dr. Wöber to answer the criticism from Bord Fáilte's Research Bureau representative, Mr. Brian Maher, which was that using tourist attractions, to source interviewees, rather than national exit points would create a bias of leisure tourists or leisure participating visitors and fail to gain a true representative sample balance between leisure and non-leisure visitors to a country. Dr. Wöber's choice of sampling source was largely dictated by the fact that exit surveys on mainland Europe would not capture a representative enough inflow and outflow of visitors to and from land bordered countries. Britain and Ireland, on the other hand, were at an advantage in so far as most or, in Ireland's case, all visitors had to enter and exit either through a sea or airport. Therefore for the benefit of having pan-European city comparisons one could not consider using an exit poll as the sampling source since this would not be comprehensive enough for the *'F.E.C.T.O. City Survey'*. In addition since most city marketing efforts are aimed at the leisure tourist it would seem appropriate to use interview sites around the city even if this did not capture a true representation of the non-leisure visitor.

The *'The Dublin F.E.C.T.O. Survey'*, has been in operation for 2 years. It is a face-to-face interview currently carried out at eight points throughout Dublin's city centre and is based on a sample of 1000 adults carried out over the 12 months of the year. It is weighted to reflect the known numbers of different nationalities entering the country and its sample count is regarded as sufficiently large enough for a city the size of Dublin. The *'Dublin F.E.C.T.O. Survey'* deals with the following types of questions:

- Demographic questions including travel units (party size) and age;

- Establishment of whether or not a tourist is from abroad;
- Origin of travellers;
- Type, purpose and length of visit;
- Accommodation and access issues including booking procedures for both;
- Visitor motivations for visiting Dublin;
- Tourist information sourcing;
- Transport used within Dublin city;
- Visitor activities in Dublin;
- Visitor attitudes and perceptions;
- Frequency of visitor visits;
- Overall visitor satisfaction for Dublin;
- Tourist expenditure in Dublin.

The comparisons made earlier in section '5.2.' currently forms the baseline on which one may judge or measure an increase in availability of urban tourist information. This section puts this measurement into operation by taking an in depth look at how well the *'F.E.C.T.O. City Survey'* model fills identified gaps in information needs for urban tourism stakeholder (Dublin) managers and assesses the F.E.C.T.O. model's potential capabilities.

6.3. Identification of Key Gaps in Urban Tourist Information

After a detailed comparative analysis of Bord Fáilte's, *'Survey of Overseas Travellers'* (See Appendix E) and the 'F.E.C.T.O. *City Survey*' model (See Appendix B) key information gaps have been identified and listed in Tables 6.1.a, 6.1.b and 6.1.c.

Table 6.1.a Filling Key Gaps in Information Provision.

Information gaps in the *'Survey of Overseas Travellers' and filled by the 'F.E.C.T.O. City Survey'*	**Information gaps in the *'F.E.C.T.O. City Survey' and filled by the 'Survey of Overseas Travellers'***	**Information gaps still present in both the *'F.E.C.T.O. City Survey'* and the *'Survey of Overseas Travellers'***
1. Comprehensive accommodation booking behaviour 2. City specific activity intentions as motivating factors 3. The potential that people and distribution factors have in motivating people to visit the city 4. Information gathering behaviour for city visitors along with the role people have played in activity planning 5. Access to the city	1. When the respondent decided to visit Ireland and when their travel reservation was made. 2. Recording nationality if different from place of abode 3. Explicit record of respondent's age 4. A record of third party expenditure	1. When the respondent decided to visit Dublin and when their travel reservation was made 2. Occupation status of chief income earner in household 3. Education level of respondent 4. Information on non-holiday visitors

Table 6.1.b Filling Key Gaps in Information Provision.

Information gaps in the *'Survey of Overseas Travellers' and filled by the 'F.E.C.T.O. City Survey'*	**Information gaps in the *'F.E.C.T.O. City Survey' and filled by the 'Survey of Overseas Travellers'***	**Information gaps still present in both the *'F.E.C.T.O. City Survey'* and the *'Survey of Overseas Travellers'***
6. Transport use in the city 7. Transport booking information 8. A measured city visitor opinion and Satisfaction rating 9. Visitor satisfaction rating for the city 10. City focused information on visitor's activities 11. A record of all first time visitors to the city	5. For package trip, a breakdown of the city part of the expenditure is possible. (Limited to Five)	(Limited to Four)

Table 6.1.c Filling Key Gaps in Information Provision.

Information gaps in the *'Survey of Overseas Travellers' and filled by the 'F.E.C.T.O. City Survey'*	**Information gaps in the *'F.E.C.T.O. City Survey' and filled by the 'Survey of Overseas Travellers'***	**Information gaps still present in both the *'F.E.C.T.O. City Survey'* and the *'Survey of Overseas Travellers'***
12. All types of previous visit to Ireland 13. Number of previous visits to City (Last 10 years) 14. Interview condition questions 15. Information on non-holiday maker expenditures 16. Breakdown of expenditure between adults and children	(Limited to the five aforementioned)	(Limited to the four aforementioned)

6.3.1. Type and Composition of Urban Visits.

Information on type and composition of respondent's visit to a destination, places a particular destination in the context of the respondent's trip away from home. The *'F.E.C.T.O. City Survey'* puts the respondents visit to Dublin in the context of their trip away from home, that is to say to what extent the city destination, in this case Dublin, is the focus of their trip away from home. The *'Survey of Overseas Travellers'* simply informs one that the respondent did go to Dublin and for how long.

Length of stay at a particular centre, at other destinations within the country and at various other destinations abroad also builds up a picture of the type of trips people are making. However the *'Survey of Overseas Travellers'* focus, on non-holiday visitors, is less than the attention given by the *'F.E.C.T.O. City Survey,'* although due to a less than perfect sample, neither survey is able to present really meaningful information on non-holiday makers not indulging in leisure. For example the motivation questions featured in the *'F.E.C.T.O. City Survey'* is aimed at all tourists irrespective of whether or not they are here on holiday/leisure purposes or for business and other reasons. That said because the locations used for the F.E.C.T.O. survey are at leisure tourist frequented sites and attractions; there is a bias toward non-holiday respondents who are nevertheless likely to partake in leisure pursuits while in Dublin.

The non-holiday visitor such as the business person, it is argued, may be larger in number in urban areas than in the country and this sector's spend tends to be higher than many leisure visitors. Therefore such information is important to urban tourism stakeholders. The *'F.E.C.T.O. City Survey'* model places a greater emphasis on the city's [in this case Dublin's] place within a European trip and other cities visited on that trip. In addition total length of trip away from home measured against total time spent in Dublin and other centres provides information for decision makers about the importance of the destination in the context of the respondent's total trip away from home.

6.3.2. Accommodation Provision

The singular focus on urban tourists in the *'F.E.C.T.O. City Survey'* model strengthens statistical confidence particularly for cross tabulation analysis. This is because non urban visitors recorded in the *'Survey of Overseas Travellers'* need to be factored out if one is to increase confidence levels when analysing variables affecting or affected by visitor behaviour in relation to accommodation. If this is not done then accommodation analysis may result in skewed data. In section 5.2., the published results of Bord Fáilte's 'Survey *of Overseas Travellers'* showed that only 33% of respondents visited Dublin. In addition the *'F.E.C.T.O. City Survey'* model provides valuable accommodation booking behaviour information for tourism and hospitality managers. That is to say, when one makes an accommodation booking is important but the *'F.E.C.T.O. City Survey'* also provides information to the city manager about which medium the booking has been made through. For example the Internet may have been used as a booking method and this could have important repercussions for the future. This is particularly important for marketing to the short city break visitor, since differences may show up when comparing visitors' motivations and expectations for longer holidays and the rest of the country.

6.3.3. Motivations of Urban Tourists

There is no emphasis on activity intentions as motivating factors to an urban destination, in the *'F.E.C.T.O. City Survey'* model, a possible gap. However an 'Other' category among a series of measured motivating factors in the *'F.E.C.T.O. City Survey'* model allows for an activity motivating factor to be recorded. Nevertheless the activity choices provided by the *'Survey of Overseas Travellers'* lack typical city activity choices and the questioning is restricted to holidaymakers only. The *'F.E.C.T.O. City Survey'* model is not limited in this respect. Again there is the further restriction in that only 33 per cent (in recent years) of the *'Survey of Overseas Travellers'* will have stayed in Dublin, which, if the 66% of non-Dublin visitors is not factored out, may make general conclusions about activity motivating factors for holidaymakers who visit Dublin inseparable from other destinations visited. When looking at motivating factors a gap in information on the degree of influence that media and other factors have on motivating people to come to a city such as Dublin missing from the *'Survey of Overseas Travellers'* has been filled by the *'F.E.C.T.O. City Survey'* model .

6.3.4. Information Markers for Activity Planning by Urban Visitors

Information markers not only play a role in motivating travel but also affect activity choice before and after arrival at a destination. Equipped with knowledge of information use by all tourists to an urban destination, tourism managers may be in a position to add value to their own product or service. The *'F.E.C.T.O. City Survey'* model provides fairly comprehensive data on which information-providers visitors consult, when visiting a city. The *'F.E.C.T.O. City Survey'* puts questions to respondents on sources of information consulted either prior to or during a visit to an urban centre. Not surprisingly the *'F.E.C.T.O. City Survey'* is mainly concerned with the respondent's use of national and regional and / or city tourist offices. However consideration is made for people, as information providers and an 'other' category is made available which would allow for travel agent, guide books, other internet sites and so on to be recorded as sources of information on the destination utilized by the respondent.

6.3.5. Access and Internal Transport Use

Although the *'Survey of Overseas Travellers'* gathers information on access into Ireland it is not apparent from this if visitors intentions are to visit Dublin or to by-pass the city on the way to their main destination. Transport into Ireland in the *'Survey of Overseas Travellers'* does not record forms of transport other than those of air and sea and yet many visitors may need to undertake a long car or train journey. The *'F.E.C.T.O. City Survey'* enables transport combinations to be recorded for transport to Dublin. This might tell the reader, for example, that an American flew to Belfast and then took the train down to Dublin or that a respondent from the continent drove to Ireland utilizing ferries along the way.

Transport use within urban areas is not recorded at all in the *'Survey of Overseas Travellers'*. Information on car hire use in the *'Survey of Overseas Travellers'* refers to use throughout the whole country. Therefore a gap exists on up to date information on city transport use. The *'F.E.C.T.O. City Survey'* model succeeds in filling this gap. Information on internal transportation use by visitors especially in the city, it was argued, is very important both in terms of understanding economic demand and market nuances.

The medium through which a travel booking is made is another important gap in information, which can aid decision makers of urban tourism destinations. It is also worth recording especially when one considers the trend in increased access to Ireland and in particular Dublin due in no small way to the lowering of air fares and the booking of air travel over the Internet. On the other hand the *'F.E.C.T.O. City Survey'* model does not gather information on when the decision to travel was made and when travel was booked which could be very useful to transport and accommodation managers.

6.3.6. Satisfaction Measurement

The *'Survey of Overseas Travellers'* focuses on value for money as a mark of visitor satisfaction but this provides opinion about a trip to Ireland and cannot act therefore as a measure of the city's products and services, opinions of which may be very different. Random recordings may appear about urban satisfaction or dissatisfaction from the open ended question in the *'Survey of Overseas Travellers'* but the likelihood is that the count will be very irregular and the nature of the question is negative thereby missing any positive experiences that the visitor may have encountered about their urban experience. A gap exists therefore to measure degree of satisfaction with a number of urban specific experiences and to gain an overall measured marker of satisfaction with the urban tourism product. The *'F.E.C.T.O. City Survey'* model of a visitor survey fills both of these gaps.

6.3.7. Activities Done or Planned

Activity based questions have typical country like pursuits in the *'Survey of Overseas Travellers'* although there is some cross over, with what the *'F.E.C.T.O. City Survey'* provides for activity choices. Although urban centres may also be recorded in the *'Survey of Overseas Travellers'* general conclusions about activities undertaken by the visitor if the 66% of non-Dublin visitors is not factored out, could be quite different for urban visitors, leading to misleading conclusions. Walking around the city and city tours would be distinctive activities in a city, for example. Therefore a gap exists for information on general conclusions concerning activities undertaken in an urban environment.

6.3.8. Demographic and Situational Information

Current information on previous visits to Ireland is too general. Urban tourism managers, it is argued, may wish to know whether or not a particular city, like Dublin, has been visited before in the last ten years. Recent previous visits may be interpreted as a positive indication of satisfaction with the city and those tourists visiting the city for the first time in ten years may be considered similar to those who have never been to Dublin before due to major structural and cultural changes that have taken place in recent years. The *'F.E.C.T.O. City Survey'* model asks whether or not the respondent may be considering a return visit to Dublin. One can ascertain whether or not a positive impression about Dublin has been left with the all important first time foreign visitor. This is a good indicator of whether the city product is likely to sustain tourism into the future and promote not just repeat but longer holidays in Dublin and the rest of Ireland. Unlike the *'Survey of Overseas Travellers'*, the *'F.E.C.T.O. City Survey'* fulfils this information task. The *'F.E.C.T.O. City Survey'* model may lack some additional questions, which would create a more succinct profile of those using the city. However the length of the survey restricts the number of extra questions that may be added.

Interview conditions may affect answers to questions too. Time of day is noted in both surveys but weekday and weather conditions may also affect a visitors responses and the *'F.E.C.T.O. City Survey'* model provides this information.

Although the *'F.E.C.T.O. City Survey'* instrument is designed to record the demographic of 'age' for group members in the respondent's immediate party, it does not provide for the explicit recording of the respondent's own age, (arguably a very important variable considering that all other answers, including opinion are entirely those of the respondent). Therefore in this original design, only by way of a slow and cumbersome method of deduction can one discover the respondent's age, for each case and in some cases the respondent's age is impossible to garner.

6.3.9. Expenditure

Both surveys gather data on package tour expenditure but information garnered from the *'Survey of Overseas Travellers'* provides no information on whether a visit to Dublin was part of the visitor's package tour or merely an additional expense. The number of people that the expenditure covers is not broken down into numbers of children and numbers of adults. By doing so one may identify the influences of children on family expenditure. Expenditure breakdowns on non-holiday visitors are also possible with the *'F.E.C.T.O. City Survey'* model.

The *'Survey of Overseas Travellers'* takes account of expenditure on the visitor's tour package by third parties such as a businessperson's firm. This may be considered a weakness in the *'F.E.C.T.O. City Survey'* model since many urban visitors are likely to be businesspersons or have their transport and accommodation booked and / or paid for by a third party.

6.3.10. Summary

Running through all the questions in the *'Survey of Overseas Travellers'* is the fact that there is a lack of focus on urban tourist information and both surveys lack a focus on the non-holiday maker which is so important to urban tourism although, of the two, the *'F.E.C.T.O. City Survey'* model provides more information about the non-holiday maker. The whole annual F.E.C.T.O. model of a visitor attraction survey can be manipulated statistically to produce answers to a number of visitor behaviour and attitude questions particular to or peculiar to urban tourists.

6.4. Distinct Information Advantages - The 'F.E.C.T.O. City Survey'

The *'F.E.C.T.O. City Survey'* model, it is argued then, can fill many gaps in urban tourism information provision. In summary there are perhaps two areas which put the *'F.E.C.T.O. City Survey'* at a distinct advantage as a provider of adequate urban tourism information. These are as follows:

- A Gap exists in, currently available surveys to record day-trippers which are important to Dublin in so far as some of the over 100,000 visitors from Northern Ireland that come to Dublin would come on a day trip (Bord Fáilte, 1999). The down side of having such small numbers of foreign day trippers in one's data is that their count is so small as to make meaningful examinations of day tripper's behaviour patterns and attitudes in one year negligible. Nevertheless if an aggregate of two or more years' numbers is examined further meaningful conclusions on day-trippers may be made.
- Unlike the *'Survey of Overseas Travellers'*, the *'F.E.C.T.O. Survey'* puts behaviour and attitude questions to urban tourists who may or may not, in addition, chose to visit other parts of the country or other foreign countries and their respective cities. As a result behaviours and attitudes specific to urban tourists can be ascertained rather than making generalizations based on countrywide results, which may show up significant differences in many areas thereby skewing the results. This is also very evident in the opinion and satisfaction questions. Unlike the *'Survey of Overseas Travellers'* all the opinion questions in the *'F.E.C.T.O. City Survey'* model use the city (in this case Dublin) as the only area under focus and all the respondents are either tourists or day-trippers to Dublin. This avoids the positive or negative bias that may result if visitors' experiences outside Dublin differed significantly from the rest of their Irish trip.

6.5. Distinct Information Advantages – 'Survey of Overseas Travellers'.

On the other hand there are fewer gaps which Bord Fáilte's *'Survey of Overseas Travellers'* fill in general but there are nevertheless also two areas which put the

'Survey of Overseas Travellers' at a distinct advantage as a provider of adequate urban tourism information over and above the *'F.E.C.T.O. City Survey'* model. These are as follows:

- Both the *'F.E.C.T.O. City Survey'* and the *'Survey of Overseas Travellers'* ask how accommodation and where applicable, when travel to Dublin has been booked. However the *'Survey of Overseas Travellers'* does make a point of asking the respondent when they made their decision to come to Ireland, which the *'F.E.C.T.O. City Survey'* does not. Therefore since a booking may be considered the confirmation of a decision to visit, the *'Survey of Overseas Travellers'*, makes a note of the amount of time lapse between the respondent making their decision to travel and confirming it with a reservation.
- The *'F.E.C.T.O. City Survey'* is not an exit survey, which may put it at a disadvantage, currently, since there is a chance that visitors arriving on their first day will not be able to provide an informed opinion on many of the questions. Street interviews might perhaps provide an alternative that would ameliorate this problem while adhering to the *'F.E.C.T.O. City Survey'* population sample guidelines.

6.6. Conclusions

This researcher learned that the *'F.E.C.T.O. (behaviour and attitude) City Survey'* is chiefly aimed at city managers wishing to compare information on tourism in their respective city with the same homogenised information from another city although year on year comparisons were also thought appropriate.

Nevertheless since the model is intended to be used as an instrument to understand better city stakeholder clients (European Federation of European City Tourism Office members and their respective cities) and since, at least in Dublin's case, the city's tourism managers are responsible both to Government and their own private members, it is important for the sustainability of such a model that a level of compatibility is reached that satisfies, on the one hand, the principal aims and objectives of the model, while on the other hand, provides the sponsors and supporters of the information with enough *'Quality Information'* to justify their support for such an initiative.

It was pointed out in the literature review that an urban tourism gap existed in tourism research and this is certainly the case in Dublin. In paragraph 2.1 references were made to authors such as Law (1993), Ashworth (1992) and Page (1997) in Ryan (1997), who pointed out the complexities but nevertheless necessities of urban tourism research if theory and general conclusions are to be reached. Although the *'Survey of Overseas Travellers'* in effect provides a profile of who is spending how much money, where and over what period of time including within the Dublin region and the Central Statistics Office's research through its surveys and carrier information sources provide information on numbers of visitors to Dublin and respective revenues thereof, this thesis argues that a great deal of information is left out which would be of benefit to all urban tourism stakeholder managers. Since Bord Fáilte recognizes Dublin as a uniquely branded city the *'F.E.C.T.O. City Survey'* can play a very useful role in information provision.

In 'Table 6.1.' gaps in urban tourism information were listed and these were explained in greater detail in sections '6.3.1.' to '6.3.9.' What the *'F.E.C.T.O. Survey'* provides is, in many ways, an all round survey of urban tourism and contains to a large extent the best of the *'Survey of Overseas Travellers'*, which seeks to gain information on tourism demand and perhaps the forecasting of this demand and combines it with a visitor behaviour and attitudes survey not unlike Bord Fáilte's *'Visitor Attitudes Survey'*, which seeks to gain information on identifying the precise nuances of the city's, tourism markets, in this case Dublin's. However it goes further by the simple virtue of using the city visitor as its population from which to draw a sample.

An argument also exists for a city-focused survey for the benefit of Government, since up to date urban tourism information is important for Government policy and action on places since they are the basic products of the urban tourism industry. It was pointed out in the literature review that, '...cities must be consciously moulded to create a physical landscape that tourists wish to inhabit' and that '...constant transformation of the urban landscape to accommodate tourists has become a permanent feature of the political economy of cities' (Judd and Fainstein, 1999). Another gap in information provision which may be provided in Ireland on a national basis but is lacking in an urban context is in service quality which Gilbert and Joshi (1992) point out is an area of urban tourism research where the, '...practical management of the 'gap' between the expected and perceived service', requires, '...attention by urban managers and the tourism industry'. The *'F.E.C.T.O. City Survey'* is in a position to go some way to filling this gap.

The Austrian 'Tour-Mis' web site was cited by Dr. Wöber as a good example of how, if information is presented in the right way with the right support, an increasing number of stakeholders may receive information which is beneficial for their own needs.

According to Dr. Wöber (1998), *'data quality'* would instantly be improved by the introduction of the 'F.E.C.T.O. City Survey'. *'Data Quality'*, Dr. Wöber explained, refers to *'Information Quality'*, which can be judged according to the number of learning possibilities that come from the data between the various different cities.

We may conclude therefore that the *'Survey of Overseas Travellers'* provides a somewhat limited geographic focus; limited psychographics focus and provides limited scope for timely availability and comparability of urban tourist information.

The next phase of the thesis, which uses a qualitative structured telephone survey, is designed to explore the demand for urban tourism information in the following areas:

1. To confirm current information use;
2. To assess in-house initiated out sourced or self-directed research;
3. To assess the needs and uses of local urban tourism information for stakeholders;

4. To assess the needs and uses of year on year and in particular, pan-European urban tourism data comparisons.

It also seeks to raise issues concerning possible future provision of urban tourism information. The issues will then be tested using the 1999 to 2000 *'F.E.C.T.O. City Survey'* to further assess to what extent the *'F.E.C.T.O. City Survey'* information is able to improve the quality of information for decision making. Beneficiaries of this type of information source will also be alluded to.

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CHAPTER SEVEN

INVESTIGATING QUALITY PROVISION of URBAN TOURISM INFORMATION for STAKEHOLDER DECISION MAKERS

7.1. Introduction.

Section 5.2.2 provided a baseline from which an increase in availability of information on tourism behaviour and attitudes may be measured. Sections 5.3 to 5.5 looked more closely at what extra benefits the *'F.E.C.T.O. City Survey Model'* might provide urban tourism stakeholder decision makers and concluded that the *'F.E.C.T.O. City Survey Model'* provides a more precise geographic focus; greater psychographics' focus and provides greater scope for timely availability and comparability of urban tourist information.

Current information sources and information usage, that is to say non-F.E.C.T.O. visitor information, by urban tourism stakeholders, was confirmed by carrying out a structured qualitative telephone survey of urban [Dublin] tourism stakeholders. These also enabled issues to be raised, concerning possible future provision of urban tourism information. This provided a clearer indication of demand for the sort of information that would lead to effective decision-making by various stakeholder sector representatives while identifying real management objectives which facilitated the realisation of the applied research objectives intended as part of this research.

A content analysis of some of the issues raised and a quantitative analysis to examine the problems that a small sample has on the overall effectiveness of the instrument may go some way in demonstrating the effectiveness of an urban tourism survey like the *'F.E.C.T.O. City Survey'* model, in filling the identified gaps in urban tourism information provision. The *'F.E.C.T.O. City Survey'* questionnaire and coding design was examined to assess how well it succeeds in satisfying stakeholder demands for the decisions identified in the qualitative survey. Recommendations were then put forward to improve both the questionnaire and coding in order to increase the 'Quality of Information' for greater learning possibilities and more effective decision-making. In this way it is envisaged that the *'F.E.C.T.O. City Survey'* model may have a better chance of sustaining itself into the future.

7.2. Examining Information Demand from Dublin Tourism Stakeholders – A Qualitative Exploration.

The purpose of the qualitative survey of Dublin's tourism stakeholders is intended here to provide a more comprehensive understanding of the *'F.E.C.T.O. City Survey's'* potential not only to fill gaps in information provision which has more or less been established so far but to better inform as to how well, in its present form, it might provide better quality information for decision making. It also points out the differing levels of urban visitor information demand depending on the type of tourism stakeholder, the differences between public and private stakeholder needs and the most appropriate level of publication frequency of urban tourist information for various stakeholder groups.

A survey of Dublin's tourism stakeholders was undertaken in the autumn of 2001, drawing from a cross section of tourist product and service providers. It revealed common characteristics of information use behaviour.

The aim of the survey was to gain a deeper understanding of the demand for national and urban tourism information, to identify gaps in information provision in general and gaps as they applied to the different industry sectors and to assess the demand for and impact of increased availability of behaviour and attitude information from the *'F.E.C.T.O. City Survey'* model.

The objectives of the survey were:

1. To ascertain whether current (non-F.E.C.T.O.) publications were peripheral, helpful or critical to the organisation's information needs for decision-making.
2. To ascertain whether outsourced research or in-house research was peripheral, helpful or critical to the organisation's information needs for decision-making.
3. To ascertain whether or not there is a demand for specific information on urban tourism, such as is available from the *'F.E.C.T.O. City Survey'*,

and whether this information is likely to be peripheral, helpful or critical to the organisation's information needs for decision-making.

4. To gain an appreciation of the degree of publication frequency preferred for urban tourism information and its affect on the various market sectors.
5. To ascertain the level of interest among the different sectors in Pan-European *'F.E.C.T.O. City Survey' statistical* comparisons.
6. To point out differences in opinion between public and private organisations.

7.2.1. General Sample Method

Altogether the views of representatives from eight sectors drawn from among Dublin's tourist industry stakeholders were included in the survey. Up to fifty organisations were contacted by phone using a random sample of organisations taken from the Bord Fáilte trade web site. A total of thirty-four organisations completed the ten, mostly open ended, questions put to them. The following tourism sectors were investigated:

1. Dublin based ground handlers

Sample: Representatives from four ground handlers were contacted.

2. Tour operators from Dublin's main markets, although one Dublin based company with international offices was included.

Sample: Representatives from three British, two American, one German, one French and one Italian tour operator were questioned. In addition a representative from one international tour operator, based in Dublin, but with offices in all of the above named countries was also contacted.

3. Language and leisure schools in Dublin.

Sample: Three language schools were contacted.

4. Accommodation providers for Dublin.

Sample: Six accommodation providers from across the spectrum of accommodation types were contacted including hotel and budget accommodation groups, and an organisation representing the 'Bed and Breakfast' sector. The interviewer was unable to contact a representative for the guesthouse sector but it was felt that this sector was not too dissimilar to the bed and breakfast sector. The overall sample was representative of the variety of accommodation types found in Dublin.

5. Dublin visitor attraction sites.

Sample: Six visitor attraction sites were contacted including two publicly funded museums.

6. An access transport provider.

Sample: One ferry operator.

7. Internal [Dublin] transport providers.

Sample: There was some cross-over here between activity providers and tour operators but four city transport organisations were contacted three of which were classified as an internal transport operator and one (an associate company of a public bus company) was classified as a tour operator.

8. Activity providers for the city of Dublin.

Sample: Three activity providers were contacted which included a golfing organisation; a horseracing organisation and a company providing a specialised city walking tour.

7.2.2.Caveats

A number of caveats are worth noting here. There was some cross over among the sector divisions. For example, one may consider a city tour operator an internal transport provider or an activity provider. In addition, in the case of three organisations contacted, the representatives contacted were spokespersons for their own respective industry sector or national association as well as their own individual business or organisation.

7.3. Findings on Stakeholder Information Demand

The questionnaire was divided into four separate information issues. The first issue looked at demand and use of Irish tourist publications up to the end of the year 2000 since this was the point at which Bord Fáilte's *'Survey of Overseas Travellers'* ceased to be the only urban tourism information source in the city. Therefore the first *Dublin Visitor Survey*, which was published in January 2001 and which sourced its data from the 1999 to 2000 *'F.E.C.T.O. City Survey'* data set was excluded.

The second issue looked at in house commissioned or self conducted research.

The third issue investigated demand for urban tourism information in Dublin not readily available currently. It also investigated the effectiveness it might have, if it were available, for decision-making in an organisation.

The fourth issue investigated demand for pan-European urban tourist information, which is the main objective of the Federation of City Tourist Office's model of a city tourist survey. (See Appendix A, for a copy of the Stakeholder Survey Questionnaire). The results were analysed by creating for each of the four issues a matrix with three columns or the *'x'* axis divided into peripheral, central, and critical demarcations. That is to say information use was categorised and labelled peripheral if the stakeholder's use of such information was not essential for decision making or was simply used as a general source of information only. Information use was categorised and labelled central if the use of such information was useful but not strictly essential for decision making. Finally information use was categorised and labelled critical if the type of information was considered essential to the decision making process or was considered to be something that would lead to a significant improvement in effective decision making. The row or *'y'* axis represented the eight tourism sectors (See Appendix H, for an example of the Matrix). What was compiled from this was an illustration of the level of demand for information and the subsequent usefulness, of each information type, from among the eight tourism sectors examined.

7.3.1. Findings – Pre 2001 Publication Use.

The first analysis was conducted on answers put to respondents concerning use of pre-2001 tourism market publications for both knowledge gathering and specifically as a tool for decision making.

For international tour operators what was found was that the Bord Fáilte *'Fact Sheets'* and a variety of other Irish tourist market publications were read by most tour operators. American tour operators were identified as being the keenest users of visitor behaviour and attitude information for decision making. It was pointed out that such information had contributed very effectively, over recent years, to decision making since the American market had shown tremendous growth.

Ground handlers it appears, due to their trade-to-trade status, were one of the tourist stakeholders least interested in behavioural statistics for decision-making. Where Irish publications were used they were mainly for non-tourist behavioural information purposes.

Accommodation providers showed a marked difference in information needs between the deluxe Bed & Breakfast and 4 and 5 Star hotel organisations and the budget B & B and budget hotel and hostel markets, although they did share some similarities too.

Current usage of Irish tourist publications, among Dublin accommodation providers, was quite wide, with Bord Fáilte publications, the Internet and niche publications among those used. However the deluxe end of the market used publications in order to keep up with trends, as did the budget sector but also in order to identify the most appropriate advertising mediums to target.

The activity providers were less interested in current Irish tourism publications.

For attraction providers there was wide use of a varied selection of current tourist publications. However there was no suggestion that their use was for anything other than keeping up with tourism trends and watching out for developments among their competitors.

The one access transport operator contacted was of the opinion that the most cost effective way of requiring the right sort of external information for decision making was to use Bord Fáilte publications and to pool research information on passenger numbers and expenditure through Bord Fáilte in order to get the big picture of what is going on in the carrier industry.

Of the three internal transport operators interviewed, the city tour operator, which could also be considered an activity provider, used Bord Fáilte's *'Market Guides'* for information purposes only.

Finally the three language school representatives contacted declared that like the accommodation and visitor attraction sectors there was wide use of Irish Tourist publications. These publications were used for information on trends and projections in the Irish market and also for best practice information.

7.3.2. Findings – In-House Commissioned (outsourced) or Self –Directed Research.

The analysis suggests that in-house commissioned or self directed research is critical for those sectors that come into direct contact with the customer on a day-to-day basis being less important to booking agents and ground handlers for decision-making. For example, among accommodation providers in-house research, where used, was useful for targeting advertising mediums, and in aiding the accommodation provider to meet expectations of different guest types over time. The budget accommodation sector representative was one of a number who lauded over the cost-effectiveness of in-house market research. Outsourced research was also very effective in providing visitor behaviour

information on the individual organisations which was not readily available from general city or countrywide surveys.
In-house self directed and outsourced research was clearly very important to the attraction provider and was for all of them the most effective form of gathering tourist behaviour and attitude information for effective decision-making. Central to all their needs was the need to know whether or not the respective attraction providers were meeting tourist expectations and providing product satisfaction. What was somewhat surprising though was that gift shop provisioning and pricing required a thorough assessment of the different markets and market segments.

Of the different market operators for tourism into Ireland, the American operators made a point of using feed back from their customers to improve upon the service the customer gets and to develop new products for group and individual travellers.

For the activity providers, like the attraction providers their own customised in-house or outsourced research provided activity specific information not readily available elsewhere, the results of which were very effective in achieving the respective organisations' objectives which were largely to do with matching expectations and developing brand identity.

For the ferry operator in-house and commissioned research had proved very effective in knowing whether one was meeting one's customers' expectations and for knowing whether or not or to what degree the company's advertising was gaining brand recognition in the ferry operator's main market [Britain].

Again, of the three internal transport operators interviewed, the city tour operator, had begun to use an in-house survey, which was proving very useful although it was in its early stages.

For the three language school representatives, in-house and commissioned research had been used by this sector for sharpening the product and for advocacy purposes respectively.

Another surprising use of in-house self directed research data was the need for factual information for the purposes of advocacy and this use is evident within the tourist attraction sector, tour operators, and the language school sector and activity providers. In the case of the visitor attraction sector it was usually better recognition by the Government of the importance of the sector to the economy or better public facilities associated with the attractions that required precise knowledge for adversarial purposes and it was crucially important for justifying expenditure in publicly funded operations.

7.3.3. Findings – Reactions to Increased Availability of Urban [Dublin] Tourist Information.

The sector representatives were asked how an increase in the availability of urban [Dublin] tourist information would affect them. Three sectors representatives considered that the *'F.E.C.T.O. City Survey'* could make a crucial difference to their future prospects. These included the tour operators, accommodation providers, language schools and the activity providers. For tour operators, language schools and accommodation providers this type of urban tourist information was central, if not critical, for product development.

The tour operators expressed a keen interest in information resulting from a regular urban tourism survey. The type of information identified as being of particular interest to them and currently not available included accommodation behaviour, effect of cheap air travel on the impulse tourist, trip decision making, booking information and data that built up a more complete visitor profile for each market as well as data providing a sharper focus on the different market segments. Satisfaction levels with various aspects of Dublin were also points of interest to one operator who felt that such information would help focus the company's marketing drives more clearly. All of the tour operators questioned felt that this information source and the information possibilities it promised would all add up to making Dublin easier to sell into and aid new product development for the city.

There was also definite interest from all accommodation providers in a behaviour and attitude survey of urban overseas visitors to Dublin. A profile of tourists was the point of most interest to all concerned. However there were differences again between the deluxe accommodation providers and the budget sector in their opinion on where the biggest gap lay in the sort of information of most use to the accommodation sector. The deluxe market were very keen to know what was the different market share in Dublin for the luxury, moderately priced hotel and 3 Star hotel whereas the budget accommodation providers suggested that there was very little information available concerning the budget conscious youth market. Bord Fáilte's published information and published information from other un-named sources was cited as distinctly lacking with regard to information on the independent traveller.

Most of the visitor attraction representatives in Dublin expressed a keen interest in an urban visitor survey of overseas visitors. It was thought that the main advantage of such a survey would help to place each respective attraction provider in the general context of attraction providers in the city. But in terms of the effectiveness of decision making it was felt that the more information there is about the overseas visitor to Dublin the more they can improve the product and service they provide and the more cost effective will be their marketing drives. Identification of the optimum advertising medium to reach their respective market segments was held up to be another advantage of such a survey. Advocacy again was also mentioned as benefiting from an urban specific survey.

From among activity providers, the golf, horseracing and city walking tour organisations showed interest in an urban tourism survey but the golf and horseracing organisations showed greater interest than the city walking tour provider. Visitor profile information, activity preferences and expenditure breakdowns among markets were central but not critical to all activity providers' tourist information requirements. The activity providers, particularly the golf and horseracing organisations believed that urban tourism information would be a useful tool in targeting their respective markets better than may be done at present and would also be a tremendous aid in providing new products to suit different segments of their respective markets.

There was a demand for information on visitor behaviour and attitudes in Dublin from all three language school organisations and student spend and price sensitivity was to them the most useful form of information. However length of stay, student motivations in choosing Dublin and accommodation preferences also rated quite highly and one language school was particularly keen to find out activity preferences among the sixteen to twenty four year old age groups.

All three language schools nevertheless felt that urban tourism information would make their marketing a more precise science leading to a more cost effective spend and would lead to product enhancement.

Information gathered from an urban tourism survey was of some interest to the ferry operator, with the expectation that it would enable the ferry operator to target its customers better.

An urban behaviour and attitudes survey was not considered to be very useful for a ground handler except to endorse the value of their services among their clients. However for conference organisers there was a suggestion that such information, particularly where it concerned activity preferences among the various conference markets and market segments, would lead to a better service for niche markets.

In common with most of the respondents, one complaint about current surveys was the considerable time it often took to publish a report after the survey period. Although annual surveys were sufficient for most sector members' needs, if, for example, a survey ran from January to December the results were often not published until at least six months later.

7.3.4. Findings – Demand and Use for Pan-European Urban Tourist Information.

All in all there was a 'Lets wait and see' response from Dublin Tourism stakeholder organisations. Respondents were sceptical therefore about the possibility of true comparisons being possible. If however the *'F.E.C.T.O. City Survey'* were to prove itself over time then for representatives from six out of the eight sectors, the exceptions being tour operators and the access transport operator, best practice was cited as providing the greatest net advantage of comparative year on year and / or pan-European information on urban tourism. Such information would be a very useful tool resulting in an improvement in products or services.

There was doubt therefore in the minds of many of the respondents that a Dublin product or service could really be compared to a similar one abroad and so there would be a certain reticence to rush and pay for such information before it had proved itself.

Such comparisons could also provide a ranking system for European cities under various subjects. This could lead to multiple city packages within niche markets and market segments, as was the case with American tour operators. Ground handlers also saw a ranking system to their advantage. For tour operators, comparative information could enable them to sell cities more effectively. One of the visitor attractions felt that this comparative information would be a good way of tracking the Euro currency's effect on competition between cities in Europe. Finally activity perceptions from each market would enable activity providers to package their products and services better.

Finally publicly funded bodies thought that Pan-European comparisons with similarly funded bodies in other European cities could become, at the very least, central to decision making.

Phase Three will examine the performance of the survey as an information provider by looking at a few of the issues which arose, in the qualitative study.

7.3.5. Public / Private Organisation Differences and timing.

The principal difference between public and private organisations was in their use of information. For the public organisation, particularly within the visitor attraction sector, public organisations used research to justify expenditure on facilities and services to the Government. Private organisations on the other hand, particularly those coming into direct day-to-day contact with the tourist, were particularly keen on using urban tourism information to drive the business forward. Publicly funded internal transport organisations and Dublin Corporation expressed little or no interest in information gathered from outside their own organisations whereas the private internal transport providers were a little more forthcoming in this respect and business associations would use the information to help their members and / or for advocacy purposes between them and the Government. For both public and private organisations, publishing the results of an urban survey on an annual basis was thought an acceptable frequency provided that the results of the survey could be made available within a month. Some respondents expressed the desire for information over a three to six month period only, such as the summer months but again provided the information was fresh unlike the present waiting time from Bord Fáilte / Fáilte Ireland.

7.3.6. Conclusions – The Case for an Urban Tourism Visitor Survey in Dublin.

Within each sector among Dublin tourism stakeholders there were some stakeholders who expressed little or no interest in using Irish tourism publications and where this was so it was merely to keep up with developments in the industry. The British tour operators and Dublin ground handlers were among these. Others used Irish publications including current behaviour and attitude statistics from Bord Fáilte for information on trends and market developments such as the budget accommodation users and visitor attraction providers. Yet for a few more such external data bases and editorial commentary proved very useful and cost effective for decision-making purposes such as the ferry operator, deluxe accommodation sector and the American tour operators.

But for almost all sectors and two sectors in particular, namely the accommodation sector and visitor attraction sector, the customised, in-house or outsourced research survey proved very effective for decision-making. A clearer illustration of the effectiveness of the customised survey was demonstrated in the deluxe accommodation and visitor attraction sectors both of which found the customised survey suitable for targeting advertising mediums and for ensuring that the providers were meeting customer expectations. Advocacy was another beneficiary of this type of information gathering.

A few organisations were so large or had so many customers that their own, in-house information and the occasional customised information gathering, was sufficient for decision making. This included one Dublin attraction and a very large tour operator / airline company.

However there is a definite pattern of interest, from the different sectors among Dublin tourism stakeholder organisations, for behaviour and attitude information resulting from, for the most part, an annual survey of overseas visitors to Dublin. The fact that both the deluxe and budget accommodation sectors were particularly keen to point out information gaps in current publications was encouraging. Although the visitor attractions got most use out of their own custom made surveys they too could nevertheless see distinct advantages to having this type of information at their fingertips. The tour operators too could see a distinct advantage in Dublin specific information since they were convinced that such information would make selling into Dublin much easier and would also fill a gap in providing essential information for new product development into the city. Activity providers identified urban survey information as being a very useful tool for more effective targeting of their market and in particular could lead to new products to satisfy the different market segments of their respective target markets.

It was the considered opinion of both access and internal transport operators that such a survey could only help in targeting customers better and would certainly create a more cost effective marketing drive. Even the ground handlers could see that it could positively endorse their services that they were offering the trade. Dublin language schools were able to identify a number of information gaps, such as corporate student profile information and activity preferences from teenage students that, to the best of their knowledge, were not available from any other information sources.

There are definite patterns therefore arising, and a Dublin survey is clearly seen as fulfilling an information need among Dublin tourisms' stakeholders. At the very least there is absolutely no suggestion that such a survey would be superfluous among current publications, even where customised research is carried out on a regular basis. This underlines Mr. Brian Maher's views, [Senior Researcher at Bord Fáilte] who stressed that synergetic advantages would result from the addition of an urban visitor survey to currently available information.

Finally, although there were doubts among the various tourism stakeholders that true comparisons could be made between European cities, there was tentative support for such information among most sector representatives. If Dublin tourism stakeholders could be persuaded that truly comparative homogenised information could be made available, relevant to their own respective industry sectors, then best practice and its adaptation here in Dublin would be a significant asset for improving their own product. The various sector representatives could also see other advantages like, for example, the ability to rank cities under certain headings which would make the selling of cities much more effective. It was recognised by the activity providers that cultural differences would affect perceptions of activity provision in Dublin and understanding these differences as they applied to different European countries could also contribute to growing market segments within a particular market.

Unlike the innumerable uses for urban tourism information for marketing Dublin identified by various sector representatives, it seems that Dublin tourism stakeholders would prefer to wait until such comparative year on year and particularly pan-European information has demonstrated what it can really do for them, before they are likely to be completely convinced of its benefits.

7.3.7. An Evaluation of the *'F.E.C.T.O. City Survey's'* Methodological Processes.

7.4.1.1. Introduction

The results of the preliminary explorative secondary research coupled with the primary qualitative research have led to this researcher's first hypothesis:

> "Increased availability of urban sourced annual or biannual tourist behaviour and attitude information may lead to a concomitant increase in information quality as a tool for urban tourism stakeholder decision makers, as determined by the degree to which information demand matches information supply".

The secondary research demonstrated, through comparison with the *'Survey of Overseas Travellers'*, (which it was argued may be regarded as the baseline on urban tourism information provision in Ireland), that the *'F.E.C.T.O. City Survey'* research instrument can provide a net increase in the availability of urban tourism data to Dublin tourism stakeholders. The qualitative depth interviews conducted with Mr. Brian Maher, and Dr. Karl Wöber and the structured qualitative telephone interviews conducted with Dublins' tourism stakeholders, uncovered gaps between what survey suppliers make available to urban tourism stakeholders and examples of the type of information in demand by the stakeholders. Reconciling the differences between the supply of and demand for urban tourist survey information might go some way to improving the quality of information. Quality survey information was judged to be so, on the basis of its ability to reduce management uncertainty for effective urban tourism stakeholder decision-making and it ability to increase learning possibilities.

This leads to a second hypothesis:

> "The more that [urban] tourism information demand is satisfied, the greater the quality of that information as a decision making tool".

The aim of the following analysis is to investigate the link between information supply and the demand for information which may determine actual quality of information being supplied. The analysis will culminate in a quantitative analysis of some of the data to demonstrate how disaggregation can reduce the effectiveness of the model. Kinnear and Taylor, (1996) point out that, 'when designing one's survey [normally] the questions on a questionnaire should have a direct correspondence to an information need, and each information need should have a direct correspondence to a research objective'.

This researcher has demonstrated that, since the introduction of the *'F.E.C.T.O. City Survey'*, there has been an increase, for the most part, in availability of information for urban tourism stakeholders. However in order to take a closer look at whether or not there has also been an improvement in quality of information and to access whether or not the *'F.E.C.T.O. City Survey'* can be adapted or added to in order to reach and satisfy a wider stakeholder base while staying faithful to the aims and objectives of the Federation of City Tourism Offices research group this researcher has chosen to analyse a select couple of issues, raised in the industry sector interviews, as a way of evaluating the *'F.E.C.T.O. City Survey's'* methodological process. Therefore a detailed analysis of all the issues raised in the qualitative industry sector interviews is not the purpose of the analysis, rather the analysis aims, in the first instance, to highlight the potential that the *'F.E.C.T.O. City Survey'* has in yielding a rich core of data and in the second instance to demonstrate to what degree the available information from the *'F.E.C.T.O. City Survey'* is able to match the needs and objectives of a sample of problems or opportunities highlighted in the interviews. In so doing the analysis will rely principally on description.

The analysis objectives therefore are as follows:

1. To identify suitable examples, from the qualitative survey, of organisations who, seeing a problem or opportunity, have expressed an interest in a broad research objective and whose information needs for achieving that objective are clear.
2. To identify key variables that have caused either poor performance or presented opportunities for future growth within these organisations.

3. To match the key variables identified, with identical or similar variables in the *'F.E.C.T.O. City Survey'* data base and suggest the most appropriate method(s) of analysis of these variables.
4. To demonstrate whether or not or to what degree the information resulting from the statistical output satisfies an organisation's information needs and research objectives for decision-making purposes and determine to what degree the data is able to produce a detailed analysis from the current sample size of 1000 respondents.

7.3.8. Problems, Opportunities and Related Variables

The qualitative survey succeeded in identifying problems and / or opportunities facing most of the stakeholder organisations as well as information needs that were likely to be helpful if not critical in achieving organisational objectives. 'The process of identifying problems and opportunities is called situational analysis and its purpose is to analyse the past and future situations facing an organisation to uncover those variables that cause poor performance or present opportunities for future growth' (Kinnear and Taylor, 1996).

It deserves reiterating here that consumer choice determines consumer behaviour and this thesis argues that the greater the availability of demand determined knowledge about [urban tourist] consumer behaviour, the more effective the information will be as a decision making tool. Kinnear and Taylor, (1996) add weight to this argument when they point out that:

> The value or benefit of research is typically commensurate with the ability of research information to reduce the management uncertainty regarding the selection of a course of action. Once this information has been obtained and presented in a meaningful format, the manager can proceed to the final stage of the decision making process, namely, the selection of a course of action and the development of a plan for implementation' (Kinnear and Taylor, 1996).

Since a visitor survey questionnaire like the *'F.E.C.T.O. City Survey'* model records consumer choices and subsequent consumer behaviours, patterns of consumer behaviour may be detected and interpreted to satisfy some of the management demand for specific knowledge necessary for decision-making.

Kinnear and Taylor, (1996) believe that the purpose of data analysis is to provide meaningful information for decision making and that, 'much valuable information can be provided by means of relatively simple data analysis procedures'.

Since the aim of the analysis is to largely describe the data, relatively simple analysis procedures have therefore been adopted to demonstrate to what degree the available information from the F.E.C.T.O. research instrument is able to match the needs and objectives identified from some of the Dublin tourism stakeholders.

7.4.3. Identifying Information Requirements for Organisational Problems or Opportunities

The following tables illustrate, at a glance, some of the problems and opportunities, highlighted in the preceding qualitative analysis. In addition one can discern, from the study, concomitant objectives of some of the organisations, particularly those that appeared to value, more than most, an urban specific annual or bi-annual visitor behaviour and attitude survey. Finally the degree to which information from the baseline survey, that is to say the *'Survey of Overseas Travellers'*, can satisfy each sectors respective information needs for the identified problem or opportunity is stated first and this is followed up by a statement about how well the 'F.E.C.T.O. City Survey' succeeds or fails to improve upon the baseline match between availability of and demand for urban tourist information.

Table 7.1: Quality High-Spend Accommodation Sector

Type of Organisation	Identifiable Opportunity	Identifiable objectives	Key variables worth examining
Quality 4 and 5 Star Hotels	Achieve Optimum cost effective advertising and promotion strategy	Targeting advertising to the right people, at the right time and in the right place.	1. Isolate quality accommodation users. 2. Isolate and recode high accommodation spend users 3. Accommodation

			Booking behaviour 4. Tourist Information sourcing behaviour 5. Origin Visitor Type 6. Visitor motivation

7.4.3.1. Analysis Potential – Opportunity to Improve Advertising

Bord Fáilte's *'Survey of Overseas Travellers'* provides the opportunity to isolate quality accommodation users but only provides limited information on accommodation booking behaviour in so far as it only records when a reservation was made and not how it was made. The main weakness in the *'F.E.C.T.O. City Survey'* survey here is that it does not provide information on when the high spend accommodation user decides to travel. That is to say the *'Survey of Overseas Travellers'* does provide this. The second weakness in the *'F.E.C.T.O. City Survey'* in this example is its inability to record motivation information with regard to activities planned, which would be useful information far targeting advertising within leisure interest media.

By isolating the high spend accommodation user as the independent variable, bivariate analysis methods could assess relationships between this accommodation group variable and dependent variables such as booking behaviour, information sourcing, origin, visitor type, and motivation variables. This could potentially provide a better profile of the quality hotel accommodation user, on the one hand and information sourcing and motivation behaviour profiles on the other. The results of the analysis may identify sources of information that might then be targeted in order to reach the target audience more effectively than was the case before. The *'Survey of Overseas Travellers'* also does not provide any information on information gathering behaviour as a motivating factor or for trip planning purposes.

In summary, by adding a question to the *'F.E.C.T.O. City* Survey' which asks when a respondent decided to travel the accommodation provider might have a better idea when to advertise in the media. Secondly if high end accommodation providers knew what activities in Dublin would motivate their potential clients to come to Dublin the accommodation providers would have a better idea about what leisure media they ought to advertise in.

Table 7.2. Incoming Tour Operator Sector

Type of Organisation	Identifiable Opportunity	Identifiable objectives	Key variables worth examining
American Tour Operator	Develop products suited to markets in each of the States in America	Create a profile of American Tourists to Dublin on a State by State basis.	1. American Zip Codes 2. Motivations 3. Attitudes 4. Likelihood of repeat visits 5. Demographic Variables.

7.4.3.2. Analysis Potential – Opportunity to Create a Micro-profile of Americans.

Where 'zip' or 'postcodes' are gathered in survey research these can be useful in identifying more precisely the origin of the visitor. If one can isolate a market such as the American one that uses 'zip' codes and recode these 'zip' codes into fifty, for each state, or four or five groups of states, for example western seaboard, mid-west, mid-east and eastern seaboard or similar, one may be able to examine in more detail the relationships between these independent variables and dependent variables such as visitor motivations, visitor attitudes, likelihood of repeat visits and demographic variables such as age, working status, sex and household composition. Where relationships are found one can build up a profile of all American visitors to Dublin based on behavioural similarities common to all Americans and one can then compare this to profiles of Americans based upon their origin in terms of the state or geographical area in the United States where they live. This is simply not possible with the *'Survey of Overseas Travellers'*. Such precise information particularly where geographical differences exist among American visitors to Dublin would improve the quality of information since its results would improve the way that the Dublin product is marketed to America.

Table 7.3: Budget Conscious Traveller, Accommodation Providers

Type of Organisation	Identifiable Opportunity	Identifiable objectives	Key variables worth examining
Budget Accommodation Providers	To increase the numbers of young independent travellers choosing to stay in Dublin	Profile young free independent travellers around their information gathering behaviour.	1. 15 to 35 age cohort 2. Information behaviour 3. Motivational behaviour 4. Accommodation choice 5. Decision to travel 6. Accommodation booking Behaviour 7. Accommodation expenditure Group size

7.4.3.3. Analysis Potential – More Precise Profiling of Young Independent Travellers.

With the *'Survey of Overseas Travellers'* the 15 to 35 age cohort and accommodation choice in Dublin can be isolated and variables providing data on decision to travel and the point at which reservations for travel are made can pinpointing when to advertise to this target audience therefore enabling advertising and promotion of Dublin to this group to be targeted at the right time. However the *'F.E.C.T.O. City Survey'* is able to identify what media sources motivates him / her to visit Dublin, what information sources are used in the planning of the trip and the accommodation choice and booking behaviour of this tourist group. The *'F.E.C.T.O. City Survey'* is also able to isolate the budget accommodation variables as independent variables particularly those most popular among the 15 to 35 year age cohort and one can build up a profile, in this case, of the young traveller. The result of such an analysis would improve the quality of information, in so far as it would help to pinpoint suitable mediums in which advertising might be placed to target this group most effectively. The *'F.E.C.T.O. City Survey'* has the data and design to enable most of the objectives to be achieved. Unlike the *'Survey of Overseas Travellers'* the *'F.E.C.T.O. City Survey'* provides more useful information on accommodation booking procedures, the information sources through which this group were motivated and information sources used by this group for trip planning purposes. However the sample needs to be large enough in order to produce statistical validity in any relationships that may be found to exist between these variables through bivariate or indeed multivariate analysis. In this particular case the accommodation providers might do well to utilise the potential of both the *'Survey of Overseas Travellers'* and the *'F.E.C.T.O. City Survey'* if they are to satisfy their stated objective.

Table 7.4: Activity Provider Sector

Type of Organisation	Identifiable Opportunity	Identifiable objectives	Key variables worth examining
Horseracing Organisation	To re-brand Irish [Horse] Racing in the eyes of the tourist as a typical Irish spectator sport	Discover whom the young high spending activity seekers are and through what advertising mediums this target audience might be reached.	1. 25 to 45 age cohort 2. Work status 3. Activity choice Activity choice as Motivation to visit 4. Origin 5. Information gathering behaviour 6. Accommodation spend 7. Activity spend 8. Internal transport use

7.4.3.4. Analysis Potential – To Re-Brand Irish Horse Racing.

Among the organisations whose needs and organisational objectives could be discerned, was a horseracing organisation in Ireland. Both surveys, the *'Survey of Overseas Travellers'* and the *'F.E.C.T.O. City Survey'* have the potential with minor additions to satisfy the demands of this activity sector in their quest to re-brand Irish horse racing. Variables were identified which would present opportunities for future growth. The objective identified was to re-brand the Irish horseracing sector as a distinctly Irish leisure activity in the eyes of the tourist. Up till now it was considered part of the general equestrian industry and was not recognised as an authentic Irish leisure experience, within which the tourist could partake. Since the targeted traveller among this activity provider is the young professional, the working status variable and 25 to 45 'age cohort' provide the important independent variables although activity and accommodation spend variables and country of origin are also important. Discovering relationships between the independent variables and activity choice as a motivation factor variable and information gathering behaviours are also important for identifying the right advertising mediums in order to target this audience. However without a specific reference to horseracing as an activity or spectator sport in either the *'F.E.C.T.O. City Survey'* or the *'Survey of Overseas Travellers'* neither survey will reveal more than general information on high spending activity seekers between 25 to 45, what influenced them to visit Dublin and / or their activity choice as a motivating factor for each market. However further minor additions to the *'F.E.C.T.O. City Survey'* research instrument, would enable a detailed profile of the sort of urban tourist most likely to spend a day at the races. The questions in the *'F.E.C.T.O. City Survey'* asking which activities one has done or will do on this visit to Dublin, that is: *'Taking an excursion out of the city'* and *'Watching a sporting event'* cover this type of activity to some extent. An additional question offering particular types of spectator sports such as horseracing would be enough to provide the key variable which would enable a detailed profile of the foreign race goer. Equally in the *'Survey of Overseas Travellers'* where respondents are asked which activities in Ireland motivated them to visit Ireland and which activities they took part in, Equestrian sport is offered as an option whereas offering horse racing as a separate activity would be a more useful option for this sector.

Table 7.5:Language and Leisure Students.

Type of Organisation	Identifiable Problem	Identifiable objectives	Key variables worth examining
Language & Leisure Company	Satisfying Parents views and young students' views on worthwhile Cultural visits	Enhancing the product by offering cultural visits compatible with both young students and their parents aspirations.	1. The student attribute to the variable 'Working Status' could be recoded to distinguish language students from other student types. 2. 15 to 24 year old age cohort. 3. Activity Choices 4. Activity Spend

7.4.3.5. Analysis Potential – Problem to Satisfy Parent and Student Views on Worthwhile Cultural Visits.

Bord Fáilte's *'Survey of Overseas Travellers'* succeeds in capturing some data about the language student in Dublin. The *'Survey of Overseas Travellers'* is able to isolate the language student, the age cohort of 15 to 24 year olds; activity choices and activity spend, in general. However some urban specific activities such as the city tour, theatre, cinema or concerts would be left out in a Bord Fáilte survey which is a vital component in solving this organisations problem. From the start this is one sector, which the 1999 to 2000 *'F.E.C.T.O. City Survey'* design fails to be of much use to. This is simply because the English language students coming to Dublin are not distinguishable in the data from the otherwise large (186) students responding to the questionnaire. However a small addition to the questionnaire in future years would enable this information to be captured, thereby revealing the percentage of foreign language students out of the total student sample coming to Dublin. An increase in the overall sample for the *'F.E.C.T.O. City Survey'* would also help to provide meaningful outcomes especially where there is any intention to disaggregate the data in order to focus on particular nationalities or other criteria.

In fact having a sample size of just 1000 urban visitors was found to be too small for examining most of the identified problems or opportunities. In order to demonstrate this problem fully the opportunity identified in section '7.4.3.2.' was isolated for further examination. The potential that a division of the American market has in fine tuning the marketing of Dublin to the American market has already been highlighted. If accurate post codes continue to be recorded in the future for American, British and other nationalities visiting Dublin then there may be a wealth of opportunity to develop a new avenue in city marketing along with new theories on the influence of macro and micro cultures on the decision to travel to cities like Dublin. However dividing the American market into anything less than two or three parts with a sample size of 1000 respondents may be problematic and certainly aiming to divide the American market into all 50 states would most likely require a much larger sample than is presently in use or an aggregate of several years' data.

7.5. Testing Information Requirements for Tour Operators bringing Americans into Ireland.

7.5.1. Introduction.

The purpose of the following tests therefore are to evaluate through description and explanation how well the *'F.E.C.T.O. City Survey'* methodology matches the demand by some tour operators to provide detailed profiles of American tourists to Dublin for the purposes of developing new products and sharpening their respective marketing strategies. The preceding sub-sections; '7.4.3.1.' to '7.4.3.5.' and their analysis have demonstrated, to a degree, using content analysis (See Appendices B and E) and through the careful consideration of the statistical capabilities of the respective surveys how successful they have been in meeting the information demands of some urban tourist stakeholders and what may need to be done to improve the respective research instruments to increase the chances of information supply satisfying information demand from among Dublin's tourism stakeholders. However as mentioned in Chapter Three, (section 3.2.2.5.), one issue would be singled out for statistical testing of hypotheses relating to the relationship of several dependent variables to one independent variable central to one particular issue identified in *'Phase Two'*. It is the methodological process and the problems that a small sample may cause therefore rather than the issue chosen that is of central importance in the following demonstrations.

In the case of the 1999 to 2000 *'F.E.C.T.O. City Survey'* a further problem arose since not all 220 North American respondents supplied their postcode. As will be demonstrated this researcher has recoded the data into larger groups in an attempt to provide some degree of statistical significance. It was necessary anyway to recode the American 'zip' codes, supplied by most Americans in the sample, into simple numerical data which would represent one region or another. In this case two categories were chosen. *'Category One'* represented respondents from those States which are densely populated and most likely to be heavily urbanised while *'Category Two'* represented respondents from more sparsely populated States and which tended to have less large urban conurbations of their own.

7.5.2. Exploring variable relationships

7.5.2.1. Introduction

The following use of statistical tests will highlight the shortcomings of the *'F.E.C.T.O. City Survey'* when disaggregation is desired. It is intended that, following a closer examination of the research instrument, its coding and considerations in respect to the sample size used for the 1999 to 2000 *'F.E.C.T.O. City Survey'*, the outcome of such an analysis will provide suggestions to improve the Survey's potential for satisfying urban tourist demands for respective stakeholder decision makers.

To begin with, this researcher has built a profile of the American tourist travelling to and staying in Dublin. Three classification and six other variables from the research instrument (questionnaire) were chosen. Bivariate analysis, which tests for relationships between two variables, was used with *'Country of*

Origin' as the independent variable and a number of other variables as the dependent variables. Following this a new variable was created to isolate the American visitors and this variable, in turn, was broken down into two categories or attributes based on the population density of each American State[7] From the original *'Zip'* code variable it was possible to extract, in most cases, which State, the visitor was from. The same bivariate analysis was then performed on this *'Zip'* code variable for North Americans where North American State visitors are the Independent variable and the other variables are dependent variables.

The result of all this indicated, (where statistical relationships suggested some statistical significance), if categorising North Americans into smaller attributes can reveal subtle differences depending on their geographic location of origin. However where relationships could not be shown to exist or where the count was small (less than 100) this highlighted weaknesses in the survey design and suggestions for improvements were made.

7.5.2.2. A Profile of North Americans.

The original recommended coding (see Appendix C) has determined that each *'Country of Origin'* be given a numbered code and entered into the data set using the term *'pc-code'* to represent the variable which records all zip and post codes. The code for the United States in this case is number '28' whereas Canada which is included in the quota sample as *'North America'* is coded as number '4'.

Unfortunately for such tests, the more detailed the desired information is, that is to say the more one wishes to disaggregate the data, the more difficult it is to establish that there are relationships between two variables in bivariate analysis, which is predominantly what has been carried out here. Kane and O'Reilly-de Brun (2001:328) point out that 'the smaller the sample size, the greater the probability that the distribution [around the mean] is due to chance'. The total number of North Americans in the 1999 to 2000 *'F.E.C.T.O. City Survey'* number only 210 including 182 from the United States and 28 from Canada.

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[7] Population information source: U.S. Department of Commerce, Bureau of the Census, Statistical Abstract of the United States, 1992, Tables 25 and 340.

Table 7.6, illustrates the frequencies of the big four world tourism markets and one can see from this the total number of North Americans. Since we are not interested in looking at a detailed breakdown of the origin of all 1000 respondents, Table 7.6 shows the recoded 'root' variable *'Place of Residence'*, as four broad categories which reflect the quota sample based on known flows of tourists into Ireland. The variable is renamed *'bigfour'* in S.P.S.S.[8] and referred to as *'Big Four World Tourism Regions'*, in the text. That is to say Americans and Canadians have been categorised as North Americans, all individually coded European nations have been re-coded, as 'European', British tourists remain the same and all other nations have been re-coded as 'Other'. If any broad cultural differences between North Americans and the 'British', 'Europeans' and 'Other' visitors from regions in the rest of the world are uncovered from testing dependent variable relationships against the *'Big Four World Tourist Regions'* this will be demonstrated through the following three tests.

Table 7.6: Big Four World Tourist Regions

Regions	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
U.K.	503	50.3%	50.3%	50.3%
North America (Including Canada)	210	21.0%	21.0%	71.3%
Mainland Europe	254	25.4%	25.4%	96.7%
Other Areas	33	3.3%	3.3%	100.0%
Total	1000	100.0%	100.0%	

7.5.2.3. North American Visitors to Dublin

Table 7.6 demonstrated that North American visitors to Dublin in 1999 to 2000 numbered 210 of the total sample of 1000, which was 21% of the total. The data in the following three tables illustrates how the variable *'Known Age of*

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[8] S.P.S.S. – Statistical Package for the Social Sciences, a software programme used for statistical analysis.

Respondent' is related to North American visitors in the context of the other three major markets for Dublin.

Table 7.7a:	Contingency Table for Big Four Tourist Regions by Known Age of Respondent.						
Region	**Age**	**Age**	**Age**	**Age**	**Age**	**Age**	**Age**	**Total**
	15-18	19-24	25-34	35-44	45-54	55-64	65+	
n for UK	3	76	124	100	69	48	23	443
% U.K.	0.7%	17.2%	28.0%	22.6%	15.6%	10.8%	5.2%	100.0%
n for U.S.	1	40	36	37	30	22	11	177
North America (Including Canada)	0.6%	22.6%	20.3%	20.9%	16.9%	12.4%	6.2%	100.0%
n for Europe	15	63	85	33	24	7	3	230
Mainland Europe	6.5%	27.4%	37.0%	14.3%	10.4%	3.0%	1.3%	100.0%
n for Others.0	3	14	3	4	2	1	27	
Other Areas	0.0%	11.1%	51.9%	11.1%	14.8%	7.4%	3.7%	100.0%
N	19	182	259	173	127	79	38	877
% of Total	2.2	20.8	29.5	19.7	14.5	9.0	4.3	100.0

From Table 7.7a, North American visitors in the 45 + age group appear to be more plentiful, than is the case among the group of British visitors. There are more 25 to 54 year olds among the British. The 15 to 34 age group is much more plentiful among the European visitor group to Dublin than the American visitor group. Most visitors to Dublin from the *'Other'* group are in the 25 to 34 year old age group, (52%). The three age cohorts, ranging from 19 to 44 year olds for respondents, are pretty evenly spread among North American visitors to Dublin. The age group, 25 to 34 for respondents' is the dominant age group among the British, European and *'Other'* visitor market to Dublin.

Table 7.7b: Statistical results for Table 7.7a, using the *p value* of the Chi-Square result for association. The number of valid cases were 877.

Chi-Square Tests	**Value**	**df**	**Asymptotic. Significance. (2-sided)**
Pearson Chi-Square	81.01191a	18	.000

(Note: a: 6 cells (21.4%) have expected count less than 5.
The minimum expected count is .58.

The p value of the *Chi-Square* statistic in Table 7.7b, suggests therefore that the relationship between these two variables is highly significant. Since the above tests show a high degree of significance we can be reasonably confident that these results are a good reflection of what is happening in the general North American market.

It is intended that the second and third set of contingency table tests, will support the suggestion that an urban specific survey can provide information useful to an urban tourism stakeholder decision maker.

Table 7.8a: Contingency Table for Big Four Tourist Regions by 1 – 10 Rating of Overall Visit to Dublin.

	1 to 10 Rating										
Region	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**Total**
n for U.K.	0	1	0	2	11	16	89	238	103	36	496
% U.K.	0%	**[0.2%**	**0%**	**0.4%**	**2.2%]**	**[3.2%**	**17.9%**	**48.0%**	**20.8%**	**7.3%]**	100
n for North America	0	0	1	0	5	8	29	87	44	30	204
% North America	0%	0%	**[0.5%**	**0%**	**2.5%]**	3.9%	14.2%	42.6%	21.6%	14.7%	100
n for Europe	0	0	0	1	2	14	77	106	36	13	249
% Europe	0%	0%	0%	**[0.4%**	**0.8%]**	**[5.6%**	**30.9%**	**42.6%**	**14.5%**	**5.2%**	100
n for 'Others'	0	0	0	0	0	5	10	12	5	1	33
% Other areas	0%	0%	0%	0%	0%	15.2%	30.3%	36.4%	15.1%	3.0%	100
Total Count (*N*)	0	1	1	3	18	43	205	443	188	80	982
% of Total *N*	0%	0.1%	0.1%	0.3%	1.8%	4.4%	20.9%	45.1%	19.1%	8.1%	100

***n* = sample size of sub-group. *N* = total sample size (aggregated)**

In this example the dependent variable *'1 to 10 Rating of Dublin as a Good Place to Visit'* has been tested for association with the independent variable, *'bigfour'* tourist regions.

An examination of Table 7.8a reveals that for each of the regions, most respondents gave an eight out of ten rating. If the aggregate of all ratings of six to ten is assumed to be a general measure of positive feedback on ones visit to Dublin while the aggregate of all ratings of five or less is considered to be a general measure of negative feelings of satisfaction with the Dublin experience then Mainland Europe comes out slightly ahead of other groupings with 98.8% of this regional group giving the thumbs up to Dublin. Just over ninety seven percent (97.2%) of the British rated Dublin positively while exactly ninety seven percent (97%) of Americans rated Dublin positively. However if one looks at the negative (ratings of 1 to 5) comments more closely one might say that the Americans were marginally more unhappy with their holiday in Dublin than other nationalities, that is to say 3.0% of Americans against 2.8% of U.K., 2.2% of Europe and 0% elsewhere. What this may mean to tour operators and other Dublin stakeholders is that in general tourists coming to Dublin are satisfied with the product however the American market is slightly less happy with the product than other nationalities.

Table 7.8b: Statistical results for Table 7.8a, using the *p value* of the Chi-Square result for association. The number of valid cases were 982.

Chi-Square Tests	**Value**	**df**	**Asymptotic. Significance. (2-sided)**
Pearson Chi-Square	61.140a	24	.000

a 17 cells (47.2%) have expected count less than 5. The minimum expected count is .03.

So, 'P ≤ 0.001'. That is to say the *'P'* value of the *Chi-Square* statistic in Table 7.8b, suggests that the relationship between these two variables is highly significant, although 47.2 % of cells have an expected count of less than 5 and the minimum, statistically acceptable, expected count is 25% which slightly reduces the probability that the null hypothesis may not occur purely by chance.

Table 7.9a: Contingency Table for Big Four Tourist Regions by Working Status.

Region	Working Status 1	2	3	4	5	6	7	8	9	Total
n for U.K.	39	52	131	77	53	52	14	55	5	478
U.K.	8.2%	**[10.9%**	**27.4%]**	16.1%	11.1%	10.9%	2.9%	11.5%	1.0%	100%
n for North America	22	25	38	29	10	26	5	48	2	205
North America	10.7%	**[12.2%**	**18.5%]**	14.1%	4.9%	12.7%	2.4%	**[23.4%]**	1.0%	100%
n for Europe	14	25	49	40	24	7	6	81	6	252
Europe	5.6%	9.9%	19.4%	15.9%	9.5%	2.8%	2.4%	**[32.1%]**	2.4%	100%
n for 'Others'	4	2	7	5	5	4	0	2	3	32
Other areas	12.5%	6.3%	21.9%	15.6%	15.6%	12.5%	0.0%	6.3%	9.4%	100%
Total *N*	79	104	225	151	92	89	25	186	16	967
% of Total	8.2%	10.8%	23.3%	15.6%	9.5%	9.2%	2.6%	19.2%	1.7%	100%

Note: Working Status[9]

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[9] **Abbreviations for Working Status:** 1 = self-employed, freelance or, farmer; 2 = senior executive or senior civil servant; 3 = white-collar worker, civil servant (also trainee); 4 = skilled worker (also trainee); 5 = other or other worker; 6 = pensioner; 7 = housewife/ house husband (full time); 8 = student, pupil; 9 = currently without work.

With the next example the dependent variable *'wstatus1'*, referred to in the text as *'working Status'*, is tested, once again, for association with the independent variable *'bigfour'*. This demonstrates how a clearer profile of the North American visitor can be built up. This may benefit American tour operators and other stakeholders who will be looking for the correct advertising medium depending on not only age but working status.

A close observation of the cross tabulation in Table 7.9a indicates that the highest proportion of British visitors to Dublin (27.4%) are white-collar workers. The second highest are British students. However all white collar workers combined with senior executives and civil servants amount to 38.3% suggesting a high proportion of ABC1 social classification. The highest proportions of North American visitors (23.4) are students. The second highest proportion of North American visitors are white collar workers (18.5%) and when this is combined with senior executives this proportion amounts to 30.7% which is smaller than the British proportion of white collar and senior executives. Farmers and the self employed and pensioners have higher proportions of the total for North American visitors compared to the British.

Europeans have the highest proportion of students (32.1%). White-collar workers are the second highest proportion (19.4%), among the Europeans, although skilled workers are a high proportion (15.9%) too for this group. Therefore the white collar worker and senior executive represent only 20.3% of Europeans.

Finally white collar workers (21.9%), skilled workers (15.6%) and other workers (15.6%) are the highest proportions among all 'Other' origin visitors to Dublin. Therefore young American students may be a market that needs to be looked at more closely with more consideration being given to student media. Hostel accommodations in Dublin identified a need for more information on the young independent traveller and this may be a very useful piece of information for them. The luxury end of the Dublin accommodation market may consider directing most of their advertising toward up market media with the greater portion going toward the British and American markets respectively.

Table 7.9b: Statistical results for Table 7.9a, using the *p value* of the Chi-Square result for association. The number of valid cases were 967.

Chi-Square Tests	Value	df	Asymptotic. Significance. (2-sided)
Pearson Chi-Square	92.511	24	.000

a 9 cells (25.0%) have expected count less than 5.
The minimum expected count is .53.

So, 'P ≤ 0.001'. That is to say the *'P'* value of the *Chi-Square* statistic in Table 7.9b suggests that the relationship between these two variables is highly significant. Since 9 cells (25.0%) have an expected count less than 5 this further supports the degree of significance. That is to say this indicates that this sample is likely to be a good representation of the larger population under study.

In summary what this means is that a high proportion of white collar and senior executive visitors come to Dublin from all the big four tourist regions of the world. Among the North American market which is what tour operators are most interested in here for these tests, the white collar worker although not as significant a group as it is for the British market still makes up almost a third of the North American market into Dublin. It is perhaps surprising to see students as being the largest single North American group of visitor. Pensioners too represent a high proportion of visitor among the North American market, a higher proportion of the American market than is the case among other tourism region visitors.

7.5.2.4. An In-Depth Profile of the North American Market

The first examples from section '7.5.2.3.', are fine if the American tour operator is satisfied with data about North Americans, including Canadians in general. As it stands the above data supports the argument that this type of survey can provide more information than Bord Fáilte's *'Survey of Overseas Travellers'* and although the count for all North Americans and Canadians is still quite small the tests have shown, through a significant *p value* result of the *Chi-*

Square test, that there is likely to be a definite link between the independent variable *'bigfour'* and various dependent variables, two examples of which have been provided here. However the tour operator in the qualitative survey was identified as saying that a detailed breakdown of the American market on a state-by-state basis would add value to the information.

However this remaining test is intended to demonstrate what happens when the data is disaggregated even partially considering that the total number of accurately recorded American *'zip'* codes in the 1999 to 2000 *'F.E.C.T.O. City Survey'* data set amounted to only 85. Clearly breaking the data down into individual states is a non starter. One could argue that breaking the 85 American *'zip'* codes is also unlikely to lead to truly meaningful results but this researcher intends also to demonstrate the potential that this information may provide if the total city sample size were increased four fold to 4000.

Given a large enough sample the following tests would likely have revealed useful quality information for the American tour operator.

From the questionnaires, American *'Zip'* codes were recorded when inputting the data. Since all American *'Zip'* codes are preceded by, normally, two letter abbreviations, which indicate the State in which the respondent resides, it was possible to divide the American visitors into categories. The original name recommended by the research committee of the Federation of European City Tourist Offices for coding all 'zip' and 'post codes' was *'pccode'*. However as a first step all American zip codes, where these were provided by the respondent, were isolated into a new variable called *'zipusa'*. This variable is a string variable that is to say, it has no attributes.

Therefore in order to explore the possibility of discovering more precise information about American visitor satisfaction and the profile of Americans from different States, this researcher decided, by way of an example, to take the American zip code variable, *'zipusa'* and divide American States into two categories on the basis of high density *versus* low-density populations, as demonstrated by the U.S Department of Commerce, Bureau of the Census

(1992). To this end the string variable *'zipusa'* was re-coded into a numeric variable with the following three attributes, high density population States, low density population States and all other Non-American States who provided a zip or post-code and was named *'zipusall'*. A further variable was also created termed, *'zipusal2'* which used only the two attributes of high-density population and low density population States, thereby factoring out the non-American States.

For the purposes of both of these re-coded variables based on all American *'Zip'* codes recorded in the string variable, *'zipusall'* the first attribute is intended to represent American States with a population density of 101 or more persons per square mile and for convenience this attribute is referred to as *'Urban Americans'*. However this researcher recognises that that a definitive definition of urban can be extremely problematic and therefore such a division between higher and lower density populations is a more accurate description although any definition is somewhat arbitrary for the purposes of this demonstration. The second attribute therefore is named here as *'Rural Americans'* although strictly speaking this refers to low population density States with a density of 100 persons per square mile or less. Both terms are intended as broad terms for an American State, which is either densely or sparsely populated respectively. In the first example the variable *'zipusal2'* is used as the independent variable for the purpose of the test.

The dependent variable *'known age of respondent'* is tested here for association with the independent variable *'zipusal2'* in the same way as was done when testing the *'known age of respondent'* against the independent variable, *'Big Four Regions of Tourist Origins'* or *'bigfour'*.

Table 7.10 shows the frequency for the so-called *'Urban'* versus *'Rural'* States of America from the variable termed *'zipusall'*.

Table 7.10: **Urban *versus* Rural Americans.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Urban Americans	55	5.5%	64.7%	64.7%
Rural Americans	30	3.0%	35.3%	100%
Sub-Total	85	8.5%	100%	
Missing or not applicable to the test.	915	91.5%		
Absolute Total	1000	100%		

Table 7.10 indicates that only 85 Americans provided a *'Zip'* code. Of these 55 fell into the high population density American State while 30 fell into the low population density American State. However 85 Americans represents less than 9% of the sample population.

The following Table (7.11a) tests the variable *'Known Age of Respondent'* against the variable *'zipusal2'* or Urban versus Rural Americans only. The valid count here is only 69 and not 85 Americans since there were no Americans between 15 and 18 who provided a *'Zip'* code.

Table 7.11a: Contingency Table for North American Population Density Divisions (Urban & Rural) by Known Age of Respondent.

Region	Age	Age	Age	Age	Age	Age	**Total**
	19-24	25-34	35-44	45-54	55-64	65+	
n for Urban Americans	13	11	9	5	4	4	46
% Within Urban America Category	28.3%	23.9%	19.6%	10.9%	8.7%	8.7%	100%
n for Rural Americans	5	5	5	4	3	1	23
% Within Rural America Category	26.1%	23.2%	20.3%	13.0%	10.1%	7.2%	100%
N for Urban and Rural Americans	18	16	14	9	7	5	69
Total % within Urban & Rural American	26.1%	23.2%	20.3%	13.0%	10.1%	7.2%	100%

When we apply the *p value* of the *Chi-Square* statistical test of association to the contingency table in Table 7.11a, the very high numerical result (.913 – the minimum acceptable count being .050), it clearly indicates that this particular sample is not a true representative sample of the population under study since the null hypothesis cannot be rejected (Table 7.11b). But with such a small valid count (69) and with the so-called '*Urban*' American being more in number than the '*Rural*' American, it might have been expected that the result could not have proved significant.

Table 7.11b: Statistical results for Table 7.11a, using the *p value* of the Chi-Square result for association. The number of valid cases were 69.

Chi-Square Tests	**Value**	**df**	**Asymptotic. Significance. (2-sided)**
Pearson Chi-Square	1.503a	5	.913

'a' 6 cells (50)% have expected count less than 5. The minimum expected count is 1.67

Looking at Table 7.11a therefore one cannot say with any confidence at all that, for example, the 19 to 24 year old age cohort is highest among those Americans coming from American States with a high population density; the 25 to 34 year old age group is the next highest proportion of visitors coming from American States with high population densities or that the 35 to 44 year old age group is the third highest proportion of visitor from the high density population States in America. We cannot say with any confidence that Dublin is just as popular with Americans who originate from low population density States among 19 to 24 year olds as it is with 35 to 44 year old Americans from less densely populated States as the figures would otherwise indicate. Equally the results prevent us from claiming that American retiree visitors to Dublin who are 65 years of age or over, originate in bigger numbers from the high population density American States (almost 9%) than their rural opposite numbers (only 4.3%).

Table 7.12a: Contingency Table for North American Population Density Divisions (Urban & Rural) by Working Status.

Working Status[10]

	1	2 & 3	4	5	6	7	8	9	10	
Region										
Mainly Urban										**Total**
Urban Count	7	14	8	3	7	1	13			53
% of Urban Americans	13.2 %	25.5 %	15.1 %	5.7 %	13.2 %	1.9 %	24.5 %			100 %
% of work status	10.1 %	4.6 %	5.7 %	3.6 %	9. %	4.5 %	8. %			6.1 %
Mainly Rural										
Rural Count	3	9	6		5		6	1		30
% of Rural Americans	10 %	30 %	20 %		16.7 %		20 %	3.3 %		100 %
% of work status	4.3 %	2.8 %	4.3 %		6.4 %		3.7 %	6.7 %		3.4 %
Non-American										
Non-American Count	59	274	126	81	66	21	144	14	4	789
% of non-Americans	7.5 %	34.7 %	16 %	10.3 %	8.4 %	2.7 %	18.3 %	1.8 %	.5 %	100 %
% of work status	85.5 %	92.6 %	90 %	96.4 %	84.6 %	95.5 %	88.3 %	93.3 %	100 %	90.5 %
Total										
Total Count	69	297	140	84	78	22	163	15	4	872
% of respondents	7.9 %	34 %	16.1 %	9.6 %	8.9 %	2.5 %	18.7 %	1.7 %	.5 %	100 %
% of individual work status	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %	100 %

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[10] Note: 1 = self-employed, freelance or, farmer; 2 & 3 = senior executive or senior civil servant and white-collar worker, civil servant (also trainee); 4 = skilled worker (also trainee); 5 = other or other worker; 6 = pensioner; 7 = housewife/ house husband (full time); 8 = student, pupil; 9 = currently without work.

For this final test Americans and Non-Americans were used in this sample to provide a larger count. Therefore the variable *'zipusall'* was used. The dependent variable used was *'wstatus1'* or 'work status'.

Table 7.12b: Statistical results for Table 7.12a, using the *p value* of the Chi-Square result for association. The number of valid cases were 872.

Chi-Square Tests	Value	df	Asymptotic. Significance. (2-sided)
Pearson Chi-Square	15.228a	18	.646

a. 14 cells (46.7%) have expected count less than 5. The minimum expected count is .14
a. Not assuming the null hypothesis.

In Table 7.9a students were identified as being the largest category of North American visitor to Dublin. This information had it been found to be statistically significant might have had some useful lessons for the American tour operator and perhaps other Dublin tourism stakeholders but despite the higher count of 872 respondents, the statistical results have proved to be far from significant (.646) and therefore one cannot reject the null hypothesis. The above analysis therefore cannot be relied upon as being a true representation of what is happening in the general population under study.

Therefore we cannot accept that American students coming from the predominantly urban United States, as defined by a higher population density make up a larger proportion of visitor to Dublin that Table 7.12a would otherwise indicate. Neither can we accept that the 'white collar workers' and 'skilled workers' make up a greater proportion among the so called Rural American visitors as defined by lower population densities, (43.3%) compared to the 33.1% proportion of Urban American 'white collar' and 'skilled workers' as defined by a higher population density in each State.

In summary the final example included Non-Americans as a way of increasing the count from around 85 respondents to approximately 800 respondents. In the final example the results from an examination of 'working status' against 'Urban', 'Rural' and 'Non-Americans' has proved unreliable, that is to say, despite increasing the count to include non-American post code providers, there appears to be no relationship between the two variables. It is argued here that a greater number and better balance of respondent numbers for each variable, and its respective attributes may increase the chances of gaining more reliable statistical outcomes from such bi-variate tests.

7.6. Summary and Conclusions

The qualitative trade survey revealed information about pre-2001 tourist survey use among Dublin Tourism Stakeholder decision makers and found that the pre-*'F.E.C.T.O. City Survey'* data was of most use to accommodation providers. Those organisations using in-house initiated research tended to be from the accommodation, activity sector or attraction providers. Nobody thought the increased urban tourism information would be superfluous to their respective information needs but again deluxe accommodation providers and hostel providers were perhaps particularly zealous in their demand for better urban tourist information. Pan-European information on city tourists would be of use to Dublin's urban tourist stakeholders for benchmarking purposes on the proviso that the *'F.E.C.T.O. City Survey'* proves itself to allow truly comparable information.

Having categorised information requirements into those which are peripheral, central and critical to decision making, the next step was to uncover problem or and / or opportunity issues that, given the right sort of timely information, would improve a businesses prospects in the urban tourist market.

The issues identified for each of the urban tourism sectors stakeholders, suggested key variables, which, once analysed statistically, could potentially paint a much sharper picture of the behaviour, attitudes and demographic profile of urban tourists.

It was found that neither Bord Fáilte's *'Survey of Overseas Travellers'* nor 'F.E.C.T.O.'s *[Dublin] City Survey'* satisfied stakeholder information demands entirely. However on balance F.E.C.T.O.'s *'Dublin Visitor Survey'*, with minor additions, appeared to provide the better prospect, of satisfying the specific demands of urban tourism stakeholders?

Public bodies needed better urban information to justify expansion of facilities and services and public and private organisations alike required better information for advocacy purposes.

The general consensus was that annual or biannual survey publications were apt but the important thing is that information needed to be published as soon as possible after collecting it unlike the present wait of almost a year for Fáilte Ireland publications to be produced.

Finally one can conclude from detailed bi-variate analysis of the American market, especially when it is broken down into smaller regions or States, which the recorded *'Zip'* codes allow for, that much more useful information could be obtained from the data if the overall sample was larger and if the respondent answered all questions. In this case only half of all Americans in the sample provided enough of their *'Zip'* code and / or address in order to identify the precise location from which the respondent originated in the United States. In addition re-coding of key variables can provide important variations in the information with out fundamentally changing the questionnaire.

Finally, the purpose of the tests in section '7.5.2.4.', was to illustrate how, with such a small count of Americans providing *'Zip'* code information; there is little hope of gaining a statistically significant result and where the zip or post code numbers are artificially boosted to include non-American post codes the null hypothesis here too may not be rejected. Nevertheless the examination highlights the sort of useful information that might otherwise be extrapolated given the right count size and weighting of Americans divided into whatever sub-categories are deemed useful to the decision maker. If one could have relied on the results of the above tests from a much larger and correctly weighted sample one might, for example, have been able to inform the tour operator that targeting their advertising at young Americans originating from more densely populated American States and in turn breaking their advertising budget down so that resources are more concentrated toward the younger the *'Urban'* American is, might have resulted in a better targeted advertising campaign and more bookings.

Success in selling such information to stakeholders will likely depend, in future, on conducting large surveys, making minor additions and structural changes to existing surveys and providing added value to individual industry sectors by providing auxiliary information from other primary or secondary sources.

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CHAPTER EIGHT

CONCLUSIONS AND RECOMMENDATIONS

8.1. Introduction

Many of the authors writing about tourism, such as Page (1995), Law, (1993) Ashworth and Tunbridge (1990) and Judd and Fainstein (1999) advocated that the broad and complex approach of examining the urban tourism phenomenon in an interdisciplinary way is best considered in terms of consumption of urban tourism and its relationship to the supply factor. This researcher has endeavoured to further urban tourism research with this in mind by, investigating the availability and quality of information on tourist consumption for the benefit of tourism suppliers and other stakeholders.

It was intended that this research would contribute also to the debate on the supply of tourist-city statistics advocated by Law (1993).

A look at the history of statistics on visitors to and from Ireland showed that there has been recognition by Government that statistical information for decision making in the tourism industry is an important driving tool for the economy. This is an important acknowledgement of the importance of knowledge, for tourism development.

Any regular tourism surveys, especially those conducted throughout the year and using a sample reflective of the known tourism flows into a country, this researcher would argue, can play an important role in gathering information on 'how and why people travel to consume' advocated by Law (1993) and those surveys which explicitly record urban tourists' views can contribute to the understanding of different tourism market segments for a particular city, since Page in Ryan (1993) also cites tourism consumption as a key point for examining the urban tourism phenomenon (see section 2.3.1).

An important component of this researcher's investigations was the question of how urban visitor behaviour and attitude information might be made available to the wider urban tourism stakeholder, while suppliers of annual or bi-annually published survey information maintained their own aims and objectives? In particular how a balance could be struck between various stakeholder groups to maximise the supply of urban tourism information for the benefit of the largest possible number of urban tourism stakeholders?

This researcher concluded that there is evidence to support the need for a much more systematic approach to the provision and appraisal of urban tourism information in Dublin and indeed many other Irish and European cities. Information gleaned from key players in the tourism industry and through secondary research shows that cities deserve separate marketing and branding, in large part due to the burgeoning city break market of recent years. This thesis has uncovered from among some of Dublin's tourism stakeholders, for example, a definite interest in gaining further information specific to urban tourism which up to recently simply has not been available. The research demonstrated that the *'F.E.C.T.O. City Survey'* is well positioned to increase the availability of urban tourism information in Dublin and that the quality of this information is also set to improve with its introduction. However the research findings have also found that with an increased population quota for the survey and faster processing of the data, the *'F.E.C.T.O. City Survey'* has the potential to greatly increase the quality of this information, defined by the ability information has to increase learning possibilities and improve stakeholder decision making. This researcher further concluded that cities like Dublin need specific urban tourism information strategies and suggests that the *'F.E.C.T.O. City Survey'* should be at the heart of such a strategy. However this must be coupled with an urban tourism stakeholder management strategy where stakeholders such as Dublin Tourism members are actively consulted and encouraged to partake in decisions regarding the management of urban tourism information for the benefit of each and every sector and not just city tourism managers. An approach which leaves information decisions the prerogative of city managers only and / or which leaves individual stakeholders entirely to their own devices may not be the best use of resources especially since the threat to this approach may come from the legacy left by Bord Fáilte of providing tourist information free of charge.

However the trends in Europe and Ireland, highlighted in the Government's recent 'Tourism Strategy 2003 to 2006', suggest that industry will increasingly have to be self-reliant and will have to give serious consideration to investing in research. Despite the many and varied interests of different stakeholders this, it is argued, can and perhaps should be done in a cooperative way. To ignore the challenge may be detrimental to the continued success of Dublin as an urban tourism destination especially with Ireland's loss of competitiveness as in recent years.

In the analysis chapters the research uncovered broad gaps in the availability and quality of urban tourism information in Dublin along with more specific gaps in information provision which given slight alterations to the design of both Fáilte Ireland's, (formerly Bord Fáilte), *'Survey of Overseas Travellers'* and the *'F.E.C.T.O. City Survey'* would lead to an instant improvement in the availability and quality of urban tourism information in Ireland. Therefore, in summary, the broad conclusions were as follows:

- There is a need for urban tourism stakeholder decision makers to be made aware of the determinants of information quality before choosing to invest in information from publicly available survey data.
- There is a need for a purposeful coherent urban tourism information strategy for Dublin and in the longer term other Irish cities. This strategy should include the *'F.E.C.T.O. City Survey'* as the central tourism information platform for the city. In turn the population sample for the *'F.E.C.T.O. City Survey'* should be increased to three or four times its current size. It is argued, such measures would prove of greater value in the long term for all stakeholders.
- There is a need for a centrally co-ordinated stakeholder or network management strategy to ensure full stakeholder involvement in urban tourism information management.
- There is a need to process data collected on urban tourists far more speedily than is presently being done by survey providers, especially considering the rapid changes in tourism trends in recent years and this can be achieved through judicious use of technology coupled with the information and stakeholder management strategies.

The findings also indicated that through minor additions to the *'Survey of Overseas Travellers'* and the *'F.E.C.T.O. City Survey'* some immediate gain could be realised thereby increasing the cost effectiveness of both of these surveys. City survey pilot studies are also an important process too easily ignored.

8.2. A Conceptual Framework for Determining Information Quality from Publicly Available Survey Data for Urban Tourism Stakeholder Decision Makers.

In the literature review a model from Kinnear and Taylor (1996:89) laid out the 'Preliminary Steps in the decision-making processes'. This showed how symptoms in organisations signal the presence of a problem or an opportunity. Once preliminary analysis of the symptoms signalling a problem or opportunity is completed, 'the manager can formulate the decision problem and determine the course of action which, it is hoped, will attack the problem and / or exploit the opportunity' (Kinnear and Taylor, 1996).

In another Kinnear and Taylor model, the links between the decision process and the research process were pointed out. Specifically this referred to preparatory activity to establish an effective link between the early stages of the decision process and the research process. The authors pointed out that the relevance of the research findings to the information requirements of management is established at this crucial stage.

The next step in Kinnear and Taylor's (1996) model, was to identify alternative courses of action, with a course of action having to consider how the organisation's resources are to be deployed in a given time period.

'The real management challenge is to identify the best course of action that will result in high performance and give the organisation a competitive edge' (Kinnear and Taylor's, 1996).

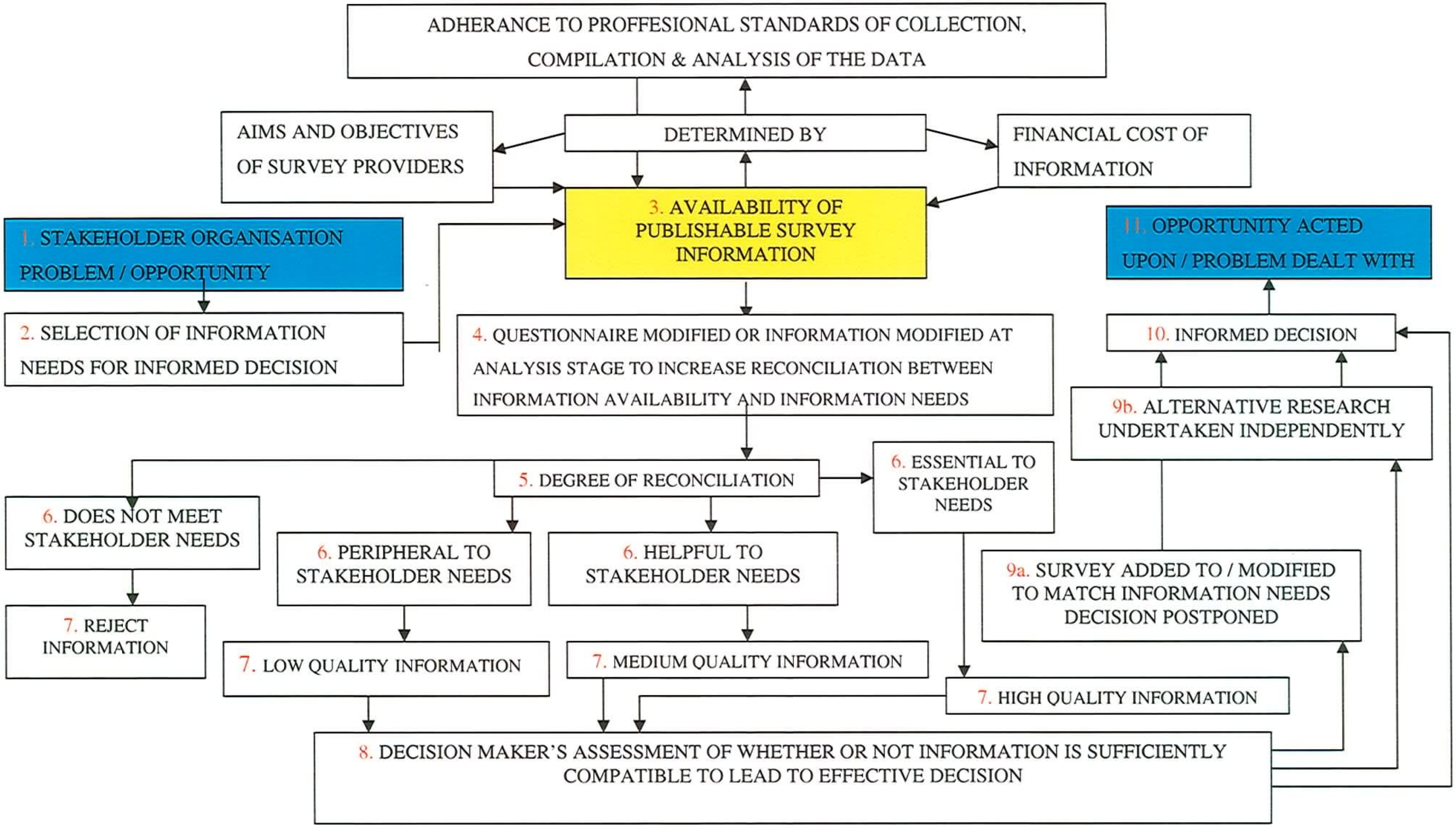
This research has culminated therefore in the development of a framework which may act as a way for individual organisations to appraise the usefulness of publicly available urban tourist information. Although the uses of such sources of information are one of several available to the decision maker, the city survey is capable of providing a great deal of information for comparatively little cost to the individual organisation. Nevertheless there are a number of important considerations that need to be considered and the framework provides a useful structure for this appraisal.

This author's conceptual framework (See Figure 8.1) uses Kinnear and Taylor's (1996) model as a basis to show the link and processes involved in using urban tourist research data from public survey providers for tourist stakeholder decision makers.

The framework may be used when considering the use of either Bord Fáilte's '*Survey of Overseas Travellers*' or Dublin Tourism's '*F.E.C.T.O. City Survey*' as an alternative to commissioning ones own research.

Where the use of external or internal research resources is deemed as providing potential value which justifies the cost and (or where appropriate), time delay associated with collecting it, the value or benefit of research should be, 'typically commensurate with the ability of research information to reduce the management uncertainty regarding the selection of a course of action' (Kinnear and Taylor, (1996).

Figure 8.1 DETERMINENTS OF INFORMATION QUALITY FROM PUBLICLY AVAILABLE ANNUAL SURVEY DATA FOR URBAN TOURISM STAKEHOLDER DECISION MAKERS.


ADHERANCE TO PROFFESIONAL STANDARDS OF COLLECTION, COMPILATION & ANALYSIS OF THE DATA
AIMS AND OBJECTIVES OF SURVEY PROVIDERS
DETERMINED BY
FINANCIAL COST OF INFORMATION
1. STAKEHOLDER ORGANISATION PROBLEM / OPPORTUNITY
3. AVAILABILITY OF PUBLISHABLE SURVEY INFORMATION
11. OPPORTUNITY ACTED UPON / PROBLEM DEALT WITH
2. SELECTION OF INFORMATION NEEDS FOR INFORMED DECISION
4. QUESTIONNAIRE MODIFIED OR INFORMATION MODIFIED AT ANALYSIS STAGE TO INCREASE RECONCILIATION BETWEEN INFORMATION AVAILABILITY AND INFORMATION NEEDS
10. INFORMED DECISION
9b. ALTERNATIVE RESEARCH UNDERTAKEN INDEPENDENTLY
5. DEGREE OF RECONCILIATION
6. ESSENTIAL TO STAKEHOLDER NEEDS
6. DOES NOT MEET STAKEHOLDER NEEDS
6. PERIPHERAL TO STAKEHOLDER NEEDS
6. HELPFUL TO STAKEHOLDER NEEDS
9a. SURVEY ADDED TO / MODIFIED TO MATCH INFORMATION NEEDS DECISION POSTPONED
7. REJECT INFORMATION
7. LOW QUALITY INFORMATION
7. MEDIUM QUALITY INFORMATION
7. HIGH QUALITY INFORMATION
8. DECISION MAKER'S ASSESSMENT OF WHETHER OR NOT INFORMATION IS SUFFICIENTLY COMPATIBLE TO LEAD TO EFFECTIVE DECISION

This researcher's conceptual framework takes Kinnear and Taylor's (1996) models further but focuses on the use of publicly available annual survey information in an urban context. The first step in the framework refers to the stakeholders identifying a problem or opportunity. Next the decision maker is required, as in Kinnear and Taylor's model to select information needs required to make an informed decision. The third section in this researcher's framework considers the availability of publishable annual urban tourism survey information. It is at this point that three of the key findings of this researcher's research are included in the framework as important considerations worth taking into account before using the available data on the behaviour and attitudes of urban tourists. These three main factors are the principal determinants of the availability and quality of city tourist information.

Firstly, the aims and objectives of the survey providers must be taken into consideration. In the case of the Federation of European City Tourism Offices, the stated objective of the *'F.E.C.T.O. City Survey'* model is to provide pan-European learning experiences, principally for the benefit of European city tourism managers. Bord Fáilte's chief research officer pointed out that Bord Fáilte's *Survey of Overseas Travellers* and Bord Fáilte's general service objectives aim to provide a country wide holistic view of tourism into and around Ireland.

The interview with Bord Fáilte's chief research officer also uncovered another important determinant of urban tourism information supply, that of the financial cost of information. And yet many city tourist authorities in Europe are now public / private entities with an increasing dependence on the private sector. 'It is a fact that nowadays virtually no place in the world can live on subsidies and grants from the government or international organizations' (Pechlaner, Zehrer & Tancevski, 2003). Dublin Tourism is one of these public / private organisations and the annual report states that it is a 'state appointed, commercial agency with a membership of over 1,300 businesses' and it is responsible for 'enhancing Dublin's economy through tourism development by marketing the Dublin region on a world wide basis, as a premier destination for the business and leisure traveller' (Dublin Tourism Annual Report, 1999). It was pointed out that Irish tourism stakeholders were often reluctant to pay very much for research from other sources no matter how much they desired it and were known to choose alternative courses of action for decision-making rather than spend much of their own money on research. This was also evident from the lack of financial sponsorship for the *'F.E.C.T.O. City Survey'* from Dublin Tourism and its members.

However the qualitative work conducted among some of Dublin's urban tourism stakeholders, some of them members of Dublin Tourism, suggests that increased support, including financial support, for the *'F.E.C.T.O. City Survey'* may be forthcoming in the future provided there is room for flexibility in the design of the *'F.E.C.T.O. City Survey'* and that results can be delivered fairly promptly.

A third and perhaps more obvious determinant of publishable survey information is adherence to professional standards of collection, compilation and analysis of the data. It was pointed out in the *'F.E.C.T.O. City Survey'* model's guidelines and codebook that where students are used to conduct market research, it is very important that certain structures are put in place to ensure that conducting the research meets the highest standards. This is particularly important for an educational institution where not only commercial standards are important but academic rigour is essential for students and in the long term the research reputation of the department / faculty.

Another key finding is that neither Bord Fáilte nor Dublin Tourism, (as a member of the Federation of European City Tourist Offices), as survey providers, provides sufficient information on the non-holiday maker. Since the non-pleasure seeking tourist is important in sustaining city tourism, this area needs attention. However of the two organizations, Dublin Tourism's *'F.E.C.T.O. City Survey'* allows for non-holiday makers but is biased toward the pleasure seeking non-holiday maker. Clearly a gap exists here, which neither the Bord Fáilte surveys, or the *'F.E.C.T.O. City Survey'* comprehensively tackles. So we must ask if the business tourist, so important to the sustainability of city tourism, is being adequately investigated here.

The fourth step in this author's framework points out that the basic database of information available to, in this case, urban tourism stakeholders can, time and budget permitting and this is certainly the case with Bord Fáilte's '*Survey of Overseas Travellers*' and the '*F.E.C.T.O. City Survey*', be modified at the coding and analysis stage to increase information reconciliation between the needs of tourist stakeholders and the supply of initially available information from provider's surveys.

In the qualitative survey of Dublin tourism stakeholders, information demand was divided up into what was peripheral, helpful and essential to the stakeholder for decision-making. An addition to this measure in this author's framework is the complete rejection of tourist information. The qualitative survey uncovered examples of information needs, which in many cases were not readily available from Bord Fáilte's surveys. Urban tourism information availability evident from the type and form of questioning used in the *'Survey of Overseas Travellers'* and *'F.E.C.T.O. City Survey's* respective research instruments was compared with the information demands of the stakeholder decision makers or their representatives. If, as this researcher suggests, a measure of an improvement in the quality of information is concordant with the degree of reconciliation between information demand and supply then one can attach low, medium and high quality information labels to peripheral, helpful and essential needs respectively as illustrated in point number seven in this researcher's framework.

The decision maker ends up with a menu of available information, which may or may not match some or all of the decision maker's information needs. At this point the decision maker needs to assess whether or not the available information is sufficient to satisfy some or all of his / her needs, thereby leading to or at least contributing to an effective decision. If not and the resources of time and money are available to the decision maker, alternative research may have to be conducted independently, (point 9a in the framework). On the other hand and apart from time and budget constraints, provided the survey provider can provide a certain amount of flexibility and there is room to add or modify the research instrument the research instrument may be adapted to provide a sufficient reconciliation between outstanding information demands and supply, (point 9b in this researcher's framework).

The end result is an informed decision, (point 10 in the framework), based on choosing between alternative actions leading to the problem being dealt with effectively and / or seizing the opportunity to gain the competitive edge (point 11 in the framework).

8.3. Recommending a Tourism Information Strategy for Dublin.

Recent research and theory has highlighted a trend toward stakeholder consensus for decision making and the benefits of stakeholder management particularly for tourism sustainability.

This researcher concludes that the management of urban tourism information should be a priority for Dublin Tourism and that there should be a co-ordinated approach to providing urban tourism information the demand of which has been supported through the findings of the qualitative research.

This researcher would argue that the greater the convergence of information demands among the eclectic mix of stakeholders the higher the quality of the information being produced for stakeholder consumption. A larger, *'F.E.C.T.O. City Survey'* population quota would have also, it is argued, a better chance of satisfying most, if not all possible information objectives among city stakeholders. The quantitative tests demonstrated how some potentially valuable information is unavailable at present due to the need to significantly disaggregate the data in order to draw out the information. It has been suggested therefore that such a survey should be between three and four times the size of the present *'F.E.C.T.O. City Survey'* of 1000 visitors. The combination of a higher *'N'*[11] factor and since the *'F.E.C.T.O. City Survey'* records only urban visitors to a city and has been shown to be the superior of the two urban tourism information instruments available to Dublin Stakeholders and since it has been shown to have the potential to provide much more information in the future, this researcher advocates that it should be used as the core information platform and should therefore form an integral part of the urban tourism information strategy.

This thesis has provided evidence of the different stakeholder information interests for decision making in urban tourism, in this case Dublins'. Each major stakeholder group such as Government, industry and national or city tourism marketers may have information needs some of which are of little use to other stakeholders along with information needs which may, on the other hand, be of peripheral, central or essential use to other stakeholders and therefore the stakeholders themselves need to be included in decisions regarding the production of urban tourism data especially where the city marketing organisation is state sponsored and commercially run like Dublin Tourism.

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[11] *'N'* in statistical terms refers to the total sample population, in this case 1000 or preferably 4000 respondents.

8.4. Recommending a Stakeholder Management Strategy.

The research conducted with Bord Fáilte's chief research officer and Dr. Karl Wöber, technical advisor to the Federation of European City Tourist Offices, (F.E.C.T.O.), coupled with the qualitative survey of some of Dublin's tourism stakeholders, shows that the aims and objectives of the survey provider do not always satisfy other stakeholder decision makers' information needs. Further research is needed before a strategy can be put together in Dublin's case. Such research will advisedly consider conflict theory and stakeholder theory and therefore it is worth going into some detail here to illustrate what may be done in relation to the management of urban tourism information in Dublin. Two recent studies are quoted here to help illustrate this recommendation further.

8.4.1. Stakeholder Management Strategy - Resolving Conflict

'Conflicts are likely to occur whenever and wherever people communicate. As people are organized into groups to seek a common goal, the probability of conflict greatly increases. We face conflicts on all levels' (Barker et al. 1987 in Pechlaner, Zehrer & Tancevski, 2003). This researcher has therefore concluded that it is necessary that a single organisation, Dublin Tourism would be the most obvious, should initiate a stakeholder management strategy as part of the urban tourism research and information initiative. Müller-Stewens et al. (2001) point out that:

> As stakeholders (workers, suppliers, customers, the government, etc.) have different and contrary interests, companies face a difficult task determining which group to satisfy first and to what extent. Should the corporation be governed according to the needs of financiers only or should it take into account the interests of other stakeholders (workers, suppliers, customers, society at large)? Stakeholders shape the environment of a company (Pechlaner, Zehrer & Tancevski, 2003).

In the case of Dublin Tourism the suggestion is that it should take into account the interests of an eclectic mix of urban tourism stakeholders chosen on the basis of the persuasiveness of the stakeholder and the impact that that stakeholder may have on the city's tourism prospects. Not all stakeholders are equally important for a company although the level of importance may change over time or as a result of differing circumstances and it is suggested the situation should be reviewed as and when necessary.

The Relevance Matrix of Stakeholders shows what kind of stakeholders dominate in terms of influence on the company.

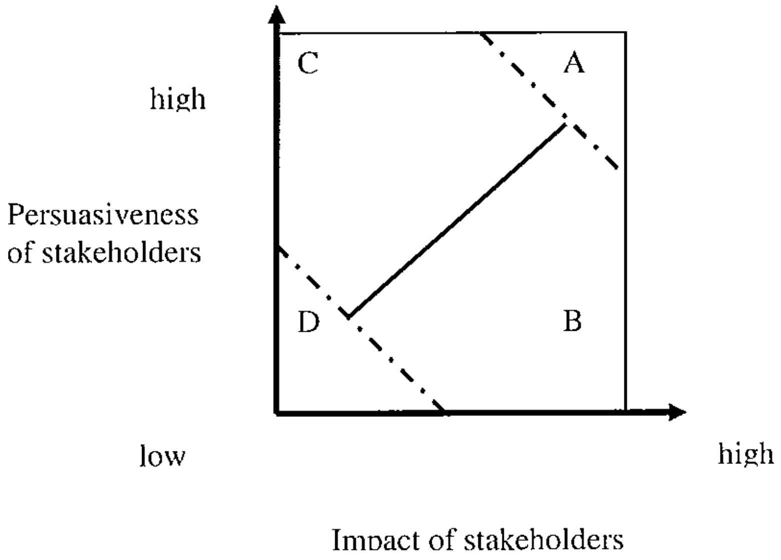


Figure 8.2: Relevance Matrix of Stakeholders
Source: Müller-Stewens et al., 2001: 283.

A company has x capacities, the matrix helps to prioritize these capacities to its respective stakeholders. The question is what kind of stakeholder shall be considered most? A-Stakeholders are especially important as they have great impact, yet they show certain willingness for communication (see figure 8.1). In case of B-Stakeholders the company may search for methods for enhancing their persuasiveness. C-Stakeholders are the main competitors which may be influenced by means of co-operation strategies. D-Stakeholders can not be influenced on a high degree and do also have little impact on the organization themselves. A stakeholder analysis reveals the position of a company opposite to its stakeholders. Rarely, stakeholders' and company's interests are the same. Hence, tensions or conflicts must be expected and have to be balanced by respective strategies. Therefore it pays off to determine or formulate specific "laws of the game" according to the importance of each stakeholder group. For A-Stakeholders direct communication is necessary implying that special strategies have to be built up (Pechlaner, Zehrer & Tancevski, 2003).

In the case of these findings, each Dublin tourism stakeholder group, sub-group or individual organization might be examined in terms of the Stakeholder Matrix. What should result is a hierarchy of sorts among Dublin tourism stakeholders, who to a large extent drive the direction of the urban tourism information strategy. The possibility may arise of course that the Federation of European City Tourist Offices' aims and objectives, as a Dublin stakeholder, may not get the full support for its *'City Survey'*, in its present state, in which case additions or even changes may be requested in order to get sufficient levels of support.

Therefore the success of strategic management lies in the balance of interests of different stakeholders inside and outside of the organization, thus resulting in how the company copes with claims of all stakeholders involved. The more stakeholder-oriented organizations are the better conflicts can be evaded (Pechlaner, Zehrer & Tancevski, 2003).

8.4.2. Stakeholder Management Strategy - Stakeholder Theory

Another way of considering stakeholder management is to examine what may be common or conflicting information interests in terms of the relationships between the various actors or stakeholder groups and sub-groups. Such techniques are known as 'Network Analysis' and the theory behind it are referred to as 'Stakeholder Theory'. The network analysis technique refers to:

> A set of data collection and analysis procedures designed to help study relations among specifically bounded social actors (Marsden 1990) where actors could be individuals, informal groups, or formal corporate groups (Burt 1980). The basic unit of analysis of the network studies is *relationships*, a formal or informal link between two actors. Studying relationships (rather than individuals) is important because relationships are usually argued to be repetitive and regularized rather than random (Timur, 2003).

The stakeholder theory implies that organizations have to attempt to develop policies that balance their needs and the needs of their stakeholders and the stakeholder literature implies that stakeholder importance can vary as the issues that organizations are concerned with vary (Mitchel et al 1997; Frooman 1999). In the WTO, (1993) example each stakeholder group approaches 'Sustainable Tourism Development' from a different perspective and therefore has different goals in sustaining tourism development.

Figure 8.2 is an adaptation of the World Tourism Organisation's *'Sustainable Tourism Development Guide for Local Planners'* (1993) but in this case illustrates the relationships which often exist between the different stakeholder groups with regard to information requirements especially among urban tourism decision makers. In this adaptation each stakeholder group approaches urban tourism information provision from a different perspective and equally therefore has different goals in the use of this information for decision making. The three key groups are industry, the survey providers and government. They each have their own broad information needs and sub-sectors of each group will also have information needs but industry will have some common goals with government, government with survey providers, survey providers with industry and some goals will be common to all concerned.

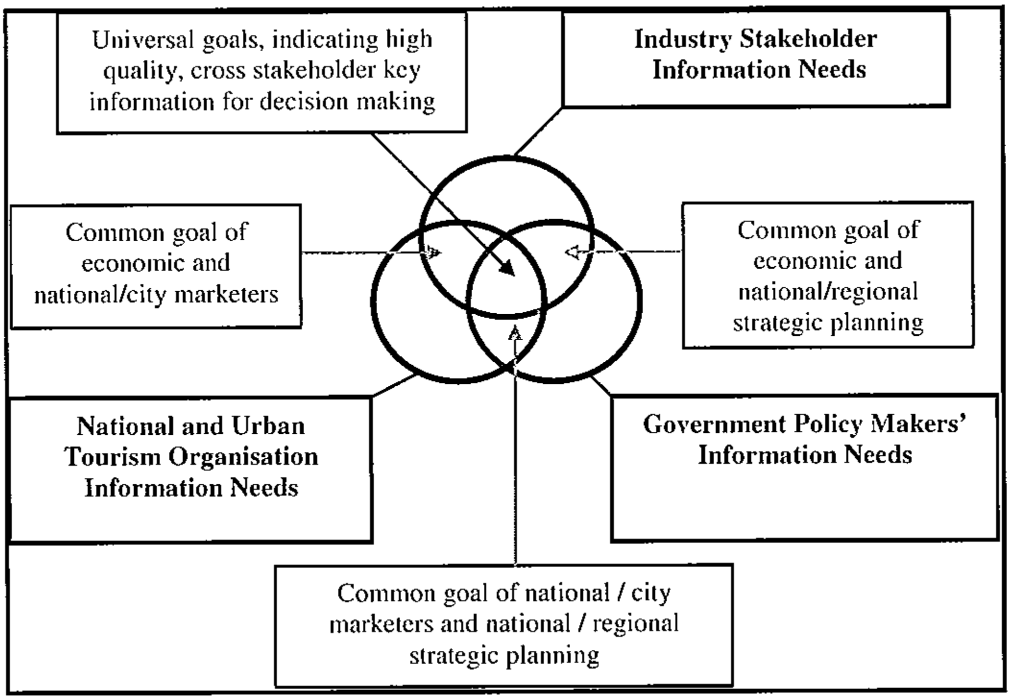

Universal goals, indicating high quality, cross stakeholder key information for decision making
Industry Stakeholder Information Needs
Common goal of economic and national/city marketers
Common goal of economic and national/regional strategic planning
National and Urban Tourism Organisation Information Needs
Government Policy Makers' Information Needs
Common goal of national / city marketers and national / regional strategic planning

Figure 8.3: Information needs of main stakeholder Groups (adapted from WTO, 1993).

Power and *legitimacy* are the *core* attributes of a stakeholder identification typology. *Power* is defined in terms of the ability of a party that it has or can gain access to impose its will in the relationship (Mitchell et al 1997). To the authors, *legitimacy* is "a generalized perception or assumption that the actions of an entity are desirable, proper, or appropriate within some socially constructed system of norms, values, beliefs, and definitions" (Mitchell et al 1997, p. 866). They treat both attributes as variables. In other words, power can be acquired and lost, and legitimacy may be present or absent. Mitchell and his co-authors (1997) added *urgency* which is defined as "the degree to which stakeholder claims call for immediate attention" to their stakeholder identification model (Mitchell et al. 1997: 867). Briefly in their model, *stakeholder salience* –defined in terms of managerial perceptions- is positively related to the possession of three stakeholder attributes: power, legitimacy, and urgency. Stakeholders who are perceived to posses these three attributes are more salient than those who posses one or two of the attributes. Since the degree to which managers give priority to competing stakeholder claims is not steady, stakeholder salience is argued to vary *from issue to issue and from time to time* (Timur, 2003).

Therefore it is the relationships between the various stakeholders that matter. When discussing Weaver and Oppermann's (2000) 'Generic Factors' and Burton's (1995) 'Tourism Participation Sequence' one could see that interrelationships between supply and demand for urban tourism is an aspect, which is increasingly important to the understanding of these relationships. In section 2.3.6.3, Judd and Fainstein (1999) pointed out that the boom in tourism is as a result of the increase in demand coupled with the efforts suppliers have made to satisfy this demand.

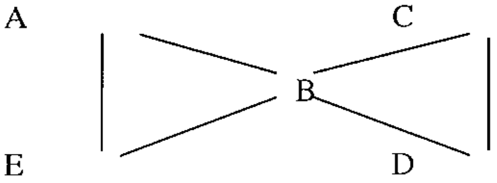
In the case of Dublin's tourism stakeholders, relational questions might include the following: 'With who does your organization exchange money? With respect to tourism marketing with whom does your organization communicate (exchange of information) and how often?' Then once relational data are collected, researchers can code the relationships between actors and create a matrix where the actors are both rows and columns. The relationships can be coded to represent the presence or absence of a relationship (binary data), or it could be based on frequency of the interaction (valued data). (Timur, 2003).

The following illustrates the point better where five fictitious stakeholders represent a network:

Figure 8.4 Network Analysis

	A	B	C	D	E
A	-	1	0	0	1
B	1	-	1	1	1
C	0	1	-	1	0
D	0	1	1	-	0
E	1	1	0	0	-

Network analysis provides a visual map of how actors are related to one another based on specific criteria (Stokowski, 1990). The pattern of the following network could be mapped as follows:



(from Timur, 2003).

Therefore B is the most prominent stakeholder around which other stakeholders depend or have some level of mutual relationship. This is important when deciding which additional questions should be added to the *'F.E.C.T.O. City Survey'* or which stakeholders' information needs should take precedence where there are limited financial resources available for extra research to complement any additions that might be made to the *'F.E.C.T.O. City Survey'*. To take an example from this researcher's own findings, questions surrounding young independent travellers would satisfy the information needs of hostel owners, visitor attractions and activity providers as well as language students. Therefore if hostel providers initially offer to fund the extra research and they have strong connections with other stakeholders then there is good reason for the survey provider to prioritise this stakeholder's request. Frequent information about potential customers could lead to a more efficient use of resources devoted to targeting the young client likely to yield the best return. City co-operative marketing also helps it was pointed out and the pan-European aspect of the *'F.E.C.T.O. City Survey'* is well placed to offer better packaging of multi-city holidays for this and other traveller types. It also provides a [city] product benchmarking capability for tour operators.

8.5. Short Term Increases in Availability and Quality of Urban Tourism Information

It was pointed out that some immediate gains could be made if minor changes and / or additions were made to the *'Survey of Overseas Travellers'* and the *'F.E.C.T.O. City Survey'.*

Cities are better equipped to run the more expensive, high culture activities demanded by increasingly well educated, Europeans and other 'Western cultured' nations. The research design for the research instrument for the *'F.E.C.T.O. City Survey'* is well positioned to capture focused information on couples and singles in urban settings. Couples and singles, it was pointed out in Chapter Four prefer urban settings. In addition higher salaries and more women in the workplace affect spending power in cities. The *'F.E.C.T.O. City Survey'* captures couples and singles spending patterns better than the *'Survey of Overseas Travellers',* which has few questions on spend in cities. It also asks questions on work status and visiting high culture attractions like theatres and concerts, which is not covered by the *'Survey of Overseas Travellers'.*

A close examination of outcomes from the first *'Dublin Visitor and Attitude Survey'* using the F.E.C.T.O. research instrument highlighted the most obvious additions and structural changes that might increase financial support for the F.E.C.T.O. survey model.

The first of these would require that the *'F.E.C.T.O. City Survey'* questionnaire explicitly record age of respondent since the respondent is providing all the answers after all. Where *'Student'* is provided as a response to what the respondents working status is, an additional question put to the student would distinguish whether the student in question is a language student in Ireland on a short language course or some other type of student studying at home in their country of origin or one come to study something other than English here in Ireland. This would open up the possibility of providing very useful information for the *'Teaching English as a Foreign Language'* sector in Ireland and hopefully garner their support. Converting all recorded currencies to the Euro would provide much clearer information on expenditure.

Urban tourism destinations suit the business traveller well despite technological advances in forms of communication and this market was identified as being of great economic importance to the city. Both Bord Fáilte's *'Survey of Overseas Travellers'* and the *'F.E.C.T.O. City Survey'* are lacking in information on the business traveller although the *'F.E.C.T.O. City Survey'* is better able to provide information on the business traveller since some business travellers will likely partake in leisure pursuits around the city. Changing one of the interview sites to the area around the IFSC might provide more respondents who are strictly in Dublin on business.

Detailed motivation factors such as activity motivation influences on the decision to travel which the *'Visitor Attitude Survey'* captures for Ireland in general was not available on decision makers seeking urban specific information in this area. However, adding similar pre-travel decision making questions to the *'F.E.C.T.O. City Survey'*, was discovered to be an important piece of information for the targeting of advertising among several sectors of the urban tourism stakeholders interviewed.

Information for urban tourism stakeholders concerning trip planning was available from Bord Fáilte's other annual survey the *'Survey of Overseas Travellers'* but its limitations were that it only garnered information on the travel agent's role in trip planning.

The multiple use of transport needed to get to a city destination is also ignored in the *'Survey of Overseas Travellers'* and neither Bord Fáilte Reports provided information on internal city transport, which can be so important for urban tourism decision making. Just such an additional question to the *'Survey of Overseas Travellers'* might prove helpful.

Extra demographic questions added to the *'F.E.C.T.O. City Survey'* would enhance the list of independent variables available. Age, already mentioned and education of respondent being the most important.

This research has shown therefore that with minor additions and / or changes in the research design of the *'F.E.C.T.O. City Survey'* instrument, the suggestion that a larger sample approaching three to four thousand [for a city the size of Dublin] be carried out and some flexibility in the re-coding of some variables be allowed the *'F.E.C.T.O. City Survey'* might gain greater support from the city's own members or associated urban tourism stakeholders and at the same time enable European city managers to obtain information on patterns of behaviour and attitudes among urban tourists leading to more meaningful conclusions based on the comparable data. Although a larger survey would prove more expensive to collect the pay back comes in the unique information that this type of survey can reveal. For example the American, British or any other market that uses, easily identifiable, *'post'* or *'zip'* codes can be broken down into a myriad of sub-markets based on geographical criteria. The survey instrument could also reveal more about the behaviour and attitudes of young student visitors to Dublin. A large enough sample would enable a closer look at the American students which back in 1999 to 2000 represented a large portion of the American market. Different nationalities' cultural likes and dislikes could be investigated in detail among language students. A detailed profile of horse racing enthusiasts could be built up and this might in the long term be compared with the profile of race attendees visiting other European cities enabling accurate targeting of advertising. A detailed profile of the high spend accommodation user would also be possible with a larger survey.

8.6. The Need for Rigour in the Research process

The difficulties encountered at the beginning of this research, prompt this researcher to strongly recommend that a pilot study be carried out on any proposed city survey in the future. The Research Working Committee of the Federation of European City Tourism Offices makes a point of recommending this in the organisation's own code book prior to any launch of the *'F.E.C.T.O. City Survey'*. This is in part, to ensure that the research instrument, sample size and recommended coding achieves the optimum level of performance for an individual city's needs while still enabling some meaningful comparisons to be made with other participating European cities (See Appendix C).

Missing data can also hamper progress and proper training and supervision of interviewers is to be recommended. For example the American *'Zip'* codes revealed the failure to record all possible *'Zip'* codes from the American quota of respondents. The statistical analysis of a small selection of cross tabulations revealed that the null hypothesis could not be rejected when the *'Zip'* code variable was broken down into smaller sub-sets. This was in large part due to the relatively small sample size of American respondents and the missing data.

8.6. Research Limitations and Recommendations for Future Research.

In the absence of financial support from the Irish Government or European Union the continued success or broadening of annual or bi-annual surveys like the *'Survey of Overseas Travellers'* or the *'F.E.C.T.O. City Survey'* may be threatened.

As one of the first European cities to adopt the *'F.E.C.T.O. City Survey'* Dublin was in a rather unique position to evaluate the model and put forward recommendations to improve upon the model. However with the different level of both public and private commitment to this type of research a broadening of the use of this model in other Irish cities may be under threat. Casual observations and anecdotal evidence from this researcher's attendance at conferences suggest that some countries like Austria have a very enlightened attitude to research and the benefits that can be gained from tourism research for a wide variety of tourism stakeholders. Here a very pro-active approach is taken with even financial data from successful individual organisations being released to act as a benchmark for the industry as a whole ('Tour-Mis' web site)[12].

For those European city tourism managers less dependent on the financial and to some extent political support of the wider urban tourism stakeholder community, this type of research won't be hindered. However where funding may be hard to come by as in Dublin and the mindset of stakeholders does not value research in the same way as other countries there perhaps needs to be more flexibility in the design of the *'F.E.C.T.O. City Survey'* if it is going to sustain itself into the future. Since the wider urban stakeholder can gain much from such a survey it is perhaps a wasted opportunity not to reach out to this wider audience. The alternative for urban tourism stakeholders is to sponsor an ongoing urban tourism omnibus survey to run independently of the *'F.E.C.T.O. City Survey'* although this survey is unlikely to be suitable for pan-European comparisons.

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[12] Austrian Tourism and Hospitality Statistics – www.Tourmis.wu.wien.ac.at

Without the full commitment from urban tourism stakeholders the benchmarking opportunity that the *'F.E.C.T.O. City Survey'* offers and the ability the survey has of providing comparative value for money information in European countries which have adopted the Euro may be lost. Although this research acknowledges that the principal beneficiaries of the *'F.E.C.T.O. City Survey'* are the respective city tourism managers, nevertheless it is interesting to note the degree of scepticism among Dublin's urban tourism stakeholders in relation to the possibility of meaningful pan-European city tourist information were these to be made available to them. Benchmarking models and detailed analysis in Euro currency countries of issues surrounding competitiveness and other consequences since the introduction of the Euro may go some way toward persuading the wider Dublin stakeholder community that Pan-European urban tourism information is worth paying for. Further academic research in this area may shed light on whether or not they have good reason to feel sceptical.

Another recommendation would be to investigate greater use of electronic data collection methods such as hand held computers. Completed questionnaires could then be instantly added to a computer database enabling an extremely fast analysis and report time thereby increasing the value of such information. Feedback from some sector decision makers testified that up-to-the-minute information would be very beneficial to decision makers as current survey providers like Fáilte Ireland still take up to nine months to process their *'Tourism Fact Sheet'* data.

The qualitative telephone surveys revealed that Dublin tourism stakeholder decision makers do desire more urban specific information on visitor behaviour and attitudes. Financial circumstances aside the thesis set about illustrating how effective the F.E.C.T.O. research instrument could be at filling the gap in urban tourism information provision and who could really benefit from using such information. If even some of the preceding recommendations are carried out the quantity and quality of the urban tourism information would enable many more tourism organisations to benefit.

Future research worth pursuing might include a quantitative survey of urban tourism stakeholders, similar to those contacted for the qualitative survey in order to determine if the qualitative findings can be further validated quantitatively. This could then be expanded to include a number of European cities. An additional question or two might explore the level of financial support among Dublin's urban tourism stakeholders, for a city survey such as the *'F.E.C.T.O. City Survey'*. Another research direction might include pursuing the application of stakeholder theory to several European urban tourism stakeholders in relation to their information requirements. Alternatively the use of *'post'* or *'zip'* codes to sub-divide markets into smaller parameters according to certain geographic criteria might also reveal new methods of marketing to countries with larger populations or to countries with varying ethnic minorities where such minorities are culturally isolated in one or various parts of the country in order to see if they differ greatly in visitor behaviour and attitudes to the population of a country when viewed as a whole.

In the long term the F.E.C.T.O. Research Committee and city tourism body members would do well to lobby the European Union for the funding of urban tourism research.

Epilogue

The literature emphasized the importance to the tourist industry of appropriate information in order that suppliers may meet the demand of urban tourists. The literature referred to models as a way of coping with multi-disciplinary research, enabling a clearer comprehension of motivation and tourist behaviour theories. (See section 2.3.6.). This researcher has similarly, with the adaptation of the frameworks represented in figures 8.1 and 8.2., provided a clearer comprehension of decision making and management of urban tourism stakeholders.

The *'F.E.C.T.O. City Survey'* did, at least in terms of its potential, (having compared the research instruments of Bord Fáilte's *'Survey of Overseas Travellers'* and the *'F.E.C.T.O. City Survey'*, succeed in dramatically increasing the availability of urban tourist information.

The *'F.E.C.T.O. City Survey'* allows urban tourism concepts to be viewed from three different perspectives advocated by Ashworth (1992) that is to say, the supply side, demand side and policy side of urban tourism, (see section 2.3.5.).
Quality can be achieved through judicious management of urban tourism information in tandem with the careful inclusion and management of stakeholders in order to achieve an optimum balance of timely, cost effective delivery of information for all concerned. The *'F.E.C.T.O. City Survey'* may also strengthen findings or raise new questions and tourism theory regarding patterns of urban tourist behaviour over time.

This research has provided further evidence to support the argument that tourist information is becoming increasingly important in an increasingly competitive world and that it is important to manage the collection and dissemination of this information in such a way that as many stakeholders as possible have a say in publicly sponsored information. With a homogenised urban tourism city survey such as the *'F.E.C.T.O. City Survey'* at the core of a city's strategy and with a sample large enough to allow for multiple disaggregation of data, information can be focused more accurately than has been possible in most European cities up till recently. The resultant increase in availability, quality and comparability of behaviour and attitude information, on urban tourism visitors, may lead to the added value of the urban tourist product, a better managed product and an improvement in the ability to research the product. Thus this research contributes to the argument that this type of approach should be adopted by other cities.

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APPENDICES

APPENDIX A

URBAN STAKEHOLDER SURVEY.

INFORMATION PROVISION ON URBAN

Introduction

Good morning/afternoon, I am David Nunan from the Faculty of Tourism and Food at the Dublin Institute of Technology. I am investigating provision of information on urban tourism visitor behaviour patterns `in the city of Dublin as part of my thesis. Dr. Sheila Flanagan is my advisor. I wanted to get your opinion on this emerging area of importance and would appreciate it if you were able to spare a few minutes of your time. Individual names and company names shall not be quoted or mentioned directly in the analysis of this information. Exceptions may be made for prominent organisations such as Bord Fáilte, with permission.

(IF THE RESPONDENT ASKS HOW LONG IT WILL TAKE, TELL HIM / HER THAT IT SHOULD TAKE APPROXIMATELY TEN MINUTES AND THAT YOU HAVE TEN QUESTIONS, SEVEN OF WHICH ARE OPEN-ENDED AND THAT NOT ALL QUESTIONS MAY BE OF RELEVANCE TO THEIR ORGANISATION)

Q1. (a) Are there any tourism publications that you regularly consult when seeking information on visitor behaviour and attitudes in Ireland and/or Dublin for decision making in your organisation?

YES	1
NO	2

IF YES ASK Q1. (b) and Q1. (c). IF NO PROCEED TO Q2. :

Q1. (b). What tourism publications do you use? Probe. Do not prompt.

Q1. (c). And why do you use these publications? Probe. Do not prompt.

ASK ALL:

Q2. (a) Have you ever, commissioned research, or carried out your own in-house research, into visitor behaviour and attitudes, in the Dublin region?

YES	1
NO	2

IF YES ASK Q2 (b) and Q2. (c). IF NO PROCEED TO Q3.

Q2. (b). What type of information were you seeking which was not available in other publications? – Probe for type of questions asked.

Q2. (c). How effective was this information, for decision making, in achieving your organisations marketing aims and objectives? Probe for achievements.

ASK ALL:

Q3. (a) If information on visitor behaviour and attitudes of urban tourists in Dublin was available to your organisation on an ongoing basis e.g. if quarterly, half yearly or annual statistical information were available, what type of information would be of most use to your own organisation?

Q3. (b). How would this information, if it were available to your organisation on a regular basis, improve the effectiveness of your decision making and/or add value to your own product/service.

Q4. (a). Finally if compatible comparable information, in the areas of interest which you have pointed out to me, were available from other Irish or European cities, on urban tourism visitor behaviour and attitudes, would you be interested in such statistical information?

YES	1
NO	2

IF YES ASK Q4. (b). IF NO THANK THE RESPONDENT AND TERMINATE THE INTERVIEW.

Q4. (b). How would this comparative information enhance your decision-making and add value to your product/service?

THANK YOU VERY MUCH FOR YOUR TIME IT IS VERY MUCH APPRECIATED.

PLEASE FILL IN THE FOLLOWING CONTACT INFORMATION WHICH MAY ALSO BE USED FOR ACKNOWLEDGEMENT PURPOSES.

Name:	**Type of Organisation**	
Position:	• Hotel/Other accommodation	1
Organisation:	• Visitor Attraction	2
Address:	• Activity provider	3
	• Dublin Tourism/R.T.A.	4
	• Local Authority/ Government Sponsored Tourism Organisation.	5
Tel No:	• Tour Operator	6
Fax No:	• Government Department	7
E-mail (s):	• Grant/Funding Agency	8
Mobile (only if offered):	• Financial Institution	9
	• Transport Provider	10
	• Other (Please specify)	11

APPENDIX B

Proposal for a Questionnaire design for tourism visitor surveys in European cities
Developed by: European Cities' Tourism Research and Statistics Working Group
European Cities' Tourism 2nd Edition – Version 2000-10-14

[**Researcher's Note:** Questionnaires are available in other European Languages by going on-line at http://tourmis.wu.wien.ac.at/info/fecto]

English

EUROCITY VISITOR SURVEY

Name:

Address:

Sex:

Male	1
Female	2

Place of residence (from address):

Postcode:

Questionnaire #:

Interview location:

Airport	1
Place of accommodation	2
Inside an attraction	3
Street interview	4
Other (SPECIFY):	5

Day of week:

Monday	1
Tuesday	2
Wednesday	3
Thursday	4
Friday	5
Saturday	6
Sunday	7

Month:

January	1
February	2
March	3
April	4
May	5
June	6
July	7
August	8
September	9
October	10
November	11
December	12

Working status:

self-employed, freelance, farmer	1
senior executive or senior civil servant	2
white-collar worker, civil servant (also trainee)	3
skilled worker (also trainee)	4
other worker	5
pensioner	6
housewife/house husband (full time)	7
student, pupil	8
currently without work	9
Other (SPECIFY):	10

Time of day:

Up to 12 noon	1
12 noon – 2 p.m.	2
2 p.m. – 5 p.m.	3
After 5 p.m.	4

Weather:
MULTIPLE RESPONSE POSSIBLE

	Yes	No
Windy	1	0
Cold	1	0
Sunny	1	0
Rain	1	0
Cloudy	1	0

Household composition:
MULTIPLE
RESPONSE
POSSIBLE

	Yes	No
Alone	1	0
With partner	1	0
With other adults	1	0
With children	1	0

DECLARATION: Interview conducted by me with respondent named above in accordance with instructions and MRS Code of Conduct

Interviewer:

Date:

Good .... I am an interviewer with .... We are carrying out a survey of visitors to EUROCITY. Could you spare me some time to answer questions about your visit?

Q.1a)	First of all, do you live in EUROCITY?	Yes 1 No 0

Q.1b)	**IF Q.1a) is NO,** do you work in EUROCITY?	Yes 1 No 0

Q.2)	Are you spending at least one night away from your normal place of residence?	Yes 1 No 0

IF Q.2 is NO GOTO Q.4a)

Q.3) **SHOW CARD**
Which of the statements on this card best describes how your visit to EUROCITY fits into your trip away from home? **(ONE ANSWER ONLY)**

EUROCITY is my only destination on this trip away from home	1
EUROCITY is my main destination on this trip, but I shall visit other places en route to and from EUROCITY	2
EUROCITY is one of a number of destinations that I am visiting on this trip	3
I am visiting EUROCITY en route to and from my main destination	4
Other (SPECIFY):	5

Q.4a) ASK ALL
SHOW CARD
Which one of these best describes the main purpose of your visit to EUROCITY? **(ONE ANSWER ONLY)**

On holiday away from home	1
On a day out/day-trip from home	2
Visiting friends or relatives – on holiday	3
Visiting friends or relatives – other reason	4
Shopping only	5
On a business trip	6
Attending a conference/exhibition	7
Other (SPECIFY):	8

Q.4b) ASK IF ONLY HOLIDAY OR VISITING FRIENDS OR RELATIVES – ON HOLIDAY (CODE 1 or 3) AT Q. 4a)
Would you describe this holiday as ... **READ OUT (ONE ANSWER ONLY)**

... your main holiday this year	1
... a secondary/additional holiday	2
... a short break	3
Some other type of holiday (SPECIFY):	4

Q.5a)	How many nights will you be spending away from home on this trip?	

Q.5b)	How many of these nights will you be spending in ...	
i)	EUROCITY?	
ii)	EUROCOUNTRY?	

Q.5c) And how many nights, if any, will you spend in other countries/cities on this trip away from home?

	Country / City	Number of nights
i)		
ii)		
iii)		

INTERVIEWER: CHECK THAT TOTAL NUMBER OF NIGHTS AT Q.5b) AND Q.5c) EQUALS Q.5a)!

Q.6) During your stay in EUROCITY, what type(s) of accommodation have you or will you use? **(MORE THAN ONE ANSWER ALLOWED)**

	Yes	No
Luxury, superior class hotel	1	0
Moderate quality hotel	1	0
Standard or budget hotel	1	0
Guest House	1	0
Bed and Breakfast in a private house	1	0
Rented flat/house	1	0
University/college accommodation	1	0
Youth Hostel	1	0
Tourist caravan/tent	1	0
Static caravan/tent	1	0
Staying with friends/relatives	1	0
Second home	1	0
Other (SPECIFY):	1	0

Q.7) How did you book your accommodation in and travel to EUROCITY? **(ONE ANSWER ONLY)**

	Accommodation	Travel
Travel agent	1	1
Tour operator	2	2
Part of an organised group	3	3
Directly with accommodation	4	4
Directly with local tourist office	5	5
With help from friends or relatives	6	6
Directly with airline/ferry/train operator	7	7
Through the Internet	8	8
Other (SPECIFY):	9	9
Did not book	0	0

Q.8a) Did you book your accommodation before arriving in EUROCITY, or after you arrived? **(ONLY ONE ANSWER)**

Before arrival	1
On arrival	2
Staying with friends/relatives/second home	3
Haven't booked yet	0

Q.8b) When did you book your accommodation in EUROCITY? **(ONLY ONE ANSWER)**

Less than a week before arriving	1
1 – 4 weeks before arriving	2
5 – 8 weeks before arriving	3
9 – 12 weeks before arriving	4

more than 12 weeks before arriving	5
booking was not necessary	0

Q.9) SHOW CARD

Using one of the phrases on this card, please tell me how much or how little an influence each of the following were on your decision to visit EUROCITY?

(READ OUT, ROTATE ORDER)

		Major influence	Some influence	Not much influence	No influence	Don't know
a	A previous visit	1	2	3	4	5
b	Advice from friends/relatives	1	2	3	4	5
c	Articles in a magazine or newspaper	1	2	3	4	5
d	Advertisement(s) in a magazine/newspaper	1	2	3	4	5
e	Tourist brochure	1	2	3	4	5
f	Guide book	1	2	3	4	5
g	Radio programmes	1	2	3	4	5
h	Television programmes/coverage	1	2	3	4	5
i	Advertising on television	1	2	3	4	5
j	Site on the Internet	1	2	3	4	5
k	Advice from a travel agent	1	2	3	4	5
l	Tourist Information Centre	1	2	3	4	5
m	National Tourist Board Office	1	2	3	4	5
n	Other (SPECIFY):	1	2	3	4	5

Q.10) SHOW CARD

Which of the types of information listed on this card did you, or have you used on this trip to EUROCITY? **(MORE THAN ONE ANSWER ALLOWED)**

	Yes	No
Telephoned for a brochure from EUROCITY Tourist Information Centre	1	0
Wrote for a brochure from EUROCITY Tourist Information Centre	1	0
Telephoned for a brochure from EUROCOUNTRY Tourist Board	1	0
Wrote for a brochure from EUROCOUNTRY Tourist Board	1	0
Accessed EUROCITY Internet site	1	0
Picked up leaflets/brochures at EUROCITY Tourist Information Centre	1	0
Obtained information from friends/relatives	1	0
Other (SPECIFY):	1	0

Q.11a) ASK ALL

On your journey **TO** EUROCITY, what was your main form(s) of transport?

(MORE THAN ONE ANSWER ALLOWED)

	Yes	No
Private car/van	1	0
Hired car/van	1	0
Train	1	0
Plane	1	0
Boat/ferry	1	0
Bicycle	1	0
Motorbike	1	0
Public bus/coach	1	0
Private bus/coach	1	0
Walked/hitch-hiked	1	0
Other (SPECIFY):	1	0

Q.11b) **SHOW CARD**
During your stay **IN** EUROCITY, which of these forms of transport ...

i) ... have you already used to get about the city? **(CODE ALL MENTIONED BELOW)**
ii) ... have you used most often? **(ONE ANSWER ONLY)**

	i) Used		
	Yes	No	ii) Used most often
Car	1	0	1
Train	1	0	2
Taxi	1	0	3
Public bus	1	0	4
Bus – sightseeing tour	1	0	5
Private coach	1	0	6
Motorbike	1	0	7
Bicycle	1	0	8
Walked	1	0	9

Q.12) Which of the following activities, if any, have you done or will you do on this visit to EUROCITY? **(MORE THAN ONE ANSWER ALLOWED)**

	Yes	No
Shopping	1	0
Visiting sights/attractions	1	0
Visiting museums	1	0
Visiting exhibitions	1	0
Going to the theatre	1	0
Going to concerts	1	0
Walking around the city	1	0
Go on an organised tour	1	0
Take an excursion out of the city	1	0
Go out in the evening to a pub/bar or restaurant	1	0
Watching a sporting event	1	0
Playing sport	1	0
Visiting a spa	1	0
Other (SPECIFY):	1	0
None of these	1	0

Q.13) I would like to read out a number of statements which other visitors have made about EUROCITY. Using one of the phrases on this card, please tell me how much you agree or disagree with each statement? **(SHOW CARD, ROTATE ORDER)**

		Agree strongly	Agree	Neither agree nor disagree	Dis-agree	Dis-Agree strongly	Don't know
a	It's a safe place to visit	1	2	3	4	5	6
b	People are friendly and hospitable	1	2	3	4	5	6
c	It's a dirty city	1	2	3	4	5	6
d	It has good nightlife	1	2	3	4	5	6
e	It's too crowded for sightseeing	1	2	3	4	5	6
f	Prices are too expensive	1	2	3	4	5	6
g	Pleasant weather for sightseeing	1	2	3	4	5	6
h	Easy to get around the city	1	2	3	4	5	6
i	Plenty of good restaurants available	1	2	3	4	5	6
j	Good value for money	1	2	3	4	5	6
k	A good variety of visitor attractions	1	2	3	4	5	6
l	It has a rich cultural life	1	2	3	4	5	6
m	There are a lot of museums to visit	1	2	3	4	5	6

Q.14)	How many times have you visited EUROCITY in the last 10 years, before this visit?	

Q.15) **SHOW CARD**
How likely are you to visit EUROCITY again in the future? **(ONLY ONE ANSWER)**

Very likely	1
Quite likely	2
Not very likely	3
Not at all likely	4
Don't know	5

Q.16) Including yourself, how many people are with you on this visit to EUROCITY?
And, what are their ages? **(WRITE IN NUMBER IN EACH CATEGORY BELOW)**

	Male	Female
Under 5 years		
5 – 9 years		
10 – 14 years		
15 – 18 years		
19 – 24 years		
25 – 34 years		
35 – 44 years		
45 – 54 years		
55 – 64 years		
65+ years		

Q.17) On a rating scale from 1 – 10; with 10 being the highest and 1 the lowest, how would you rate your overall visit to EUROCITY?

1 2 3 4 5 6 7 8 9 10

Thank you for taking the time to speak to one of our interviewers and give us some information about your visit to EUROCITY. However, to help us measure the economic impact of tourism in EUROCITY, we would also like to find out approximately how much you will spent in EUROCITY during your visit to the city.

OPTIONAL:
Please keep this questionnaire until the end of your visit to EUROCITY and then complete it and return it to us using the reply-paid envelope attached.

Those who complete and return this questionnaire will be eligible for entry to a prize draw for a weekend for two in EUROCITY (excluding travel) subject to availability. If you live overseas and are unable to return to EUROCITY, this prize may be transferred to someone else of your choice.

Listed below are a number of categories. Please write in approximately how much you spent, in each of these categories, in EUROCITY during your visit to the city. Only include spending **within the city** and not outside it. Please include any spending on other members of your party (e.g. your wife/husband, children etc.) for whom you have paid.

If you spent **nothing** in a particular category please write in "0". If you **don't know** how much you spent in a particular category please write in "Don't know" or "D/K".

	Currency	Value
Accommodation (including food and drink at this accommodation)		
Meals, snacks, drinks etc. (excluding those at your accommodation)		
Tourist shopping (e.g. gifts, souvenirs etc.)		
Entertainment (including admission fees to visitor attractions, theatres, cinemas, etc.)		
Other miscellaneous items (please write in examples of this/these)		
TOTAL SPEND		

How many people (adults and children) does the above expenditure cover?	
Number of adults	
Number of children	

If your visit to EUROCITY was part of an **inclusive package** (for example, a package which included your travel, accommodation etc.) you may not know how much you have spent on some of the categories above. I this is the case please give details of the package below – how much it cost per person and how many days/nights this price included.

	Currency	Value
Cost of package		

Number of days/nights included	

Thank you very much!

APPENDIX C

Proposal for a questionnaire design for tourism visitor surveys in European cities

developed by

European Cities' Tourism
Research and Statistics Working Group

European Cities' Tourism
2st Edition – Version 2000-10-14

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Federation of European Cities' Tourist Offices

Proposal for a questionnaire design for tourism visitor surveys in European cities

Proposal for a questionnaire design in visitor surveys in European city tourism studies developed by the Research and Statistics Working Group of European Cities' Tourism.

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[Note from this Researcher:

The section containing the F.E.C.T.O. questionnaire and concomitant translations of the questionnaire which are contained in the original proposal and which are available on-line has been removed from this appendices document for reasons of ease of access for the reader since the questionnaire is such an integral part of the thesis. Therefore the English version of the F.E.C.T.O. questionnaire has been inserted into Appendix B. Appendix 2 of the original proposal document has also been removed since another type of 'Monitor Table' was used by this researcher].

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Introduction

At the European Cities' Tourism meeting in Amsterdam in September 1996 members discussed the possibility of putting together a common set of questions which European Cities' Tourism members would use as the basis for any visitor survey they may undertake in their respective cities. These core questions would produce useful information at an individual city level and would allow data to be also analysed centrally so that comparisons would become possible across European Cities' Tourism member cities.

There are two principle advantages of using consistent core questions across European Cities' Tourism cities. Firstly the participating cities which share their data have access to valuable comparative information for a fraction of the cost of commissioning research in competitor cities. Each city only has to commission a field research company or institute in their own city and share their data. Secondly, European Cities' Tourism members were convinced that the European Union would be interested in having access to this city tourism database and might be prepared to part-fund the project on a regular basis.

The project was carried out by the Research and Statistics Working Group, chaired by Mrs. Andrea Weecks[13] and advised by Mrs. Lynn Jones[14] (fieldwork guidelines) and Dr. Karl Wöber[15] (data entry and coding), represented by members from Barcelona, Budapest, Dublin, Edinburgh, Graz, Lisbon, Prague, St. Etienne, and Tarragona.

The core questions were based upon those used in the Edinburgh Visitor Survey, but adapted to meet the overall requirements which were put forward by all interested cities. General agreement was reached on such matters as type of visitors to be included in the survey, how accommodation classification, and the importance of using the same survey methodology so as to avoid some cities adopting the self completion survey method whilst others use face-to-face interviews. All these points and many more were discussed and agreement sought – not to be dictatorial but in order to achieve the level of consistency necessary for comparative analysis.

The present manual is the first trial in order to make international city tourism surveys more comparable and is subject to future discussions and improvements.

Background and Objectives

One of the objectives of European Cities' Tourism is to improve the compatibility and integration of statistics between cities. A great benefit of participation in the regular European Cities' Tourism meetings is that there is the opportunity for good ideas to be discussed and developed. The development and progress of these ideas of course depends on the willingness or expertise of individual members to move them forward.

The proposal put forward by European Cities' Tourism is a model for a structured visitor survey questionnaire which could be used by city tourist offices (C.T.O.'s) when they undertake or consider undertaking market research amongst their visitors. The questionnaire includes a set of core questions relevant to all European Cities' Tourism cities. This data gives a detailed understanding of the leisure tourism market, and visitors' perceptions of the city, its facilities and services. The data will be used to provide a comparative analysis of visitor opinion across all the participating cities. Of course additional city-specific questions can be added by each city, if they wish.

Objectives of the Handbook

- To provide guidelines for cities which have little or no experience of undertaking city visitor surveys. To help them to manage the research process - specifically matters relating to the execution of the fieldwork (interviewing.)
- To enable more experienced cities to ensure that the methods they use are compatible with all other European Cities' Tourism cities, so that meaningful comparisons are achieved.

Important Pre-Survey Considerations

Resources

It is worth taking the time to consider right at the start whether you have the physical and financial resources in place to undertake any kind of visitor survey. If you have no budget but wish to undertake the work and need to go to a potential funding partner with a request for money, you will first have to find out the cost. The brief which you send out will provide this information. (see below)

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Expectations

Whatever budget you have, you must be realistic in your expectations. The objectives of this 'Eurocity' Survey have been agreed by European Cities' Tourism and are quite clear. Any city wishing to take advantage of comparing themselves with other cities across all the variables, using the European Cities' Tourism Eurocity Questionnaire must adhere to these objectives. You cannot expect to receive comparative data if you decide to do only, for example, 300 interviews conducted at the weekend in one location for only 2 months of the year. Equally there is not much point in completing the fieldwork if you do not have the means to enter the data and transfer it for comparative analysis.

The brief

The brief is a statement from you which outlines the background, main objectives, methodology, timing, analysis and reporting requirements of the survey. If you intend to commission a market research agency, this will give them all the information they need upon which to base their costs in the proposal that they will send to you. For example they will need to know:

- how many interviews are needed
- that they are face to face interviews
- that they will take place near places of interest and in the main squares
- that they will take place all year round
- That the interviews will be 15 minutes long.

The agency will then calculate the numbers of interviewer shifts needed and how much this will cost.

This process is equally necessary even if you do not employ a professional market research company to undertake the work. If for example you wish to use students you will need to present a brief to a university and you should expect to receive a proposal from them even if they are going to do the fieldwork at a greatly reduced cost.

It is also important for you to have a record of what has been agreed by both parties – for example who is responsible for what at each stage of the research, when it should be completed by, and at what cost.

Questions

In addition to the core questions which have been agreed each city may have a small number of other questions. The number must be kept to a minimum in order to avoid making the questionnaire too lengthy.

Management

You now need to consider whether you have the time to supervise the project yourself. This will mean checking everything at the set-up period and again at the data analysis stage. This applies whether or not you are dealing with an agency, and even more time will be required if you are responsible for organising the fieldwork yourself - you will have to ensure that the interviewers are trained and briefed and that the shifts are completed properly. If you feel that you either cannot give sufficient time to the project or are not familiar enough with handling such work, then you must ensure that you are able to call on the services of someone who has the time and the right background.

Survey Methodology

Face-to-face interviews are essential for this type of survey. They enable close control over the composition of the sample and allow for a wide range of questioning techniques. In addition there is the guarantee that the questions have been answered in the order in which they are set out.

Self-completion questionnaires are recommended for collecting information about spend. Asking this type of information in the face-to-face interview is possible but the replies will be influenced by the timing of the interview relative to the overall length of stay in the city. For example, interviewing a respondent on the second day of their 5-day visit is likely to produce a different set of answers in comparison to an interview on the last day of their visit. It would also make the questionnaire unacceptably long if the spend questions were asked face-to-face.

For the Eurocity Survey, self-completion questionnaires should be distributed at the end of the face-to-face interview and the interviewer should explain briefly what the respondent should do. A reply-paid envelope should be attached to the questionnaire. Experience in Edinburgh has shown that having a prize draw is an incentive to respondents to complete and return the questionnaire. The prize could be, for example, a two night stay in a hotel in the city (exclusive of access costs), which would be used either by the respondent or a friend or family member. Each city should be responsible for organising its own prize.

Interviews

Number of interviews

It is recommended that each city carry out 1,500-2,000 interviews. This may seem a lot especially for a smaller city. However this volume is necessary because:

- There must be enough interviews to provide a representative sample of the city's visitors.
- These numbers will allow the possibility of sub-analysis of most subsets of visitors for the city's own use and for comparative purposes.
- It is not possible to establish year-on-year trend data from a smaller sample; for example, a small sample might produce 21 Americans one year and 52 the next, but this would be too small a numerical difference to be a reliable indicator of a trend.
- Small cohort sizes lead to increased error when weighting is applied.

All cities are likely to have large numbers of visitors and 1,500-2,000 will cover all the cities' needs on this type of survey.

Quotas

It is advisable to set quota targets for the sample, wherever possible based on the regional or national statistics, particularly for origin of visitors.

If information is available the quotas should be set in the following categories:

- place of residence of both overseas and domestic visitors
- those staying overnight and those on a day visit

And, if data is available

- age
- sex

If information is not available it is still advisable to set certain targets, most importantly for place of residence. The proportion of overseas to domestic and overnight to day visitors should reflect annual trends in each city. This will avoid for example a situation where by chance only a very small number of overseas visitors are interviewed when it is known that the city is a popular international tourism destination. It is also important to ensure that a sufficient number of visitors staying overnight are interviewed.

Day visitors are also important. They do not tend to spend as much per day as those staying overnight and in many cities the numbers of day visitors tend to be very high. However it will be for the individual city to determine the proportion of day visitors they need to interview. Some cities are close to national borders and may have many day visitors not only from their own country but from neighbouring countries; others are geographically situated in the centre of a country and may have mostly domestic day visitors. These factors will influence the level of analysis possible and therefore the number of day visitors you need to interview.

It is also important to agree whether or not, at the analysis stage, the survey data is weighted to reflect quota targets. It is recommended that the data is weighted to ensure that the sample is as representative as possible of the known visitor population.

Restrictions

Business visitors should be included only if they are staying at least one night away from home in the city. In fact experience in Edinburgh has shown that very few business visitors are picked up because they tend to be unavailable for interview during the daytime, as they are likely to be in meetings or attending conferences.

Members of coach parties should as a rule only be asked if they appear to be walking around with plenty of time – most coach parties have limited time at each attraction and their members will not be prepared to stop and be interviewed. However if the coach market is an important part of your market then you may need to consider an alternative way of gathering data about this market.

Finally, it is important to have a procedure to make sure that when approaching a group of people it is not always one type of person, for example the oldest in the group, who is interviewed. The accepted method for choosing who to interview in a couple or a group is by interviewing the person whose birthday falls first in the year- this ensures that the process of choosing is completely random.

Interviewing Schedule

It is important that the interviewing schedule is designed to cover the complete period i.e. the full twelve months. There should be no bias in the choice of days for interviewing – all days of the week and all weeks of the month should be covered within the period of the survey. However the interviewing schedule should reflect what is known about when visitors are most likely to come to the city; for example, summer is the busiest period for most cities, and others have important festivals at different times of the year; or at certain times of the year it may be necessary to concentrate much more of the interviewing on the weekends.

Different types of visitors may be "out-and-about" at different times of the day, therefore interviewing shifts should be arranged so that the whole day is covered. This is important – for example, if shifts always took place from 9.00 – 12.00, interviewers would miss all those visitors who were out of the city on a coach tour in the morning but spending the afternoon in the city. Interviews usually take place between 10.00 – 20.00 during the summer months, with the main concentration between 12.00 - 18.00. In the winter, interviewing should be restricted to the hours of daylight unless there is a specific, important event taking place in the evening, but this is an exception. As a general guideline, interviewers should not be asked to work after dark.

Survey Planning & Supervision

Shifts

At the beginning of the project cities should determine, or the agency will advise, the number of shifts required to achieve the interview target. Shifts should be planned over the year in accordance with peak holiday periods, special events etc. For general guidance, a productive shift size, including breaks for the interviewer, is about 6 hours, e.g. 10.00 to 16.00, and with a questionnaire of 20 minutes length 10 interviews per shift would be achieved. Therefore for 2,000 interviews, in the region of 200 shifts would be required over the year.

Monitoring against targets

A monthly record should be maintained of interview numbers achieved against targets; a suggested format is contained within Appendix 2. Cities should be ready to adjust interviewing schedules to take account of shortfalls in meeting targets – for example if weather has been very poor, and to help to ensure that you have interviewed the correct number of visitors in each category in your quota.

The interviewers

The two main options are to use interviewers from market research agencies or students.

Agency interviewers

It is preferable to use market research agency interviewers, who should be trained to a professional standard. Cities should ask for evidence of training and professional industry quality standards held by the fieldwork agency or market research company. The benefits of using market research agency interviewers are considerable:

- They are trained and they will have experience. It is not as easy as it seems to go out in the streets and interview people competently!
- They will often be able to tell the agency field supervisor if there is a problem for example with the location, with a specific question or with the routing instructions on the questionnaire.
- The interviewers are also trained to adhere rigidly to the exact words written down in the questionnaire and to probe on appropriate questions.
- If some of the interviews do not come up to standard, the agency will be obliged to do them again at no additional cost.
- After each interview session the questionnaires are returned and checked to ensure that they have been filled in correctly. Check-backs are undertaken as a quality control measure. The agency telephones a proportion of those visitors interviewed, to confirm that the interviews actually took place – so there is very little chance of an interviewer handing in bogus questionnaires!

Students

Students are usually considerably cheaper. However there are a number of disadvantages to using students. They are available for only certain periods of the year, they are usually untrained, and they are not governed by any market research" code of conduct". We suggest that if students have to be used for reasons of economy then they should ideally be tourism students so that they will have at least some understanding of the industry and issues concerned. Before students are used for interviewing they must certainly be fully trained with the following aspects being especially important:

- For all closed questions, if the respondent does not reply or seems puzzled, interviewers should simply repeat the question word-for-word, and say no more. They must not offer any explanations.
- For open-ended questions, interviewers should not lead the respondents; they may probe but not prompt. For example:

"What do you like best about "Eurocity"?":

PROBE	✓

Respondent Answers		Probe by Interviewer
1. There's plenty of things to do.	→	*1. What do you mean by this?*
2. Well, there are plenty of museums.	→	*2. Anything else?*
3. There's a good choice of restaurants.	→	*3. Fine. Anything else?*
4. No.		

PROMPT	X

Respondent Answers		Prompt by Interviewer
1. There's plenty of things to do.	→	*1. Like lots of visitor attractions for instance?*
2. Yes, I suppose so.	→	*2. And lots of good restaurants?*
3. Yes.		

- All instructions on the questionnaire must be followed, and questions should be asked in strict order; there should be no deviation from this.

- Non-agency interviewers must also have clear instructions regarding the times they are due to interview, and it would be advisable to use time sheets.

- Interviewers, whether agency or students, must be fully briefed on the survey and the questionnaire itself before they start the project. You cannot expect good work to be done if you do not give proper instructions in the first place.

Location of interviews

Interviews should take place in locations where visitors are likely to be concentrated, such as outside major visitors attractions, in major city squares or plazas, city shopping centres and historic areas of the city. If a city has a large number of major attractions, interview locations should be rotated so that all the main catchment's areas for visitors are covered over the year on a regular basis.

Sampling and Fieldwork Schedule

The methodology for this type of visitor survey is based on the hypothesis that, at some time during their visit to a city, a visitor will go to one of the main attractions or a specific location within the city. Consequently, careful selection of the interview locations is critical to the success of the survey in generating a representative sample of visitors.

If the appropriate information is available from other surveys, it is advisable to set quota targets for the sample. Origin of visitors would be of particular importance, with demographic quotas such as age-group of secondary importance. Related to this, it will be important to agree whether, at the analysis stage, the survey data is weighted to reflect these quota targets or left unweighted. Our recommendation would be for the data to be weighted to ensure that the sample is as representative as possible of the population to be covered.

Within a group of people, it is important that some selection procedure is adopted to ensure that one member of the group, such as the oldest person, does not always volunteer himself or herself to be the respondent.

Fieldwork Schedule

It is important that the fieldwork schedule for the survey is designed to encompass the complete period of the survey. Only interviewing on one day of the week or on the third Wednesday of every month is not the way to devise the schedule of fieldwork. There should be no inherent bias in the choice of days for interviewing – all days of the week and all weeks of the month should be covered within the period of the survey.

At certain times of year, especially outside the peak summer period, it may be necessary to concentrate much of the interviewing on the weekends to reflect the pattern of visits to the city.

The normal timing of interviews is between 10.00 – 20.00 hours during the summer months, with the main concentration being in the period 12.00 – 18.00 hours. In the winter months, this time period for interviewing should be restricted to the hours of daylight. The only reason for extending the interview period would be to include visitors to a specific event which takes place in the evening.

The Questionnaire

Length

As a general rule for a face-to-face street interview, questionnaires should run for no longer than 15 minutes. This questionnaire runs for *at least 16 minutes*. (*NB* it has been tested in English). If the city wishes to add its own additional questions to the core questions the time should still not exceed 20 minutes at the most. Experience indicates that for a street interview, even on a topic which respondents usually find interesting 15-20 minutes is a maximum length. Any longer and the respondent will lose interest or they may not agree to be interviewed in the first place. After all they are here to enjoy your city, not spend too much time answering your questionnaire!

Pilot Interviews

Before starting the survey cities must try out the questionnaire with a group of visitors (not those included in the actual survey sample) to identify any problems the interviewer or respondent may have, for example with understanding of specific questions or routing.

Respondents' personal details and 10% check-back

All the respondents' personal details – name & address, telephone number, age, socio-demographic category etc. should be entered on the front cover, as you will see. However these details are not asked until the end of the interview when a rapport has been established with the interviewer. (They are recorded at the front to aid the check-back process).

These details are important and must be sought from all respondents although occasionally a respondent may refuse to divulge their age or perhaps the occupation of the main householder. The name and address are necessary to enable a 10% check- back to ensure that respondents were actually interviewed. This should be carried out whether an agency is used or not.

Show cards

It is very important to note that where the questionnaire indicates that a show card is to be used, this must be done. Showcards ensure that respondents focus only on the responses that have been set for that particular question. If they are instead shown the questionnaire itself they may be distracted; or more importantly they may be influenced in their response by the questions that follow.

Multiple choice core questions

Some cities may feel that not all the choices in certain core questions apply in their city, for example they may not have a city tram or metro system. However all possibilities (in this case of transport) must be included in every questionnaire to cover all transport in all cities.

It is also important to code the questions as they appear in the questionnaire. For example if we take the question on accommodation used by visitors whilst staying in your city. The interviewers must separately code for the type of accommodation which the visitor is staying in. Even if your city is not interested in the differences between those who stay in a hotel and those who stay in bed & breakfast accommodation the responses must be coded. You can of course add the responses for hotels, B&B and even youth hostels together for your own purposes, but if you make the decision to code all accommodation together at the interview stage you have lost the ability to disaggregate. In other words you are losing the opportunity to see if there are any differences in the pattern of behaviour in visiting cities between, for instance, people who stay in expensive serviced accommodation and those who stay in youth hostels.

Data Entry and Coding

Following instructions are necessary to ensure that data entry and coding is undertaken so that comparative analysis are possible in a cost-effective way. Participating cities who using this standardisation proposal will receive European Cities' Tourism's assistance in data processing and reporting.

Prerequisites for comparative analysis

In principal data entry has to be organised in table format, i.e. variable names are placed on the top or in the first row of the data entry sheet and each individual questionnaire is entered in a new line. Table 1 shows the first 15 variables of the Eurocity questionnaire. In this example 14 questionnaires have been entered so far.

eurocity	year	questnr	nation	pcode	locat1	locat2	day	month	time	windy	cold	sunny	rain	cloudy
5	1999	1	3	1090	2		3	4	3	1	1	0	1	0
5	1999	2	2	11543	3		4	4	2	0	0	1	0	1
5	1999	3	4	10101	5	Bus	2	4	3	1	1	0	1	1
5	1999	4	3	1180	1		5	4	1	0	1	0	1	1
5	1999	5	3	1929	-1		6	4	1	0	1	0	0	1
5	1999	6	11	22001	3		2	4	1	0	1	0	0	0
5	1999	7	3	3412	3		2	4	3	1	0	1	0	1
5	1999	8	3	2882	5	Stadium	2	4	3	0	0	1	0	0
5	1999	9	2	28293	1		2	4	2	0	0	1	0	0
5	1999	10	4	29392	-1		4	4	3	1	1	0	1	1
5	1999	11	3	3875	3		4	4	1	0	0	1	0	0
5	1999	12	7	57676	3		5	4	4	0	1	0	1	1
5	1999	13	3	9403	3		6	4	4	1	0	1	0	0
5	1999	14	8	10001	2		4	4	4	0	0	1	0	0

Table 1 Data entry table

Following programs can be used for data entry:

SPSS
MS Excel
Lotus 1-2-3
dBase
MS Access

In SPSS, dBase or MS Access variable names are defined by field names at the top; In MS Excel or Lotus 1-2-3 the first row contains the names of the variables.

The names of the variable and value labels have to follow the standardisation proposal and should also follow the proposed order. In general, missing values are coded as –1, except for literal fields (open questions) where they should be left empty. Answers to open questions are entered in English language, and summarised by maximum two keywords separated by a single blank space (e.g. *Visit Park*).

Coding Plan

Question: not included (= Name of Eurocity)
Column Number: 1
Variable Name: **eurocity**
Value Names:

1	Aachen	43	Ljubljana
2	Aix-en-Provence	44	London
3	Amsterdam	45	Lübeck
4	Athens	46	Lucerne
5	Augsburg	47	Luxembourg City
6	Baden-Baden	48	Lyon
7	Barcelona	49	Madrid
8	Basel	50	La Valetta (Malta)
9	Berlin	51	Manchester
10	Bern	52	Mannheim
11	Bonn	53	Milan
12	Bratislava	54	Moscow
13	Bregenz	55	Munich
14	Bremen	56	Münster
15	Brussels	57	Nice
16	Budapest	58	Olomouc
17	Cagliari	59	Oslo
18	Cologne	60	Padua
19	Copenhagen	61	Paris
20	Dijon	62	Potsdam
21	Dublin	63	Prague
22	Dubrovnik	64	Regensburg
23	Düsseldorf	65	Rome
24	Edinburgh	66	Rostock
25	Eisenstadt	67	Salzburg
26	Frankfurt	68	San Sebastian
27	Freiburg	69	Sintra
28	Geneva	70	St. Gallen
29	Genoa	71	St. Pölten
30	Gent	72	Stockholm
31	Glasgow	73	Stuttgart
32	Graz	74	Tarragona
33	Hamburg	75	Toulon
34	Heidelberg	76	Trier
35	Helsinki	77	Venice
36	Innsbruck	78	Vicenza
37	Karlsruhe	79	Vienna
38	Klagenfurt	80	Warsaw
39	Lausanne	81	Würzburg
40	Leipzig	82	Zagreb
41	Linz	83	Zurich
42	Lisbon		

Comments: Missing values are not possible
If your city is not listed please contact European Cities' Tourism's R&S Working Group

Question: not included (= year when interview took place)
Column Number: 2
Variable Name: **year**
Value Names: # (metric)
Comments: Missing values are not possible
Enter full year (no abbreviation like 99)

Question: not included (= number which clearly identifies a questionnaire)
Column Number: 3
Variable Name: **questnr**
Value Names: # (metric)
Comments: Missing values are not possible

Question:		Place of residence		
Column Number:	4			
Variable Name:		**nation**		
Value Names:	1	Australia	16	Luxembourg
	2	Austria	17	Netherlands
	3	Belgium	18	Norway
	4	Canada	19	Poland
	5	Croatia	20	Portugal
	6	Czech Republic	21	Russia
	7	Denmark	22	Slovakia
	8	Finland	23	Slovenia
	9	France	24	Spain
	10	Germany	25	Sweden
	11	Greece	26	Switzerland
	12	Hungary	27	United Kingdom
	13	Irland	28	United States
	14	Italy	29	Other
	15	Japan		
	-1	(if it cannot be identified from the address)		

Question:		Postcode
Column Number:	5	
Variable Name:		**pcode**
Value Names:	#	(metric)
	-1	(if missing)

Question:		Interview location
Column Number:	6	
Variable Name:		**locat1**
Value Names:	1	Airport
	2	Place of accommodation
	3	Inside an attraction
	4	Street interview
	5	Other
	-1	(no answer)

Question:		Interview location
Column Number:	7	
Variable Name:		**locat2**
Value Names:	%	(literal)
Comments:		Cell must not be empty when variable locat1 is 5. Leave cell empty if there is no answer

Question:		Day of week
Column Number:	8	
Variable Name:		**day**
Value Names:	1	Monday
	2	Tuesday
	3	Wednesday
	4	Thursday
	5	Friday
	6	Saturday
	7	Sunday
	-1	(no answer)

Question:		Month
Column Number:	9	
Variable Name:		**month**
Value Names:	1	January
	2	February
	3	March
	4	April
	5	May
	6	June
	7	July
	8	August
	9	September
	10	October
	11	November
	12	December
	-1	(no answer)

Question: Time of day
Column Number: 10
Variable Name: **time**
Value Names: 1 Up to 12 noon
2 12 noon – 2 p.m.
3 2 p.m. – 5 p.m.
4 After 5 p.m.
-1 (no answer)

Question: Weather (Windy)
Column Number: 11
Variable Name: **weather1**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Weather (Cold)
Column Number: 12
Variable Name: **weather2**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Weather (Sunny)
Column Number: 13
Variable Name: **weather3**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Weather (Rain)
Column Number: 14
Variable Name: **weather4**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Weather (Cloudy/dry)
Column Number: 15
Variable Name: **weather5**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Sex
Column Number: 16
Variable Name: **sex**
Value Names: 1 Male
2 Female
-1 (if no answer)

Question: Age
Column Number: 17
Variable Name: **age**
Value Names: 1 15-24
2 25-34
3 35-44
4 45-54
5 55-64
6 65+
-1 (if no answer)

Question: Working status
Column Number: 18
Variable Name: **wstatus1**
Value Names: 1 self-employed, freelancer, farmer
2 senior executive or senior civil servant
3 white-collar worker, civil servant (also trainee)
4 skilled worker (also trainee)
5 other worker
6 pensioner
7 housewife/house husband (full time)
8 student, pupil
9 currently without work
10 other
-1 (if no answer)

Question: Working status
Column Number: 19
Variable Name: **wstatus2**
Value Names: % (literal)
Comments: Cell must not be empty when variable wstatus1 is 10.
Leave cell empty if there is no answer

Question: Household composition (Alone)
Column Number: 20
Variable Name: **house1**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Household composition (With partner)
Column Number: 21
Variable Name: **house2**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Household composition (With other adults)
Column Number: 22
Variable Name: **house3**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Household composition (With children)
Column Number: 23
Variable Name: **house4**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 1a) ..., do you live in Eurocity?
Column Number: 24
Variable Name: **resident**
Value Names: 1 Yes
0 No
-1 (if no answer)

Question: Q 1b) Do you work in Eurocity?
Column Number: 25
Variable Name: **work**
Value Names: 1 Yes
0 No
-1 (if no answer)

Question:		Q 2) Are you spending at least one night away from your normal place of residence?
Column Number:	26	
Variable Name:		**night**
Value Names:	1	Yes
	0	No
	-1	(if no answer)

Question:		Q 3) Which of the statements on this card best describes how your visit to Eurocity fits into your trip away from home?
Column Number:	27	
Variable Name:		**type1**
Value Names:	1	Eurocity is my only destination on this trip away from home
	2	Eurocity is my main destination on this trip, but I shall visit other places en route to and from Eurocity
	3	Eurocity is one of a number of destinations that I am visiting on this trip
	4	I am visiting Eurocity en route to and from my main destination
	5	Other
	-1	(if no answer)

Question:		Q 3) Which of the statements on this card best describes how your visit to Eurocity fits into your trip away from home?
Column Number:	28	
Variable Name:		**type2**
Value Names:	%	(literal)
Comments:		Cell must not be empty when variable type1 is 5. Leave cell empty if there is no answer

Question:		Q 4a) Which one of these best describes the main purpose of your visit to Eurocity?
Column Number:	29	
Variable Name:		**purpose1**
Value Names:	1	On holiday away from home
	2	On a day out/day-trip from home
	3	VFR on holiday
	4	VFR other reason
	5	Shopping only
	6	On a business trip
	7	Attending a conference/exhibition
	8	Other
	-1	(if no answer)

Question:		Q 4a) Which one of these best describes the main purpose of your visit to Eurocity?
Column Number:	30	
Variable Name:		**purpose2**
Value Names:	%	(literal)
Comments:		Cell must not be empty when variable purpose1 is 8. Leave cell empty if there is no answer

Question:		Q 4b) Would you describe this holiday as ... ?
Column Number:	31	
Variable Name:		**holiday1**
Value Names:	1	Main holiday
	2	A secondary/additional holiday
	3	A short break
	4	Other
	-1	(if no answer)

Question:		Q 4b) Would you describe this holiday as ... ?
Column Number:	32	
Variable Name:		**holiday2**
Value Names:	%	(literal)
Comments:		Cell must not be empty when variable holiday1 is 4. Leave cell empty if there is no answer

Question:		Q 5a) How many nights will you be spending away from home on this trip?
Column Number:	33	
Variable Name:		**nrdays1**
Value Names:	#	(metric)
	-1	(if missing)

Question: Q 5b-i) How many of these nights will you be spending in Eurocity?
Column Number: 34
Variable Name: **nrdays2**
Value Names: # (metric)
-1 (if missing)

Question: Q 5b-ii) How many of these nights will you be spending in Eurocountry?
Column Number: 35
Variable Name: **nrdays3**
Value Names: # (metric)
-1 (if missing)

Question: Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (first row, country)
Column Number: 36
Variable Name: **coun1x**
Value Names: see variable nation
-1 (if no answer)

Question: Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (first row, city)
Column Number: 37
Variable Name: **city1x**
Value Names: see variable eurocity
-1 (if no answer)

Question: Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (first row, No. of nights)
Column Number: 38
Variable Name: **alt1**
Value Names: # (metric)
-1 (if missing)

Question: Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (second row, country)
Column Number: 39
Variable Name: **coun2x**
Value Names: see variable nation
-1 (if no answer)

Question: Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (second row, city)
Column Number: 40
Variable Name: **city2x**
Value Names: see variable eurocity
-1 (if no answer)

Question: Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (second row, No. of nights)
Column Number: 41
Variable Name: **alt2**
Value Names: # (metric)
-1 (if missing)

Question: Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (third row, country)
Column Number: 42
Variable Name: **coun3x**
Value Names: see variable nation
-1 (if no answer)

Question: Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (third row, city)
Column Number: 43
Variable Name: **city3x**
Value Names: see variable eurocity
-1 (if no answer)

Question: Q 5c) And how many nights, if any, will you spend in other countries/cities on this trip? (third row, No. of nights)
Column Number: 44
Variable Name: **alt3**
Value Names: # (metric)
-1 (if missing)

Question: Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Luxury, superior class hotel)
Column Number: 45
Variable Name: **accomm1**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Moderate quality hotel)
Column Number: 46
Variable Name: **accomm2**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Standard or budget hotel)
Column Number: 47
Variable Name: **accomm3**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Guest house)
Column Number: 48
Variable Name: **accomm4**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Bed and Breakfast in a private house)
Column Number: 49
Variable Name: **accomm5**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Rented flat/house)
Column Number: 50
Variable Name: **accomm6**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (University/college accommodation)
Column Number: 51
Variable Name: **accomm7**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question:		Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Youth Hostel)
Column Number:	52	
Variable Name:		**accomm8**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question:		Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Tourist caravan/tent)
Column Number:	53	
Variable Name:		**accomm9**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question:		Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Static caravan/tent)
Column Number:	54	
Variable Name:		**accomm10**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question:		Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Staying with friends/relatives)
Column Number:	55	
Variable Name:		**accomm11**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question:		Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (second home)
Column Number:	56	
Variable Name:		**accomm12**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question:		Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Other)
Column Number:	57	
Variable Name:		**accomm13**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question:		Q 6) During your stay in Eurocity, what type(s) of accommodation have you, or will you use? (Other)
Column Number:	58	
Variable Name:		**accomm14**
Value Names:	%	(literal)
Comments:		Cell must not be empty when variable accomm13 is 1. Leave cell empty if there is no answer

Question: Q 7) How did you book your accommodation for this visit in Eurocity?
Column Number: 59
Variable Name: **bookacc1**
Value Names:
1 Travel agent
2 Tour operator
3 Part of an organised group
4 Directly with accommodation
5 Directly with local tourist office
6 Staying with friends/relatives
7 Directly with airline/ferry/train operator
8 Through the Internet
9 Other
0 Did not book
-1 (if no answer)

Question: Q 7) How did you book your accommodation for this visit in Eurocity?
Column Number: 60
Variable Name: **bookacc2**
Value Names: % (literal)
Comments: Cell must not be empty when variable bookacc1 is 9.
Leave cell empty if there is no answer

Question: Q 7) How did you book your travel for this visit in Eurocity?
Column Number: 61
Variable Name: **booktrv1**
Value Names:
1 Travel agent
2 Tour operator
3 Part of an organised group
4 Directly with accommodation
5 Directly with local tourist office
6 Staying with friends/relatives
7 Directly with airline/ferry/train operator
8 Through the Internet
9 Other
0 Did not book
-1 (if no answer)

Question: Q 7) How did you book your travel for this visit in Eurocity?
Column Number: 62
Variable Name: **booktrv2**
Value Names: % (literal)
Comments: Cell must not be empty when variable booktrv1 is 9.
Leave cell empty if there is no answer

Question: Q 8a) Did you book your accommodation before arriving in Eurocity, or after you arrived?
Column Number: 63
Variable Name: **booked**
Value Names:
1 Before arrival
2 On arrival
3 Staying with friends/relatives/second home
0 Haven't booked yet
-1 (if no answer)

Question: Q 8b) When did you book your accommodation in Eurocity?
Column Number: 64
Variable Name: **booktime**
Value Names:
1 Less than a week before arriving
2 1-4 weeks before arriving
3 5-8 weeks before arriving
4 9-12 weeks before arriving
5 more than 12 weeks before arriving
-1 (if no answer)

Question: Q 9a) ... A previous visit
Column Number: 65
Variable Name: **influa**
Value Names:
1 A major influence
2 Some influence
3 Not much of an influence
4 No influence at all
5 Don't know
-1 (if no answer)

Question: Q 9b) ... Advice from friends/relatives

Column Number: 66
Variable Name: **influb**
Value Names:
1 A major influence
2 Some influence
3 Not much of an influence
4 No influence at all
5 Don't know
-1 (if no answer)

Question: Q 9c) ... Articles in a magazine or newspaper
Column Number: 67
Variable Name: **influc**
Value Names:
1 A major influence
2 Some influence
3 Not much of an influence
4 No influence at all
5 Don't know
-1 (if no answer)

Question: Q 9d) ... Advertisement(s) in a magazine/newspaper
Column Number: 68
Variable Name: **influd**
Value Names:
1 A major influence
2 Some influence
3 Not much of an influence
4 No influence at all
5 Don't know
-1 (if no answer)

Question: Q 9e) ... Tourist brochure
Column Number: 69
Variable Name: **influe**
Value Names:
1 A major influence
2 Some influence
3 Not much of an influence
4 No influence at all
5 Don't know
-1 (if no answer)

Question: Q 9f) ... Guide book
Column Number: 70
Variable Name: **influf**
Value Names:
1 A major influence
2 Some influence
3 Not much of an influence
4 No influence at all
5 Don't know
-1 (if no answer)

Question: Q 9g) ... Radio programmes
Column Number: 71
Variable Name: **influg**
Value Names:
1 A major influence
2 Some influence
3 Not much of an influence
4 No influence at all
5 Don't know
-1 (if no answer)

Question: Q 9h) ... Television programmes/coverage
Column Number: 72
Variable Name: **influh**
Value Names:
1 A major influence
2 Some influence
3 Not much of an influence
4 No influence at all
5 Don't know
-1 (if no answer)

Question:		Q 9i) ... Advertising on television
Column Number:	73	
Variable Name:		**influi**
Value Names:	1	A major influence
	2	Some influence
	3	Not much of an influence
	4	No influence at all
	5	Don't know
	-1	(if no answer)

Question:		Q 9j) ... Site on the Internet
Column Number:	74	
Variable Name:		**influj**
Value Names:	1	A major influence
	2	Some influence
	3	Not much of an influence
	4	No influence at all
	5	Don't know
	-1	(if no answer)

Question:		Q 9k) ... Advice from a travel agent
Column Number:	75	
Variable Name:		**influk**
Value Names:	1	A major influence
	2	Some influence
	3	Not much of an influence
	4	No influence at all
	5	Don't know
	-1	(if no answer)

Question:		Q 9l) ... Tourist Information Centre
Column Number:	76	
Variable Name:		**influl**
Value Names:	1	A major influence
	2	Some influence
	3	Not much of an influence
	4	No influence at all
	5	Don't know
	-1	(if no answer)

Question:		Q 9m) ... National Tourist Board Office
Column Number:	77	
Variable Name:		**influm**
Value Names:	1	A major influence
	2	Some influence
	3	Not much of an influence
	4	No influence at all
	5	Don't know
	-1	(if no answer)

Question:		Q 9n) ... Other
Column Number:	78	
Variable Name:		**influn1**
Value Names:	1	A major influence
	2	Some influence
	3	Not much of an influence
	4	No influence at all
	5	Don't know
	-1	(if no answer)

Question:		Q 9n) ... Other
Column Number:	79	
Variable Name:		**influn2**
Value Names:	%	(literal)
Comments:		Cell must not be empty when variable influn1 shows a value between 1 and 4. Leave cell empty if there is no answer

Question: Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Telephoned for a brochure from Eurocity Tourist Information Centre)
Column Number: 80
Variable Name: **info1**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Wrote for a brochure from Eurocountry Tourist Board)
Column Number: 81
Variable Name: **info2**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Telephoned for a brochure from Eurocountry Tourist Board)
Column Number: 82
Variable Name: **info3**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Wrote for a brochure from Eurocountry Tourist Board)
Column Number: 83
Variable Name: **info4**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Accessed Eurocity Internet site)
Column Number: 84
Variable Name: **info5**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Picked up leaflets/brochures at Eurocity Tourist Information Centre)
Column Number: 85
Variable Name: **info6**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Obtained information from friends/relatives)
Column Number: 86
Variable Name: **info7**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 10) Which of these types of information listed on this card did you, or have you used on this trip to Eurocity? (Other)
Column Number: 87
Variable Name: **info8**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 10) ... Other
Column Number: 88
Variable Name: **info9**
Value Names: % (literal)
Comments: Cell must not be empty when variable info8 is 1.
Leave cell empty if there is no answer

Question: Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Private car/van)
Column Number: 89
Variable Name: **tranto1**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Hired car/van)
Column Number: 90
Variable Name: **tranto2**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Train)
Column Number: 91
Variable Name: **tranto3**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Plane)
Column Number: 92
Variable Name: **tranto4**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Boat/ferry)
Column Number: 93
Variable Name: **tranto5**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Bicycle)
Column Number: 94
Variable Name: **tranto6**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Motorbike)
Column Number: 95
Variable Name: **tranto7**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question:		Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Public bus/coach)
Column Number:	96	
Variable Name:		**tranto8**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question:		Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Private bus/coach)
Column Number:	97	
Variable Name:		**tranto9**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question:		Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Walked/hitch-hiked)
Column Number:	98	
Variable Name:		**tranto10**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question:		Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Other)
Column Number:	99	
Variable Name:		**tranto11**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question:		Q 11a) On your journey to Eurocity, what was your main form(s) of transportation? (Other)
Column Number:	100	
Variable Name:		**tranto12**
Value Names:	%	(literal)
Comments:		Cell must not be empty when variable tranto11 is 1. Leave cell empty if there is no answer

Question:		Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Car)
Column Number:	101	
Variable Name:		**tranin1**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question:		Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Train)
Column Number:	102	
Variable Name:		**tranin2**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question:		Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Taxi)
Column Number:	103	
Variable Name:		**tranin3**
Value Names:	1	yes
	0	no
	-1	(if question is obviously not answered, e.g. no item is ticked at all)
Comments:		Multiple response possible

Question: Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Public bus)
Column Number: 104
Variable Name: **tranin4**
Value Names:
1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Bus – sightseeing tour)
Column Number: 105
Variable Name: **tranin5**
Value Names:
1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Private coach)
Column Number: 106
Variable Name: **tranin6**
Value Names:
1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Motorbike)
Column Number: 107
Variable Name: **tranin7**
Value Names:
1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Bicycle)
Column Number: 108
Variable Name: **tranin8**
Value Names:
1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 11b-i) During your stay in Eurocity, which of these forms of transportation have you already used to get about the city? (Walked)
Column Number: 109
Variable Name: **tranin9**
Value Names:
1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 11b-ii) During your stay in Eurocity, which of these forms of transportation have you used most often?
Column Number: 110
Variable Name: **transfor**
Value Names:
1 Car
2 Train
3 Taxi
4 Public bus
5 Bus – sightseeing tour
6 Private coach
7 Motorbike
8 Bicycle
9 Walked
-1 (if no answer)

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Shopping)
Column Number: 111
Variable Name: **activ1**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Visiting sights/attractions)
Column Number: 112
Variable Name: **activ2**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Visiting museums)
Column Number: 113
Variable Name: **activ3**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Visiting exhibitions)
Column Number: 114
Variable Name: **activ4**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Going to the theatre)
Column Number: 115
Variable Name: **activ5**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Going to concerts)
Column Number: 116
Variable Name: **activ6**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Walking around the city)
Column Number: 117
Variable Name: **activ7**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Going on an organised tour)
Column Number: 118
Variable Name: **activ8**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Taking an excursion out of the city)
Column Number: 119
Variable Name: **activ9**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Go out in the evening to a pub/bar or restaurant)
Column Number: 120
Variable Name: **activ10**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Watching a sporting event)
Column Number: 121
Variable Name: **activ11**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Playing sport)
Column Number: 122
Variable Name: **activ12**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Visiting a spa)
Column Number: 123
Variable Name: **activ13**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Other)
Column Number: 124
Variable Name: **activ14**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (Other)
Column Number: 125
Variable Name: **activ15**
Value Names: % (literal)
Comments: Cell must not be empty when variable tranto11 is 1.
Leave cell empty if there is no answer

Question: Q 12) Which of the following activities, if any, have you done or will you do on this visit to Eurocity? (None of these)
Column Number: 126
Variable Name: **activ16**
Value Names: 1 yes
0 no
-1 (if question is obviously not answered, e.g. no item is ticked at all)
Comments: Multiple response possible

Question:		Q 13a) ... It's a safe place to visit
Column Number:	127	
Variable Name:		**attita**
Value Names:	1	Agree strongly
	2	Agree
	3	Neither
	4	Disagree
	5	Disagree strongly
	6	Don't know
	-1	(if no answer)

Question:		Q 13b) ... People are friendly and hospitable
Column Number:	128	
Variable Name:		**attitb**
Value Names:	1	Agree strongly
	2	Agree
	3	Neither
	4	Disagree
	5	Disagree strongly
	6	Don't know
	-1	(if no answer)

Question:		Q 13c) ... It's a dirty city
Column Number:	129	
Variable Name:		**attitc**
Value Names:	1	Agree strongly
	2	Agree
	3	Neither
	4	Disagree
	5	Disagree strongly
	6	Don't know
	-1	(if no answer)

Question:		Q 13d) ... It has good nightlife
Column Number:	130	
Variable Name:		**attitd**
Value Names:	1	Agree strongly
	2	Agree
	3	Neither
	4	Disagree
	5	Disagree strongly
	6	Don't know
	-1	(if no answer)

Question:		Q 13e) ... It's too crowded for sightseeing
Column Number:	131	
Variable Name:		**attite**
Value Names:	1	Agree strongly
	2	Agree
	3	Neither
	4	Disagree
	5	Disagree strongly
	6	Don't know
	-1	(if no answer)

Question:		Q 13f) ... Prices are too expensive
Column Number:	132	
Variable Name:		**attitf**
Value Names:	1	Agree strongly
	2	Agree
	3	Neither
	4	Disagree
	5	Disagree strongly
	6	Don't know
	-1	(if no answer)

Question: Q 13g) ... Pleasant weather for sightseeing
Column Number: 133
Variable Name: **attitg**
Value Names:
1 Agree strongly
2 Agree
3 Neither
4 Disagree
5 Disagree strongly
6 Don't know
-1 (if no answer)

Question: Q 13h) ... Easy to get around the city
Column Number: 134
Variable Name: **attith**
Value Names:
1 Agree strongly
2 Agree
3 Neither
4 Disagree
5 Disagree strongly
6 Don't know
-1 (if no answer)

Question: Q 13i) ... Plenty of good restaurants available
Column Number: 135
Variable Name: **attiti**
Value Names:
1 Agree strongly
2 Agree
3 Neither
4 Disagree
5 Disagree strongly
6 Don't know
-1 (if no answer)

Question: Q 13j) ... Good value for money
Column Number: 136
Variable Name: **attitj**
Value Names:
1 Agree strongly
2 Agree
3 Neither
4 Disagree
5 Disagree strongly
6 Don't know
-1 (if no answer)

Question: Q 13k) ... A good variety of visitor attractions
Column Number: 137
Variable Name: **attitk**
Value Names:
1 Agree strongly
2 Agree
3 Neither
4 Disagree
5 Disagree strongly
6 Don't know
-1 (if no answer)

Question: Q 13l) ... It has a rich cultural life
Column Number: 138
Variable Name: **attitl**
Value Names:
1 Agree strongly
2 Agree
3 Neither
4 Disagree
5 Disagree strongly
6 Don't know
-1 (if no answer)

Question: Q 13m) ... There are a lot of museums to visit
Column Number: 139
Variable Name: **attitm**
Value Names: 1 Agree strongly
2 Agree
3 Neither
4 Disagree
5 Disagree strongly
6 Don't know
-1 (if no answer)

Question: Q 14) How many times have you visited Eurocity in the last 10 years, before this visit?
Column Number: 140
Variable Name: **repeat**
Value Names: # (metric)
-1 (if no answer)

Question: Q 15) How likely are you to visit Eurocity again in the future?
Column Number: 141
Variable Name: **revisit**
Value Names: 1 Very likely
2 Quite likely
3 Not very likely
4 Not at all likely
5 Don't know
-1 (if no answer)

Question: Q 16) ... under 5 years (male)
Column Number: 142
Variable Name: **m5**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 5 – 9 years (male)
Column Number: 143
Variable Name: **m9**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 10 – 14 years (male)
Column Number: 144
Variable Name: **m14**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 15 – 18 years (male)
Column Number: 145
Variable Name: **m18**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 19 – 24 years (male)
Column Number: 146
Variable Name: **m24**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 25 – 34 years (male)
Column Number: 147
Variable Name: **m34**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 35 – 44 years (male)
Column Number: 148
Variable Name: **m44**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 45 – 54 years (male)
Column Number: 149
Variable Name: **m54**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 55 – 64 years (male)
Column Number: 150
Variable Name: **m64**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 65 + years (male)
Column Number: 151
Variable Name: **m65**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... under 5 years (female)
Column Number: 152
Variable Name: **f5**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 5 – 9 years (female)
Column Number: 153
Variable Name: **f9**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 10 – 14 years (female)
Column Number: 154
Variable Name: **f14**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 15 – 18 years (female)
Column Number: 155
Variable Name: **f18**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 19 – 24 years (female)
Column Number: 156
Variable Name: **f24**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 25 – 34 years (female)
Column Number: 157
Variable Name: **f34**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 35 – 44 years (female)
Column Number: 158
Variable Name: **f44**
Value Names: # (metric)
-1 (if the complete table is empty)

Question: Q 16) ... 45 – 54 years (female)
Column Number: 159
Variable Name: **f54**
Value Names: # (metric)
-1 (if the complete table is empty)

Question:		Q 16) ... 55 – 64 years (female)
Column Number:	160	
Variable Name:		**f64**
Value Names:	#	(metric)
	-1	(if the complete table is empty)

Question:		Q 16) ... 65 + years (female)
Column Number:	161	
Variable Name:		**f65**
Value Names:	#	(metric)
	-1	(if the complete table is empty)

Question:		Q 17) On a rating scale from 1 – 10, with 10 being the highest and 1 the lowest, how would you rate your overall visit to Eurocity?
Column Number:	162	
Variable Name:		**evaluat**
Value Names:	#	(metric from 1 to 10; intermediate values (e.g. 4.5) are allowed)
	-1	(if nothing is ticked)

Question:		Expenditure on "Accommodation" (Currency)
Column Number:	163	
Variable Name:		**exacc1**
Value Names:	1	Euro
	2	DM (Germany)
	3	$ (USA)
	4	£ (UK)
	5	¥ (Japan)
	6	FF (France)
	7	sf (Switzerland)
	8	Lire (Italy)
	9	pta (Spain)
	10	hfl (Netherlands)
	11	bfr (Belgium)
	12	öS (Austria)
	13	skr (Sweden)
	14	dkr (Denmark)
	15	Irish Pound (Rep. Irland)
	-1	(if no answer)
Comments:		If your currency is not listed please contact European Cities' Tourism's R&S Working Group

Question:		Expenditure on "Accommodation" (Value)
Column Number:	164	
Variable Name:		**exacc2**
Value Names:	#	(metric)
	-1	(if no answer or don't know)

Question:		Expenditure on "Meals, snacks, drinks etc." (Currency)
Column Number:	165	
Variable Name:		**exmeal1**
Value Names:		(see variable exacc1)

Question:		Expenditure on "Meals, snacks, drinks etc." (Value)
Column Number:	166	
Variable Name:		**exmeal2**
Value Names:	#	(metric)
	-1	(if no answer or don't know)

Question:		Expenditure on "Tourist shopping" (Currency)
Column Number:	167	
Variable Name:		**exshop1**
Value Names:		(see variable exacc1)

Question:		Expenditure on "Tourist shopping" (Value)
Column Number:	168	
Variable Name:		**exshop2**
Value Names:	#	(metric)
	-1	(if no answer or don't know)

Question: Expenditure on ”Entertainment” (Currency)
Column Number: 169
Variable Name: **exenter1**
Value Names: (see variable exacc1)

Question: Expenditure on ”Entertainment” (Value)
Column Number: 170
Variable Name: **exenter2**
Value Names: # (metric)
-1 (if no answer or don't know)

Question: Expenditure on ”Other miscellaneous items” (Currency)
Column Number: 171
Variable Name: **exother1**
Value Names: (see variable exacc1)

Question: Expenditure on ”Other miscellaneous items” (Value)
Column Number: 172
Variable Name: **exother2**
Value Names: # (metric)
-1 (if no answer or don't know)

Question: Expenditure on ”Other miscellaneous items” (Examples)
Column Number: 173
Variable Name: **exother3**
Value Names: % (literal)
Comments: Leave cell empty if there is no answer

Question: How many adults does the above expenditure cover?
Column Number: 174
Variable Name: **exadults**
Value Names: # (metric)
-1 (if no answer)
Comments: For a valid answer this must be at least one

Question: How many children (14 and under) does the above expenditure cover?
Column Number: 175
Variable Name: **exchild**
Value Names: # (metric)
-1 (if no answer)

Question: Cost of package (Currency)
Column Number: 176
Variable Name: **package1**
Value Names: (see variable exacc1)

Question: Cost of package (Value)
Column Number: 177
Variable Name: **package2**
Value Names: # (metric)
-1 (if no answer or don't know)

Question: Number of days included in package
Column Number: 178
Variable Name: **package3**
Value Names: # (metric)
-1 (if no answer or don't know)
Comments: For a valid answer this must be at least one

Definitions

A common set of tourism definitions should be used by all participating cities to enable robust comparisons to be made. The following definitions are suggested:

A Tourist Trip is a stay of one or more nights away from home for holidays, visits to friends or relatives, business/conference trips or any other purpose, *except* such activities as boarding education or semi-permanent employment.

Tourist Nights are those spent away from home using any type of accommodation, or in transit, on a tourist trip.

Tourist Expenditure is spending incurred away from home on a tourist trip and in advance payments for such items as fares and accommodation.

A Leisure Tourist Trip is a trip away from home of between one and sixty nights for a holiday or to visit friends or relatives.

A Day Trip, for the purpose of the survey questionnaire, is defined as a period away from home on a leisure trip not involving an overnight stay, but excluding general shopping, business and being in transit.

Spend – The definitions of spend are described on the self completion questionnaire

Appendix 1 – Glossary Of Terms

Used in Guidelines & Questionnaire

Brief	A statement from the sponsor setting out the background, main objectives, methodology, timing, analysis and reporting requirements of a survey, with a request for the costs associated with undertaking the work.
Briefing	Briefing of interviewers prior to a survey is intended to ensure that they understand fully the task to be undertaken.
Closed question	A question which has a limited number of logical answers (e.g."yes" or "no" or a list of alternatives.)
Cohort	A group of people with a statistic in common.
Desk research	Collection, sifting and interpreting of published data.
Editing	Procedures for tidying up survey data. These begin with the inspection of returned questionnaires to ensure that they conform to the sampling requirements and that key questions have been answered.
Face-to-face interview	One which is conducted in person by the interviewer with the respondent, not on the telephone.
Filter	An instruction printed on a questionnaire as to which questions should be asked next, depending on previous answers.
Head of household	The member of a household who either owns the accommodation occupied by the household or is responsible for the rent. Or, if the accommodation is occupied free of rent, the person having it free of rent. If however this person is a married woman whose husband is also a member of the household, then the husband counts as the head of the household.

Household	A private household consists of one or more people living together whose food and other household expenses are usually managed as one unit.
Interviewer	The person asking the questions.
Interviewer instructions	Directions printed on the questionnaire, including filters and skips. They are usually distinguished from the questions by the use of capitals, bold face or italic type.
Open-ended question	As opposed to a closed question, one where the answer is recorded verbatim (or as fully as is practicable) The answers are coded at a later stage.
Pre-coded question	A question for which the respondent is constrained to choose one or more from a set of allowable answers, or where the interviewer is similarly constrained in recording the answer given. E.g. for the question"How did you travel to Eurocity?" the choice may be air/car/coach/bus/taxi/train, but there will be a line for"other" to allow for the few who may say they used some other form of transport or walked.
Primary data	Data collected at source as opposed to secondary data. The Eurocity Survey is the collection of primary data.
Probe	Non-directive technique to obtain an answer. (see p.7)
Project Manager	The person who oversees the project to ensure that the survey is undertaken in accordance with the guidelines as they were laid down.
Prompt	As distinct from a probe, this term covers any method used to suggest possible answers to a question. NB the interviewer should not prompt unless there is an instruction to do so. The result would be to introduce bias into the data. (see p.7)
Quality control	In a market research project, formal checks to ensure that the work has been carried out properly.
Quota	A statement of the number and types of people that an interviewer is required to interview.
Respondent(s)	The visitor(s) taking part in the survey.
Routing	Filters and skips included in the interviewer instructions.
Self- completion questionnaire	One that is completed by the respondent rather than by the interviewer.
Show card	A card which lists the possible answers to a question.
Skip	Direction to exclude certain questions and an instruction to go to an indicated question.
Structured questionnaire	One which sets out precisely the wording of the questions and the order in which they are to be asked. The Eurocity questionnaire is structured.
Supervisor/Field Supervisor	An agency supervisor is responsible for ensuring that the interviews are undertaken professionally in accordance with the instructions for the schedule. They ensure that the targets are achieved as specified each month and are responsible for ensuring that the interviewers are trained and

	booked for the work. If students are used all these procedures should be undertaken by the supervisor or project manager appointed by the city or university.
Weighting	A factor by which some quantity is multiplied to make it comparable with others.

APPENDIX D

VISITOR ATTITUDE SURVEY – Bord Fáilte (2001).

232S1

Screening Contact Booklet
© Irish Marketing Surveys Limited : 2001

Start Card 4

Booklet Number		(11-13)
Interviewer		
Port		(14-15)
Date		(16-19)
Time *(write in)*		

In this Contacts Booklet

You must interview only:

* Non-Irish residents

* Who are aged over 16 years

* And who did not arrive in Ireland to-day

Tab Below All Who Do Not Qualify for Contact On This Basis ↓
~~IIII~~ I, etc.

Irish Residents	Under 16's	Arrived Today

Air

	001	002	003	004	005
A. Country of Residence	(20-21)	(20-21)	(20-21)	(20-21)	(20-21)
Britain	01	01	01	01	01
Germany	02	02	02	02	02
France	03	03	03	03	03
Italy	04	04	04	04	04
Netherlands	05	05	05	05	05
Belgium/Lux	06	06	06	06	06
Switzerland	07	07	07	07	07
Scandinavia	08	08	08	08	08
Spain	09	09	09	09	09
Other Europe	10	10	10	10	10
United States	11	11	11	11	11
Canada	12	12	12	12	12
Australia/NZ	13	13	13	13	13
Other Overseas	14	14	14	14	14
B. Country of Birth					
Ireland (Rep. or N.I) .... Close	1	1	1	1	1
Other .... Continue	2	2	2	2	2
C. Any Member of Personal Travelling Party Born in Ireland (South or North)?					
Yes .... Close	1	1	1	1	1
No .... Continue	2	2	2	2	2
D. Main Purpose of Trip					
Holiday .... Continue	1	1	1	1	1
Other .... Close	2	2	2	2	2
E. Questionnaire Placed					
No .... Close	1	1	1	1	1
Yes	2	2	2	2	2
Record the number of the Self-Completion Qaire * you are handing out → *(This is Vital)*	(22-25) ▨	(22-25) ▨	(22-25) ▨	(22-25) ▨	(22-25) ▨
F. Route	(26)	(26)	(26)	(26)	(26)
Cross Channel	1	1	1	1	1
Continental	2	2	2	2	2
Transatlantic	3	3	3	3	3
G. Carrier	(27)	(27)	(27)	(27)	(27)
Aer Lingus	1	1	1	1	1
Ryanair	2	2	2	2	2
Cityjet	3	3	3	3	3
Other airline	4	4	4	4	4
H. Rate overall satisfaction with holiday (1-10) (10 = excellent) Write In Rating →	______(28)	______(28)	______(28)	______(28)	______(28)
I. Rate welcome received (1-10) (10 = excellent) Write In Rating →	______(29)	______(29)	______(29)	______(29)	______(29)
J. Would respondent recommend Ireland to a friend, as a holiday destination?	(30)	(30)	(30)	(30)	(30)
Yes, definitely 1	1	1	1	1	1
Yes, with reservations 2	2	2	2	2	2
No 3	3	3	3	3	3
Office Use Only					
Questionnaire Returned	1	1	1	1	1

K PRINT Full Name & Address For Follow-Up

Questionnaire Number (Above) * ....

Name ....

Address ....

....

....

Post Code ....

L PRINT Full Name & Address For Follow-Up

Questionnaire Number (Above) * ....

Name ....

Address ....

....

....

Post Code ....

Q.1 Here is a list of factors which might influence one's choice of holiday destination. How important was each one to you in considering Ireland for your holidays? On a scale of 1 to 10, where 1 is 'not at all important' and 10 is 'extremely important', please rate each attribute by putting your score in the box beside the statement. You can also use the numbers between 1 and 10, e.g.:

1	5	10
Not at all important	Neither important nor unimportant	Extremely important

▪	Competitively priced access transport	☐	23
▪	Easy to get to	☐	24
▪	A range of good quality accommodation	☐	25
▪	Reasonably priced accommodation	☐	26
✓	Good food and opportunities for eating out	☐	27
▪	Cost of car hire is competitive	☐	28
▪	Beautiful scenery	☐	29
▪	Natural unspoilt environment	☐	30
▪	Friendly, hospitable people	☐	31
▪	Easy and relaxed pace of life	☐	32
▪	Attractive cities and towns	☐	33
▪	Traditional music	☐	34
▪	Interesting history and culture	☐	35
▪	Has good opportunities for outdoor sports and activities such as fishing, golf, horse-riding etc.	☐	36
✓	Good evening entertainment and night life	☐	37
▪	Good beaches	☐	38
▪	Always something to do	☐	39
▪	Good all round value for money	☐	40
▪	The experience of a different way of life	☐	41
▪	Country suitable for touring	☐	42
▪	Safe and secure destination	☐	43
▪	Memorable experience that stays with you	☐	44

Booklet No. ☐ (11-13)

Country Code:		(15-16)
Date:		(17-20)
Route Code:		(21-22)

Q.2a) Does Ireland have any advantages which you feel distinguish it from other destinations offering the same type of holiday? **Write In Below**

(45-47)

Q.2b) And are there any disadvantages that distinguish Ireland from other destinations offering the same type of holiday? **Write In Below**

(48-50)

Q.3 Can you tell me your main motivation for choosing Ireland for this holiday?
Please identify one item only. TICK ONE BOX

			(51)
• Quality of sightseeing/scenery available	☐	1	
• Opportunity to mix with the local people	☐	2	
• To discover a new destination	☐	3	
• To visit the country of my/my partner's ancestors	☐	4	
• To have a restful/relaxing holiday	☐	5	
• To engage in active outdoor pursuits *(Please specify* ____________________)	☐	6	
• To pursue a hobby or special interest *(Please specify* ____________________)	☐	7	
• To experience the culture and history	☐	8	
• Opportunity to visit friends/relatives	☐	9	
• Other *(Please specify* ____________________)	☐	0	

O.U.O.
52-53 ________
54-55 ________

Q.4a) Which, if any, of the following were important to you in choosing Ireland as the destination for your holiday? **Please Tick (✓) Box(es) Under Q.4a) Below** ↓

Q.4b) And which were important as a source of information when planning your holiday? **Please Tick (✓) Box(es) Under Q.4b) Below** ↓

	Q.4a) Important in Choosing (56)	**Q.4b) Important in Planning** (58)	
• Travel agent	☐ 1	☐ 1	(56-59)
• Tour company brochures	☐ 2	☐ 2	
• Irish Tourist Board literature	☐ 3	☐ 3	
• Other promotional literature on Ireland	☐ 4	☐ 4	
• Advertising for Ireland	☐ 5	☐ 5	
• Travel programme on TV or radio	☐ 6	☐ 6	
• Article(s) in newspaper(s)	☐ 7	☐ 7	
• Article(s) in magazine(s)	☐ 8	☐ 8	
	(57)	(59)	
• Advice from friend, relative or business associate	☐ 1	☐ 1	
• Guide Books	☐ 2	☐ 2	
• Films or movies*	☐ 3	☐ 3	
• The Internet	☐ 4	☐ 4	
• Other *(Please specify)* ________________	☐ 5	☐ 5	
* Which films/movies? ________________	(61-62)	(63-64)	

Q.5 Did you see or hear any advertising for Ireland holidays this year before you came to Ireland?	Yes..☐.1 No..☐.2	(65)
IF 'YES' Q.6 Where did you see or hear this advertising for Ireland holidays? **Tick all that apply**	Television..☐.1 Radio..☐.2 Newspaper/magazine..☐.3 Cinema..☐.4 Travel guides/brochures..☐.5 Internet..☐.6 Holiday Fair/exposition..☐.7 Other (Please Specify) ________________........☐.8	(66)

Q.7a)	Before you came to Ireland on this trip, did you make contact with the Irish Tourist Board in your own country, or not?	Yes, made contact with Irish Tourist Board........ ☐ 1 No did not make contact........ ☐ 2	(67)

IF CONTACT MADE WITH THE IRISH TOURIST BOARD PLEASE ANSWER QUESTIONS 7b-7c.
IF NO CONTACT PLEASE SKIP TO Q.8

Q.7b)	How did you make contact with the Irish Tourist Board in your own country? Tick (✓) all that apply	Called into the office personally........ ☐ 1 Telephoned........ ☐ 2 Wrote a letter........ ☐ 3 Via the internet........ ☐ 4 At a travel fair, exhibition, show or information evening in our country........ ☐ 5 Other (please specify) .... ☐ 6	(68)

Q.7c)	What sort of information did you request from the Irish Tourist Board? Tick (✓) all that apply	Regional information/information of places to visit........ ☐ .1 Information on things to do........ ☐ .2 Information on accommodation........ ☐ .3 Information about access transport (air/sea)........ ☐ .4 Information on internal transport........ ☐ .5 Information on packages........ ☐ .6 Information on how to make a booking... ☐ .7 Other information (please specify) .... ☐ .8	(69)

ALL ANSWER

Q.8	How many nights in total did you spend in Ireland on this trip? **Write In ➔**	**No. of Nights:**........	(70-72)

ALL ANSWER

Q.9a)	Did you tour by car during your holiday in Ireland? Please Tick (✓) One Box ➔	• Yes........ ☐ ..1 -Continue • No........ ☐ ..2 -Go to Q.11)	(73)

Q.9b) Was that .... Please Tick (✓) One Box →	• Your own car.. ☐ 3 • A borrowed car.. ☐ 4 • A hired car.. ☐ 5	(73)

ALL WHO TRAVELLED BY CAR PLEASE ANSWER. OTHERS GO TO Q.11

Q.10 Looking at the map opposite, please mark the main roads you travelled on during your time in Ireland. **PLEASE INDICATE THE ROUTES TAKEN CLEARLY ON THE MAP**

ALL ANSWER

Q.11 Are you travelling on a package or inclusive holiday, that is, a holiday where an inclusive price for your fare to/from Ireland and at least one other element such as accommodation, car hire, etc., was fully paid for in advance.	Yes.. ☐ 1 No.. ☐ 2	(74)

Start Card 2

Q.12 Which of the following did you actually use?

Q.13 If you used any of the following can you say whether you were satisfied or not with ....

a) The quality b) The customer service c) The price

Please Tick (✓) One Box For Each Aspect		Q.12 Used	Q.13a) Satisfied with Quality				Q.13b) Satisfied with Customer Service				Q.13c) Satisfied with Price				
			Very	Fairly	Not	Don't Know	Very	Fairly	Not	Don't Know	Very	Fairly	Not	DK/ Didn't pay	
Accommodation:		(11)	1	2	3	4	5	6	7	8	9	0	X	V	
Hotels: Top Grade (5*/4*)	1	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(15)
Medium Grade (3*)	2	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(16)
Other Grades (2*/1*)	3	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(17)
Other Accommodation with meal service (e.g. Irish homes, B&B's, Guesthouses)	4	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(18)
			1	2	3	4	5	6	7	8	9	0	X	V	
Rented/Self catering accommodation	5	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(19)
Hostel: Youth Hostel (IYHA/An Oige)	6	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(20)
Other Holiday Hostel	7	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(21)
Serviced caravan/camping site	8	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(22)
Food:		(12)	1	2	3	4	5	6	7	8	9	0	X	V	
Food in hotels	1	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(23)
Food in other accom. with meal service	2	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(24)
Food in high quality restaurants	3	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(25)
Food in budget restaurants	4	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(26)
Food in pubs/bars	5	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(27)
Internal Transport:		(13)	1	2	3	4	5	6	7	8	9	0	X	V	
Inter city bus service	1	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(28)
Inter city rail service	2	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(29)
Coach tours involving an overnight stay	3	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(30)
Day coach tours	4	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(31)
Car hire/rental	5	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(32)
Taxis	6	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(33)
Tourist information offices in Ireland	7	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(34)
Visits to places of historical or cultural interest		(14)	1	2	3	4	5	6	7	8	9	0	X	V	
--House/castles	1	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(35)
--Monuments	2	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(36)
-Heritage/Interpretative centres	3	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(37)
-Museums/Art Galleries	4	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(38)
Visits to gardens	5	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(39)
Visits to theatre/concerts	6	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	(40)

Q.14a Did you consider engaging any of the following active pursuits (listed below) during your holiday but did not actually engage in them?

Q.14b Why did you not engage in....(please answer for each one considered but not actually used). Listed below are a series of reasons why you may not have engaged in an activity. For each one you considered but did not use, please write in the reason(s) for not using them using the numbers given below

1. Weather
2. Lack of availability
3. Lack of time
4. Poor quality
5. Too expensive
6. Lack of information
7. Lack of interest
8. Foot & Mouth restrictions
9. Other (specify)

	Q.14a) Consider using but did not (41)		Q.14b) Reason(s) why not (write in number)	
Fishing	☐	1	____________	(42)
Golf	☐	2	____________	(43)
Equestrian pursuits	☐	3	____________	(44)
Cycling	☐	4	____________	(45)
Hiking/Cross country walking	☐	5		(46)

Q.15 Which of the following did you actually purchase or engage in?

Q.16 And if you purchased any of the following, or engaged in any of the following activities/pastimes, can you say whether you were satisfied with ....

a) The quality

b) The price **Please Tick (✓) One Box For Each Aspect**

	Q.15	Q.16a) - Satisfied with Quality				Q.16b) - Satisfied with Price				
	Purchased/ Engaged in	Very	Fairly	Not	Don't Know	Very	Fairly	Not	DK/ Didn't Pay	
TOURIST SHOPPING	1	2	3	4	5	6	7	8	9	
for gifts, souvenirs, crystal, knitwear etc.	☐	☐	☐	☐	☐	☐	☐	☐	☐	(47)
ACTIVITIES/PASTIMES										
Fishing:										
- Coarse	☐	☐	☐	☐	☐	☐	☐	☐	☐	(48)
- Game	☐	☐	☐	☐	☐	☐	☐	☐	☐	(49)
- Sea	☐	☐	☐	☐	☐	☐	☐	☐	☐	(50)
Golf	☐	☐	☐	☐	☐	☐	☐	☐	☐	(51)
Equestrian pursuits	☐	☐	☐	☐	☐	☐	☐	☐	☐	(52)
Cycling	☐	☐	☐	☐	☐	☐	☐	☐	☐	(53)
Hiking/cross country walking	☐	☐	☐	☐	☐	☐	☐	☐	☐	(54)

Q.17 How would you rate your experience of Ireland on each of the following factors during this visit?

On a scale of 1 to 10 (where 1 means you were very dissatisfied and 10 means you were very satisfied) please rate each attribute by putting your score in the box beside the statement. You can also use the numbers between 1 and 10, e.g.:

☹	😐	☺
1	5	10
Very Dissatisfied	**Neither Satisfied Nor Dissatisfied**	**Very Satisfied**

Competitively priced access transport	☐	(55)
Easy to get to	☐	(56)
The range of good quality accommodation	☐	(57)
Reasonably priced accommodation	☐	(58)
Good food and opportunities for eating out	☐	(59)
Cost of car hire is competitive	☐	(60)
Good climate/weather	☐	(61)
Beautiful scenery	☐	(62)
Natural unspoilt environment	☐	(63)
Friendly, hospitable people	☐	(64)
Easy and relaxed pace of life	☐	(65)
Attractive cities and towns	☐	(66)
Traditional music	☐	(67)
Interesting history and culture	☐	(68)
Has good opportunities for outdoor sports and activities such as fishing, golf, horse riding etc	☐	(69)
Plenty of shopping opportunities	☐	(70)
Good evening entertainment and night life	☐	(71)
Good beaches	☐	(72)
Always something to do	☐	(73)
Good all round value for money	☐	(74)
The experience of a different way of life	☐	(75)
Country suitable for touring	☐	(76)
Safe and secure destination	☐	(77)
Memorable experience that stays with you	☐	(78)
Nature/Wildlife/Flora	☐	(79)
Litter Free/Pollution Free	☐	(80)

Start Card 3

Q.18a) Overall would you say your visit

Exceeded your expectations .... ☐..1		(11)
Matched your expectations.......................... ☐..2		
Did not live up to your expectations .... ☐..3		

IF EXCEEDED:

Q.18b) In what way did it exceed your expectations? Write in below

	(12-14)

IF DID NOT MATCH EXPECTATIONS

Q.18c) In what way did it not live up to expectations?

	(15-17)

Q.19 If a friend was considering a holiday in Ireland, would you recommend it? Give reasons for your answer.

(18)	Write in Why?	
Yes, definitely.. ☐..1		
Yes, with reservations.......................... ☐..2 →		
No.. ☐..3 →		(19-21)

ALL ANSWER

Q.20 Overall, how do you think prices in Ireland compare with ....

a) Prices in your own country? Please Tick (✓) One Box Under Q.20a) ↓

b) Prices versus other holiday destinations which you believe offer the same type of holiday as Ireland? Please Tick (✓) One Box Under Q.20b) ↓

Prices In Ireland Are	Q.20a) Versus Own Country	Q.20b) Versus other Holiday Destinations	
	(22)	(23)	
• Unacceptably high............	☐..........1	☐........1	
• Higher, but acceptable.....	☐..........2	☐........2	
• About the same...............	☐..........3	☐........3	
• Somewhat lower..............	☐..........4	☐........4	
• A lot lower	☐..........5	☐........5	

ALL ANSWER

Q.21a)	As you know, there has been a Foot and Mouth outbreak in a number of countries in Europe this year. Did this in any way impact on your holiday in Ireland?	- Yes .... ☐ 1 - No .... ☐ 2	(24)

IF YES:

Q.21b) In what way was your holiday affected?

(PLEASE WRITE A BRIEF DESCRIPTION IN THE SPACE PROVIDED BELOW).

	(25-27)

About Yourself

Finally, may I have a few details about yourself for classification purposes. This is of great importance to us when analysing your questionnaire.

Q.22	Has this visit to Ireland been your main holiday or is it an additional holiday (i.e. your main holiday has/will be spent somewhere else)?	Main holiday .... ☐ 1 Additional holiday .... ☐ 2	(28)
Q.23	Is this your first visit to Ireland?	Yes .... ☐ 1 No .... ☐ 2	(29)
Q.24	Have you or any member of your personal party any Irish ancestors?	Yes .... ☐ 1 No .... ☐ 2	(30)
Q.25	What is your age?	Up to 18 years .... ☐ 1 19 - 24 years .... ☐ 2 25 - 34 years .... ☐ 3 35 - 44 years .... ☐ 4 45 - 54 years .... ☐ 5 55 - 64 years .... ☐ 6 65+ .... ☐ 7	(31)
Q.26	Are you	Male .... ☐ 1 Female .... ☐ 2	(32)

Q.27 What is your marital status?	Married ☐ 1 Living as Married ☐ 2 Single ☐ 3 Separated/widowed/divorced ☐ 4	(33)
Q.28 Which of these best describes your personal party on your visit to Ireland?	Alone ☐ 1 Couple ☐ 2 Family ☐ 3 Other adult party ☐ 4	(34)

Q.29 What is your occupation, (please give us as much detail as possible).
If none: What is the occupation of the main income earner in your household?

	(35)

Q.30 In which country do you live? **Write In →**	....	(36-37)
Q.31a) What is the size of your household?	One person ☐ 1 2 persons ☐ 2 3 or more persons ☐ 3	(38)
Q.31b) Are there children under the age of 15 years living in your household?	Yes ☐ 1 No ☐ 2	(39)
NON-EUROPEAN RESIDENTS ONLY Q.32 Is this your first visit to Europe?	Yes ☐ 1 No ☐ 2	(40)

ALL ANSWER - OTHER DETAILS OF TRIP

	Day	Month	Year
Q.33 Date arrived in Ireland?	☐☐ (41-42)	☐☐ (43-44)	☐☐ (45-46)
Q.34 Date departed from Ireland?	☐☐ (47-48)	☐☐ (49-50)	☐☐ (51-52)

Q.35a Which of the possible routes listed below did you use to travel TO Ireland?
PLEASE CIRCLE APPLICABLE CODE

AIR ROUTES	SEA ROUTES
(53)	
Cross channel (e.g. London/Manchester etc) 1	Cross-channel (with car/ motorbike) 4
Continental (e.g. Paris/Frankfurt/Amsterdam etc) 2	Cross-channel (foot passenger) 5
Transatlantic (e.g. New York/Boston etc) 3	Continental (with car/ motorbike) 6
	Continental (foot passenger) 7

Q.35b Which of the possible routes listed below did you use to travel home FROM Ireland?
PLEASE CIRCLE APPLICABLE CODE

AIR ROUTES	SEA ROUTES
(54)	
Cross channel (e.g. London/Manchester etc) 1	Cross-channel (with car/ motorbike) 4
Continental (e.g. Paris/Frankfurt/Amsterdam etc) 2	Cross-channel (foot passenger) 5
Transatlantic (e.g. New York/Boston etc) 3	Continental (with car/ motorbike) 6
	Continental (foot passenger) 7

Q.36a Which Irish airport/seaport did you arrive at in Ireland? **PLEASE CIRCLE APPLICABLE CODE**

AIRPORTS	SEAPORTS
(55)	
Dublin 1	Dun Laoghaire 5
Shannon 2	Dublin Port 6
Cork 3	Rosslare 7
	Cork (Ringaskiddy) 8

Q.36b Which Irish airport/seaport did you use to travel home from? **PLEASE CIRCLE APPLICABLE CODE**

AIRPORTS	SEAPORTS
(56)	
Dublin 1	Dun Laoghaire 5
Shannon 2	Dublin Port 6
Cork 3	Rosslare 7
	Cork (Ringaskiddy) 8

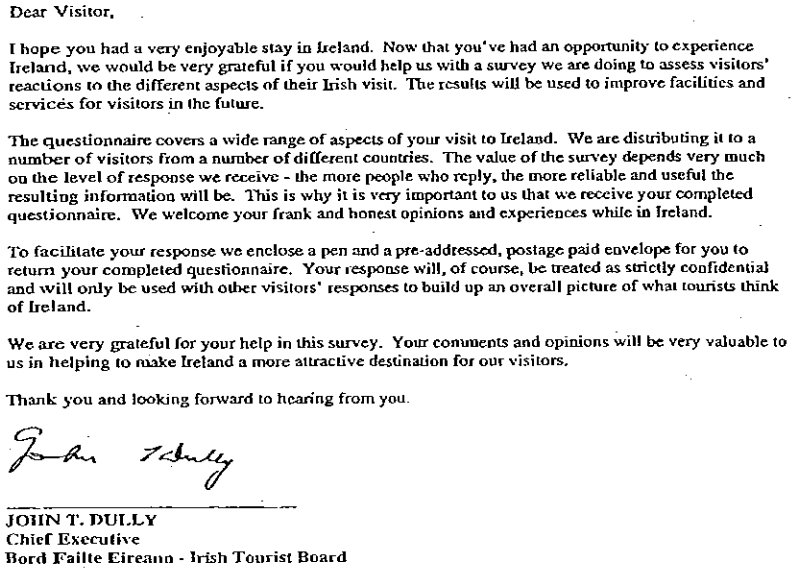
Thank you for the time and effort that you have put into completing this questionnaire.
It will be of great assistance to us in helping to make Ireland a more attractive destination.
Don't forget to return the questionnaire in the reply-paid envelope provided.
Thank you again.

O.U.O.		
G.		(57)
H.		(58)
I.		(59)
J.		(60)

APPENDIX E

'SURVEY OF OVERSEAS TRAVELLERS' – Bord Fáilte (2001).

The appendix begins with the covering letter to accompany the self completion questionnaire which is given out to air and sea passengers. The questionnaire follows.



Dear Visitor,

I hope you had a very enjoyable stay in Ireland. Now that you've had an opportunity to experience Ireland, we would be very grateful if you would help us with a survey we are doing to assess visitors' reactions to the different aspects of their Irish visit. The results will be used to improve facilities and services for visitors in the future.

The questionnaire covers a wide range of aspects of your visit to Ireland. We are distributing it to a number of visitors from a number of different countries. The value of the survey depends very much on the level of response we receive - the more people who reply, the more reliable and useful the resulting information will be. This is why it is very important to us that we receive your completed questionnaire. We welcome your frank and honest opinions and experiences while in Ireland.

To facilitate your response we enclose a pen and a pre-addressed, postage paid envelope for you to return your completed questionnaire. Your response will, of course, be treated as strictly confidential and will only be used with other visitors' responses to build up an overall picture of what tourists think of Ireland.

We are very grateful for your help in this survey. Your comments and opinions will be very valuable to us in helping to make Ireland a more attractive destination for our visitors.

Thank you and looking forward to hearing from you.

JOHN T. DULLY
Chief Executive
Bord Failte Eireann - Irish Tourist Board

001s1
( )

BOOKLET NUMBER
☐☐☐☐

SOT 2001
NON-IRISH RESIDENTS

© Irish Marketing Surveys Limited

DATE:______________________ ☐☐

PORT:______________________ ☐☐

CARRIER:______________________

INTERVIEWER:______________________

NUMBER ACHIEVED

SEA PORTS		AIRPORTS	
▪ CAR	☐☐	▪ CROSS-CHANNEL	☐☐
▪ FOOT	☐☐	▪ CONTINENTAL	☐☐
▪ COACH *	☐☐	▪ TRANSATLANTIC	☐☐

N.B. Coach must travel on ship to count to coach passengers numbers.

RECORD NON-ELIGIBLE RESPONDENTS HERE IN FIVE BAR GATES
⇩
E.G. 7 = ~~IIII~~ 11

- DAY TRIPPERS: IRISH: ______________________

  NON-IRISH: ______________________

- SERIOUS LANGUAGE PROBLEMS: ______________________

JANUARY 2001

BORD FAILTE SURVEY OF TRAVELLERS
SCREENING QUESTIONNAIRE

001s1
( )

QUESTIONNAIRE NUMBER				

DAY		MONTH		YEAR	
				0	1

B. When did you arrive in the Republic of Ireland?
(INTERVIEWER NOTE: If respondent left Ireland by air or sea and returned, this interview refers only to the most recent segment spent in Ireland)

- Today 1
  (CLOSE AND RECORD ON FRONT)
- Any other time 2

DATE ARRIVED ⇨

DAY	MONTH	YEAR

C. In which country do you live?
D. And in which country were you born?

	LIVE	BORN
REPUBLIC OF IRELAND	♉	01
NORTHERN IRELAND	♉	02
ENGLAND/ISLE OF MAN/ CHANNEL ISLES	03	03
SCOTLAND	04	04
WALES	05	05
FRANCE	06	06
GERMANY	07	07
BELGIUM	08	08
HOLLAND	09	09
LUXEMBOURG	10	10
ITALY	11	11
DENMARK	12	12
NORWAY	13	13
SWEDEN	14	14
FINLAND	15	15
ICELAND	16	16
GREECE	17	17

IF UNSURE, SPECIFY COUNTRY HERE ♉

....

	LIVE	BORN
SPAIN	18	18
PORTUGAL	19	19
SWITZERLAND	20	20
AUSTRIA	21	21
OTHER EUROPEAN (incl. CIS)	22	22
USA	23	23
CANADA	24	24
AUSTRALIA	25	25
NEW ZEALAND	26	26
JAPAN	27	27
TAIWAN	28	28
SOUTH KOREA	29	29
MALAYSIA/SINGAPORE	30	30
MIDDLE EAST	31	31
OTHER ASIA	32	32
ARGENTINA	33	33
BRAZIL	34	34
OTHER SOUTH AMERICA	35	35
CENTRAL AMERICA/MEXICO	36	36
SOUTH AFRICA	37	37
OTHER AFRICA	38	38

ALL NON-IRISH RESIDENTS CONTINUE TO MAIN INTERVIEW IF:-

1. **NOT DAY-TRIPPER**
2. **FINAL DESTINATION TODAY IS OUTSIDE IRELAND**
3. **MUST HAVE SPENT AT LEAST ONE NIGHT IN THE REPUBLIC OF IRELAND**
4. **BUT DID NOT STAY FOR OVER A YEAR IN IRELAND**

Questionnaire Version

Irish ● Tourist Irish ●

MAIN INTERVIEW
SECTION "A" : CORE SECTION

A.1 ROUTE LEAVING REPUBLIC? ♉
A.2 ROUTE ENTERED REPUBLIC? ♉

DUBLIN AIRPORT

	A.1	A.2
London Heathrow	15	15
London Gatwick	16	16
London City	17	17
Luton	18	18
Stansted	19	19
Manchester	20	20
Birmingham	21	21
Glasgow/Edinburgh	22	22
Bournemouth	23	23
Bristol	24	24
Cardiff	25	25
East Midlands	26	26
Jersey	27	27
Leeds (Bradford)	28	28
Liverpool	29	29
Newcastle	30	30
Teesside	31	31
Other British (Specify and code)	32	32
Paris	33	33
Rennes	34	34
Other France	35	35
Frankfurt	36	36
Dusseldorf	37	37
Other Germany	38	38
Amsterdam	39	39
Brussels	40	40
Zurich	41	41
Other Switzerland	42	42
Rome	43	43
Milan	44	44
Other Italy	45	45
Copenhagen	46	46
Stockholm	47	47
Helsinki	48	48
Barcelona/Madrid	49	49
Vienna	50	50
Other Europe (Specify and code)	51	51

DUBLIN AIRPORT (con't)

New York	52	52
Boston	53	53
Atlanta	54	54
Toronto	55	55
Chicago	56	56
Other North America (specify and code)	57	57
Other not specified above	58	58

CORK AIRPORT

	A.1	A.2
London Heathrow	59	59
London Gatwick	60	60
Stansted	61	61
Manchester	62	62
Birmingham	63	63
Other British (Specify and code)	64	64
Paris	65	65
Rennes	66	66
Other France	67	67
Amsterdam	68	68
Frankfurt	69	69
Other Europe (Specify and code)	70	70

KNOCK AIRPORT

Stansted	#	71
Luton	#	72
Other (Specify and code)	#	73

SHANNON AIRPORT

	A.1	A.2
London Heathrow	74	74
Stansted	75	75
Gatwick	76	76
Other British (Specify & code)	77	77
Paris	78	78
Other France	79	79
Germany	80	80
Switzerland	81	81
Belgium	82	82
Other Europe (Specify and code)	83	83
New York	84	84
Atlanta	85	85
Boston	86	86
Los Angeles	87	87
Toronto	88	88
Chicago	89	89
Miami/Washington	90	90
Other North America (Specify and code)	91	91
Other not specified above (specify & code)	92	92

OTHER REGIONAL AIRPORT

REPUBLIC OF IRELAND.........96
(Specify and code)

IF ENTERED VIA NORTHERN IRELAND INDICATE WHETHER ENTERED N. IRELAND BY AIR OR BY SEA:

By Air.........97
By Sea.........98

IF ENTERED VIA SEAPORT ROUTE (e.g. Holyhead-Dublin) RECORD ♉

MAIN INTERVIEW SECTION "A" : CORE SECTION

A.1 ROUTE LEAVING REPUBLIC? ♉
A.2 ROUTE ENTERING REPUBLIC? ♉

SHOW CARD "A"
A.4(a) MAIN PURPOSE OF VISIT? ♉
A.4(b) OTHER REASONS? ♉
A.4(c) OTHER REASONS? ♉

	A.1 LEAVING	A.2 ENTERED
▪ DUNLRE-HOLYHEAD	01	01
▪ ROSSLARE-FISHGUARD	02	02
▪ ROSSLARE-PEMBROKE	03	03
▪ DUBLIN-HOLYHEAD(Ir. Ferries)	04	04
▪ DUBLIN PORT-HOLYHEAD(Stena)	09	09
▪ DUBLIN - LIVERPOOL	10	10
▪ CORK-SWANSEA	05	05
▪ ROSSLARE-CHERBOURG	07	07
▪ ROSSLARE-ROSCOFF	08	08
▪ CORK-ROSCOFF (Brittany Ferries)	11	11
▪ ENTERED BY AIR	♉	14

IF ENTERED REPUBLIC OF IRELAND BY AIR, RECORD ROUTE (E.G. LUTON-DUBLIN) BELOW ⇩

____________________ ♉

IF ENTERED VIA NORTHERN IRELAND INDICATE WHETHER ENTERED NORTHERN IRELAND BY AIR OR BY SEA

BY AIR	81
BY SEA	82

A.3 TYPE OF PASSENGER?

▪ CAR PASSENGER	1}	CAR QUOTA
▪ MOTORBIKE	2}	
▪ COACH	3}	
▪ FOOT	4	

	A.4(a) MAIN	A.4(b) OTHER	A.4(c)
▪ FUNERAL (CLOSE)	01	01	01
▪ VISITING FRIENDS	02	02	02
▪ VISITING RELATIVES	03	03	03
▪ HOLIDAY/LEISURE/ VACATION	04	04	04
▪ BUSINESS (EXCL. CONFERENCES)	06	06	06
▪ CONFERENCES	07	07	07
▪ INCENTIVE TRIP	08	08	08
▪ STUDY - LANGUAGE	09	09	09
▪ STUDY - OTHER	10	10	10
▪ HEALTH TREATMENT	11	11	11
▪ RELIGIOUS/PILGRIMAGE	12	12	12
▪ OTHER (SPECIFY & CODE)			
____________________	13	13	13
▪ PERSONAL/FAMILY DUTIES	14	14	14
▪ NO OTHER REASON	15	15	15

3.A.(a) CARRIER ON DEPARTURE ♉ RECORD IN GRID BELOW

3.A.(b) SCHEDULED.........................1

CHARTERED ....2 FLIGHT NUMBER ☐

Adria Airways(JP)	01
Aer Lingus (EI)	02
Aeroflot (SU)	03
Air France (AF)	04
Air Malta (KM)	05
Alitalia (AZ)	06
British Airways/City Flyer (BA)	07
British Airways/British Regional(BA)	08
British Airways/Brymon (BA)	09
Belavia (B2)	10
British Midland (BD)	11
City Jet (WX)	12
Comed (SW)	13
Continental Airlines (CO)	14
CSA Czech Airlines (OK)	15
Crossair (LX)	16
Delta Airlines (DL)	17
Finnair (AY)	18
Iberia (IB)	19
Jersey European (JY)	20
KLM (KL)	21
Lufthansa (LH)	22
Manx Airlines (JE)	23
Malev Hungarian Airlines (MA)	24
Royal Jordanian	25
Ryanair (FR)	26
Sabena (SN)	27
SAS (SK)	
Swiss Regional - Air Engiadina (RQ)	29
TAP(TP)	30
Tarom (RO)	31
Tyrolean Airways (VO)	32
Virgin Express	33
Other Airline	34

SHOW CARD "A"

A.4(a) MAIN PURPOSE OF VISIT? ♉

A.4(b) OTHER REASON? ♉

A.4(c) OTHER REASON? ♉

	A.4(a) Main Purpose	A.4(b)	A.4(c)	
		Other		
▪ Funeral (CLOSE)	01	01	01	
▪ Visiting friends	02	02	02	
▪ Visiting relatives	03	03	03	
▪ Holiday/Leisure/Vacation	04	04	04	GO TO A4d
▪ Business (excluding conferences)	06	06	06	
▪ Conferences	07	07	07	
▪ Incentive Trip	08	08	08	
▪ Study - language	09	09	09	
▪ Study - other	10	10	10	
▪ Health Treatment	11	11	11	
▪ Religious/Pilgrimage	12	12	12	
▪ Other (specify & code)	13	13	13	
▪ Personal/family duties	14	14	14	
▪ No other reason	ß	15	15	

ASK ALL ON HOLIDAY/LEISURE VACATION (Code 4 A4a/b/c)

A4(d)

Was the holiday you have just taken in Ireland your main/annual holiday or was it one of a number of holidays you have taken or plan to take this year?

- Main/annual holiday	1
- One of a number taken/planned to take	2

ASK ALL ON HOLIDAY/LEISURE VACATION (Code 4 A4a/b/c)
SHOW CARD "B"

A4(e)

Looking at the descriptions on this card, which one best describes the holiday you have just taken in Ireland? (Single code if possible).

- Touring holiday	1
- City break	2
- Recreational holiday in the countryside	3
- Attending a particular cultural, musical or sporting event (as a spectator)	4
- A cultural/sightseeing holiday	5
- An activity holiday	6
- Other (specify)	7

ASK IF ON HOLIDAY (Q.4(a/b/c) - CODE 4) - OTHERS GO TO A.6

A.5 Were there any particular sporting, leisure or cultural activities which led to your choosing Ireland as the destinatior for this trip? PROBE TO PRE-CODES. CIRCLE CODE A FOR EACH MENTIONED. DO NOT PROMPT.

ASK ALL

SHOW CARDS "C1" AND "C2"

A.6 In which, if any, of the following activities did you engage while in Ireland? CIRCLE CODE A FOR EACH MENTIONED

FOR EACH ACTIVITY ENGAGED IN, ASK:

A.7 Where did you engage in this activity? Anywhere else? PROBE FOR CENTRES. RECORD ALL CENTRES MENTIONED

A.8 On how many days, in total, during your stay in the Republic of Ireland, did you engage in this particular activity?

REPEAT A.7/8 FOR EACH TYPE OF ACTIVITY ENGAGED IN

EXAMPLE		A.5 Led to Choose Ireland(Spont)	A.6 Engaged in while here	A.7 CENTRES (Any others?) (WRITE IN 8)	A.8 No of days in total
- FISHING : (WRITE IN TYPE AND CODE FROM SHOW CARD):					
SALMON	03	①	②	FOXFORD/CONG	04

	A.5 *Led to Choose Ireland (Spont)* ꓤ	A.6 *Engaged in while here* ꓤ	A.7 CENTRES *(Any others)?* (WRITE IN ꓤ)	A.8 *No. of days in total*
• FISHING : (WRITE IN TYPE AND CODE FROM SHOW CARD) ꓤ				
____________	☐☐	1..........2	____________	☐☐
____________	☐☐	1..........2	____________	☐☐
____________	☐☐	1..........2	____________	☐☐
• SAILING : (WRITE IN TYPE AND CODE FROM SHOW CARD) ꓤ	☐☐			☐☐
____________	☐☐	1..........2	____________	☐☐
____________	☐☐	1..........2	____________	☐☐
____________		1..........2	____________	
• EQUESTRIAN: (WRITE IN TYPE AND CODE FROM SHOW CARD) ꓤ	☐☐			☐☐
____________	☐☐	1..........2	____________	☐☐
____________	☐☐	1..........2	____________	☐☐
____________		1..........2	____________	
				☐☐
• CYCLING..........(19)		1..........2	____________	☐☐
				☐☐
• GOLF..........(22)		1..........2	____________	
• HIKING/CROSS-COUNTRY WALKING *(23)		1..........2	____________	

• VISITS TO PLACES OF CULTURAL/HISTORICAL INTEREST

- Houses/Castles..........(25) 1..........2
  XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- Monuments..........(26) 1..........2
  XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- Heritage/Interpretative Centres..........(27) 1..........2
  XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- Museums/Art Galleries..........(28) 1..........2
  XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- Other *(Specify)*..........(29) 1..........2
  XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

- VISITS TO GARDENS..........(30) 1..........2
 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- TRACING ROOTS/GENEALOGY..........(32) 1..........2
 XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
- NONE OF THESE..........(33) 1..........2
  XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

• **If Hiking/Cross-Country Walking mentioned ask:**

A.9 Did you walk the "WAYMARKED WAYS", that is the waymarked trails signposted with standard waymarks (yellow arrows and walking man).

• Yes	1	
• No	2	
• Don't Know	3	

CAR HIRE A.10(a) Car/minibus hired in Ireland?	• Yes........................1 • No........................2	
IF YES: A.10(b) Car/minibus booked before coming to Ireland?	• Yes........................1 • No........................2	

ASK ALL

A.11 CENTRES STAYED IN (PLEASE INCLUDE NORTHERN IRELAND)
INTERVIEWER N.B.
Please obtain names of towns etc in the order stayed in, then fill in eight locations you have space for.

SHOW CARD "D"

A.12 KIND OF ACCOMMODATION USED AT .... (If hotel is mentioned, probe for type)
INTERVIEWER: Probe fully for individual accommodation type used. If more than one type of accommodation used at a particular centre, record each type. Record code number, except in the case of hotels where the name *MUST BE* recorded. If respondent cannot recall name of the hotel, probe for classification (i.e. 5 Star, 4 Star, etc)

A.13 FOR EACH TYPE OF ACCOMMODATION AT EACH CENTRE ASK:
NUMBER OF NIGHTS STAYED. CODE IN GRID BELOW.

	A.11	A.12	A.13	OFFICE USE ONLY		
ORDER OF VISIT	CENTRES (IN ORDER VISITED)	ACCOMMODATION	NIGHTS	A.11	A.12	A.13
1ST						
2ND						
3RD						
4TH						
5TH						
6TH						
7TH						
8TH						

A.14 Overall, how many nights in total have you spent in the Republic of Ireland, EXCLUDING any nights spent in Northern Ireland?

☐☐☐ No. of Nights

ASK ALL

SHOW CARD "E"

A.15 Looking at this list, what is the closest ancestral link with Ireland (North or South) of yourself or your spouse/travelling companion/accompanying friend (as appropriate). **SINGLE CODE ONLY IN RANGE 1-9**

I WAS BORN HERE	1	GO TO A.17
MY SPOUSE/TRAVELLING COMPANION/ACCOMPANYING FRIEND BORN HERE	2}	GO TO A.16
MY FATHER/MOTHER WAS BORN HERE	3}	
FATHER/MOTHER OF OTHER PARTY MEMBER BORN HERE	4}	
ONE OF MY GRANDPARENTS	5}	
GRANDPARENT OF OTHER PARTY MEMBER	6}	
ANY OTHER OF MY ANCESTORS	7}	
ANY OTHER ANCESTOR OF OTHER PARTY MEMBER	8}	
NONE OF THESE	9}	

ASK ALL NON-IRISH BORN

A.16 Is this your first visit to Ireland?

Yes - first visit	1	GO TO SECTION B
No - not first visit	2	GO TO A.17

ASK ALL

A.17 Have you previously visited Ireland for a HOLIDAY?

Yes	1
No	2

SECTION "B" : ASK NORTH AMERICAN RESIDENTS ONLY - CODE 23 or 24 at C OTHERS GO TO SECTION C

SHOW CARD "E"

B.1 Is the Republic of Ireland the only country you have visited or will visit on this trip? (VISIT = AT LEAST ONE OVER-NIGHT STAY)

▪ Republic of Ireland only	1	GO TO SECTION C
▪ Other Countries	2	CONTINUE

B.2 In which European country did you arrive first from ...... (COUNTRY OF RESIDENCE).
CODE BELOW. INTERVIEWER NOTE: RECORD FIRST EUROPEAN COUNTRY ARRIVED IN, NOT
PLACES WHERE STOP-OVER ON ROUTE.

B.3 And from which European country will you travel directly home?

B.4 Which of the countries included in this trip is your primary destination? CODE BELOW

	B.2 Arrive First	B.3 Travel Direct	B.4 Primary Destination
▪ Republic of Ireland	01	01	01
▪ Northern Ireland	02	02	02
▪ England/Isle of Man/Channel Islands	03	03	03
▪ Scotland	04	04	04
▪ Wales	05	05	05
▪ France	06	06	06
▪ Germany	07	07	07
▪ Italy	08	08	08
▪ Benelux (Belgium/Holland/Luxembourg)	09	09	09
▪ Scandinavia (Denmark/Norway/Sweden	10	10	10
▪ Other European (Specify & code) ______	11	11	11
▪ Elsewhere (Specify & code) ______	Ƹ	Ƹ	12
▪ Don't know/not stated/no primary destination	00	00	00

SECTION "C"

ASK ALL HOLIDAY-MAKERS
CHECK SECTION "A" (Q's 4(a)/(b)/(c) - CODE 4
OTHERS GO TO SECTION "D"

C.1a When did you decide to come on this holiday to Ireland?

C.1b And when did you make your reservation?

	C.1a) Decided	C.1b) Reservation
▪ Pre-September 2000	01	01
▪ October - December 2000	02	02
▪ January 2001	03	03
▪ February 2001	04	04
▪ March 2001	05	05
▪ April 2001	06	06
▪ May 2001	07	07
▪ June 2001	08	08
▪ July 2001	09	09
▪ August 2001	10	10
▪ September 2001	11	11
▪ October 2001	12	12
▪ November 2001	13	13
▪ December 2001	14	14
▪ Not relevant/applicable	15	15

C.2 In arranging your holiday, did you or anyone on your behalf use the services of a travel agent?

Yes ....1 CONTINUE
No......................................2 GO TO C 5

C.3 **USE OF TRAVEL AGENT FOR ... SHOW CARD "F"**

(a) Information only.......................1 GO TO C.5
(b) Purchase of air/sea ticket only....2 GOT TO D.1

(c) Purchase of partly or fully inclusive holiday featured in a tour operator brochure..........3
(d) Purchase of holiday arrangements where an inclusive price for fares to/from Ireland and at least one other element such as accommodation car hire etc. was fully or partly paid for in advance, but not as part of a package in a printed brochure..........4 GO TO C.4

(e) Purchase of holiday arrangements such as accommodation, car hire, etc. but not part of an inclusive price including fares to/from Ireland........5 GO TO D.1

(f) Used agent's advice to put together own arrangements............6 GO TO D.1

C4 **ITEMS PRE-PAID AS PART OF PACKAGE : SHOW CARD "G"**

Fares to/from Ireland..................1
Accommodation..........................2 GO TO C.8
Car Hire.................................3
Group escorted coach tour.............4
Cabin Cruiser...............................5
Other (specify & code)
_______________ 6

C.5 Are you travelling on a package inclusive holiday, that is, a holiday where an inclusive price for fares to/from Ireland and at least one other element, such as accommodation, car hire, etc. was paid fully or partly in advance?

Not on package ....1 GO TO SECTION D
On package.........................2 CONTINUE

C.6 **HOW PURCHASED?**

Through air or sea carrier..........................1
Through local bus company in own country..2
Through association/club...........................3
Other (specify & code)
_______________ 4

C.7 **ITEMS PRE-PAID AS PART OF PACKAGE? SHOW CARD "G"**

Fares to/from Ireland..................................1
Accommodation...2
Car Hire..3
Group escorted coach tour...........................4
Cabin cruiser...5
Other (specify & code)
_______________ 6

ASK ALL WHO ARE TRAVELLING ON PACKAGE OR INCLUSIVE TRIP (i.e. CODES C OR D AT C3, CODE 2 AT C5 - OTHERS GO TO D).

C.8 *Does the cost of your package/inclusive arrangement* cover the trip to Ireland only, or does it cover other countries as well?

Ireland only ....1 GO TO SECTION D
Other countries......................2 CONTINUE

C.9 How many nights away from home, in total, does the cost of your package inclusive arrangement cover (i.e. ireland and elsewhere). WRITE IN NUMBER OF NIGHTS

☐☐ No. of nights

NOW GO TO SECTION D

SECTION "D"
EXPENDITURE - ASK ALL

I would now like to ask you some questions about your expenditure in respect of this visit to the Republic of Ireland. Can you tell me how much you/your party (as appropriate) spent ...

D.1 A) ADVANCE PAYMENT ON FARES/INCLUSIVE PACKAGES

(Those on package tours which include other countries should give total package cost).

WRITE IN AMOUNT AND NUMBER COVERED BY AMOUNT ♉

Amount ☐

Currency ☐ No. covered ☐

D.1 B) OTHER ITEMS PAID IN ADVANCE

i.e. on anything paid in advance for accommodation, car hire in Ireland, vouchers etc.

WRITE IN AMOUNT AND NUMBER COVERED BY AMOUNT ♉

Amount ☐

Currency ☐ No. covered ☐

D.1 C) WHILE IN THE REPUBLIC OF IRELAND

i.e. ignoring the cost of your fare to/from Ireland or your package cost, and any amount paid before you came here or any money spent in other countries - including Northern Ireland. Please remember to include anything you might have spent using credit cards, or any amount charged to or paid for by a third party outside of the Republic of Ireland, such as your firm.

WRITE IN AMOUNT AND NUMBER COVERED BY AMOUNT ♉

Amount ☐

Currency ☐ No. covered ☐

SHOW CARD "H"

D.2 We are particularly interested in the ... (**AMOUNT OF MONEY IDENTIFIED AT D.1(c) AS BEING THE AMOUNT SPENT WHILE IN IRELAND**) that you/your party (as applicable) spent while in the Republic of Ireland. Can you identify how much you/your party spent on each of the following items? **INTERVIEWER:** *Remind respondent again to take into account any money spent using credit or charge cards, or amounts charged to or paid by a third party outside of Ireland (such as respondent's firm)*

	Amount spent in Republic of Ireland	Currency
• Bed and Board	☐	☐
• Other food and drink	☐	☐
• Sightseeing/entertainment	☐	☐
• Transport in Ireland	☐	☐
• Shopping	☐	☐
• Miscellaneous	☐	☐
• TOTAL SPEND	☐	☐

CHECK TOTAL AGAINST FIGURE FOR TOTAL GIVEN AT D.1C AND IF DIFFERENT, VERIFY WHICH IS CORRECT

SHOW CARD "I"

D.3 Overall, would you say that the value for money in Ireland is ...

• Very good	1
• Good	2
• Fair	3
• Poor	4
• Very poor	5

ASK ALL

D.4 What particular aspects of your visit (if any) did you consider to be poor value for money? Any others? **Probe to precodes BUT DO NOT PROMPT.**

INTERVIEWER:
PLEASE RECORD ANY OTHER COMMENTS MADE HERE ↓

Accommodation in hotels	01
Accommodation in guesthouses/B&Bs	02
Accommodation in self-catering/hostels	03
Eating out	04
Drink	05
Car Hire	06
Petrol	07
Taxis	08
Internal transport	09
Admission prices to attractions	10
Gifts/souvenirs etc.	11
Cost of living generally	12
Food in shops/supermarkets	13
Other (specify) ______________	14

ASK ALL

D.5 Were there any particular aspects about your trip to Ireland which you found unsatisfactory, apart from any you may have just mentioned (at Q.D4)? Have you any suggestions how a visit to Ireland could be improved?

(MR/MRS/MS)
NAME OF RESPONDENT:......................................

FULL ADDRESS (Include Postal/ZIP CODE)
....
....

OCCUPATION OF CHIEF WAGE EARNER: ↓

☐

SKILL/QUALIFICATION:
....
....

IF MANAGER/PROP. STATE NUMBER OF EMPLOYEES:
IF FARMER, STATE NUMBER OF STATUTE ACRES: ↓

☐

F.1 GEOGRAPHIC REGION ♉ SHOW MAP
- If Germany/Switzerland/Italy & write in area number from map ♉ ___________
- If France: Departement Number ♉ ___________
- If UK: write in County ♉ ___________
- If US/Canada/Australia - Write in State/Province: ___________

F.2 All U.S. Residents: re-state Postal/Zip Code: ____

RESPONDENT DETAILS

F.3 SEX:
Male..1
Female..2

F.4 MARITAL STATUS:
Married/living as married.........................1
Single/widowed/divorced/separated.........2

F.5 AGE:
15-18 years...1
19-24 years...2
25-34 years...3
35-44 years...4
45-54 years...5
55-64 years...6
65+ years..7

F.6 SOCIAL CLASS: (Chief Income Earner)
AB...1
C1...2
C2...3
DE...4

F.7 DEPENDENT CHILDREN:
Do you have any dependent children, that is children living with you in your home?
- Yes...1
- No..2

ASK ALL BRITISH, FRENCH, GERMAN AND U.S RESIDENTS

F.8 When did you finish your formal Education?
- At primary level.......................................1
- At secondary level....................................2
- At third level..3
- Still in school/college/university..............4

PARTY DETAILS

F9 PARTY AGE COMPOSITION:
How many members of your personal travelling party (while in Ireland) are in the following age brackets, including yourself?
RECORD IN RELEVANT COLUMNS

	Male	Female
Under 15 years		
15-18 years		
19-24 years		
25-34 years		
35-44 years		
45-54 years		
55-64 years		
65 or more		
Total		

F10 PARTY COMPOSITION:
What was the composition of your personal party travelling in Ireland?
Travelling alone......................1}
Couple....................................2} GO TO F.12
Travelling with family.............3}

Other adult party.....................4} CONTINUE

F.11 Are you travelling as part of an affinity group, that is, a club or other common interest group?
Yes..1
No...2

IF YES: How many people are in your group? →

ASK ALL BRITISH, FRENCH, GERMAN AND U.S. RESIDENTS

Show Card 'P'

F.12 Please tell me the code listed on this card describes your household income. ☐☐
A......................1
B......................2
C......................3
D......................4

I certify that this interview is strictly in accordance with your instructions.
All interviews must be signed and dated to be accepted towards quota.

INTERVIEWER'S NAME:
____

DATE OF INTERVIEW: __________ TIME OF INTERVIEW: ________

LENGTH OF INTERVIEW: ____________

EDITOR'S SIGNATURE:

APPENDIX F

SEMI-STRUCTURED QUALITATIVE DEPTH INTERVIEW WITH MR. BRIAN MAHER – SENIOR RESEARCHER - BORD FAILTE (The Irish Tourist Board).

Date: November 23rd 2001
Time: 11.30 a.m. to 11.50 a.m.
In an office, face to face, (Not from behind a desk), at Bord Fáilte Headquarters, Baggot Street Bridge, Dublin 2.

CAVEAT: Unfortunately the Dictaphone machine did not work despite a successful earlier test made before setting out from home. Subsequently the interviewer has had to rely on note taking and has paraphrased the original notes and what could be recalled from memory.

I explained to Brian Maher that I would put three topical areas to him and requested that he talk freely about each. Each topic would be given about 10 to 12 minutes talk time. During this time I would probe but not prompt for information.

Full explanations of my intentions were avoided at the beginning of the interview, in order to avoid influencing later questions. More direct questioning toward the end of the final topic was possible since this author had a better idea about the subject matter of urban tourism information provision.

The first topic was as follows:
'The Role of Bord Fáilte as Tourism Information Provider for Irish Stakeholder Organisations'
Answer:
We're actually re-evaluating our role at the moment since Tourism Ireland Limited, the joint North-South body set up to market Ireland as a whole, was set up.

Well there are two important aspects to tourist information in Ireland that needs to be stated first of all. Firstly the tourist information from the Central Statistics Office is interpreted and presented by us rather than the C.S.O. doing it. Secondly we carry out our own surveys.

Our intention is to develop marketing strategy in Ireland and to develop opportunities for marketing, leading to efficient decision making for various organisations' marketing objectives.

This type of information facilitates Government in its policymaking, industry in its marketing and facilitates product development.

It also serves the purpose of providing advocacy for the tourism industry ensuring that tourism in Ireland is promoted and economic benefits from tourism are measured in terms of its economic benefit to Ireland as a whole.

You see the Government's, (Department of Tourism's), role is not to disseminate information gathered from the C.S.O. or ourselves at Bord Fáilte but rather they use our own information, which we have interpreted from C.S.O. and our own data, to evaluate their own policies.

We provide also, to industry, the sort of information that will allow benchmarking to be developed which in turn will lead to an understanding of where the best economic/financial returns can be found.

We provide the structure for identifying which market segments one might target and the means by which one might reach these segments.

We look at volume and value issues, who are the markets, regional beneficiaries and product usage but we have started to move away from economic information to market information in the last ten years or so.

In summary our stakeholder groups are Government, industry and indeed academia, since we provide a tourism data base for all to use.

One of our key roles in fact is that of supplementing the C.S.O. statistics. It is our belief that the C.S.O. surveys are not adequate. More detail is needed and we are here to fill in the gaps for marketing rather than economic purposes, which is what the C.S.O. statistics are really about.

Nowadays we are very focused on marketing and product development. There is a need to develop marketing expertise although in the last five years there has been an increase in graduates in this field. We still provide information and help for small and medium sized enterprises, (SME's), in developing their marketing. Some years back our marketing department was much more involved in providing marketing skills. Nowadays we're into marketing strategy rather than providing marketing skills to people. However so much depends on personalities in our organisation right now. Personalities matter. I'm no longer sure whether our focus is driven by personalities or by policy. Just don't know.

We're more streamed to produce marketing plans now as industry becomes more mature.

The second topic is as follows:
'The Role of the Survey in Providing Visitor Behaviour and Attitude Information for Irish Tourism Stakeholder Organisations'

Answer:
It's [the survey] the best method for categorising information on tourist trips. We here in Ireland, and in Britain for that matter are blessed, in so far as we are island nations, which mean there are limited access points. This is even more evident in Ireland than in Britain with most visitors coming through Dublin, Shannon and Cork air and seaports. Britain and Ireland has a clear advantage over countries like Germany, for example, where visitors may cross at a myriad of points from all directions.

Surveys allow us to get characteristics of travellers and details about their trips. However the survey can only go so far in providing information about travellers. They provide a good framework on which to build further research on. The survey provides the skeleton characteristics of the tourist.

However there is an increasing need now for more qualitative research. The questions featured in the *'Visitor Attitude Survey'* [Bord Fáilte] are largely qualitative but the methodology is still quantitative. There is a need now to add layers of information. Starting with numbers and values for Irish tourism the next layer provides details of trip. Characteristics of travellers provides the next layer and attitudes and opinions are added to this. However there are other requirements that one needs to delve into and so finally detailed qualitative examination of tourist behaviour and opinion completes the picture.

The C.S.O. provides what is largely the first layer, which is closely linked with information provision on the countries balance of payments. However proper comprehensive dissemination of information from their surveys is limited because of the C.S.O.'s limited remit. In fact only about 10% of their data is actually used which is a pity because it has great potential. For instance origin, access and exit route, time of year and more could be examined from the data. Expansion of the C.S.O. dissemination would facilitate us better because of the sheer size of the C.S.O. research population [size to be inserted here]. It is currently limited to trip characteristics.

Looking now in more detail at Bord Fáilte's surveys. The C.S.O. survey information provides the basic structure on which to build our own surveys, which are designed to give a broader idea of the market...a more detailed knowledge of the trip and characteristics of the tourist as I explained before.

We provide the possibility to segment the market. We can provide a large segmentation of the market such as by demographic, time of year or transport contingencies. This allows effective recognition of the target markets for respective Irish tourism industry stakeholders.

Briefly our *'Survey of Overseas Travellers'*, consists of a research population of 10,000 interviewed at all major sea and airports in Ireland of exit tourists [must have spent at least one overnight in the Republic of Ireland]. Directed at all types of tourist [leisure, business, VFR etc.] it is a standard and detailed survey and includes questions on subjects such as product usage, car hire, passive activities as well as active ones such as enjoyment of the country side and so on. Language learning is also a subject area where questions are asked. However there are more questions directed at the holiday visitor. From these we are looking for information on holiday planning, use of information and holiday satisfaction, to name a few.

All information is gathered to enable the information seeker to reach their target markets and also indicate how to reach them, through what medium for instance. The *'Survey of Overseas Travellers'* also provides regional distribution information with the focus being on economic distribution comparisons.

Our *'Visitor Attitude Survey'* on the other hand is directed solely at holidaymakers and of these they must be non-Irish born. This is because the information we are trying to get at here is people's motivations, pre-visit expectations, and experiences while in Ireland and attitudes post-visit. Irish born are likely to distort this picture if they were to be included. We run this survey from May till October, (the main tourist holiday period) and we send out 6,000 self completion questionnaires of which we achieve a 60% response rate. As mentioned before questions are qualitative in nature. For instance the respondent is asked to rate how important a list of motivators were and how important they featured in the decision making process and finally how Ireland measured up to their expectations under certain categories. Respondents are asked to rate the level of quality, price and/or value for money and customer service for various items such as accommodation, activities undertaken and car hire for example. This form of questioning is aimed at providing the industry with a benchmarking tool to develop their product and/or service. Of course demographic questions are also included.

Both surveys are meant to work in tandem. In effect they show two sides of a coin.

We, incidentally, run a survey of domestic tourists and an ongoing quantitative survey of bed and room occupancies.

The third Topic is as follows:
'The Importance of Information Availability for Urban and Micro Level Tourism in Ireland'

The availability of regional level information is very important to people on the ground. Admittedly this area has not been well catered for up to now. There is definitely a gap there. However I feel quite strongly that the national tourist C.S.O. surveys should be responsible for providing a regional and/or county breakdown since they have the largest research population database. Currently their survey is pitched at the wrong level although the framework we currently work on for a regional breakdown is probably adequate. Similarly the hotel bed and room occupancy survey we conduct should probably be extended to other forms of accommodation although some areas may be difficult to collate information on.

Dublin is fine because it's a region. Where there are insufficient numbers for certain variables such as when we might want information on Dutch visitors to Dublin, we look at an aggregate of the last three years. A three-year value in other words. But you know, data from Killarney, for instance, will be more robust than data from Roscommon. But we do get requests occasionally to provide information on individual towns and counties for volume and value and we are able to do this.

It is important to recognise that our remit though is to sell Ireland as a whole but we most certainly welcome others who may complement our own work on this. There is certainly something to be said for localised research but how do you get a methodological framework for this. You really need to have a record of how many tourists from abroad, divided by a nationality quota or whatever criteria you wish to chose for your research population, arrive and/or overnight in your local area, town, city. This is where regional breakdowns of visits in the C.S.O. data would be invaluable. However a model could be developed I'm sure.

At this point I asked some rather direct questions.

Interviewer: Clearly from looking at your 'Survey of Overseas Travellers', for instance, you could produce a great deal more information such as further contingency tables about the tourist to Ireland yet you produce quite limited facts in your 'Fact Sheets' and 'Market Fact Sheets', why is this?

Brian Maher: We find that in order to reach the widest audience and to reduce the time it takes to analyse the data and disseminate it across the globe it pays to use common denominator information. That is to say we present the sort of information that most Irish tourist stakeholders are interested in and if they wish to know more then they are welcome to come back to us. But you will find that local tourist industries will have a very narrow focus which they want to explore and therefore even regional or local data will not be enough for them prompting them perhaps to use a consultancy who will very often take our data off the shelf and add their own spin or interpretation and charge a nice sum for the privilege.

Interviewer: But do you see a gap in information provision on visitor behaviour and attitudes of tourists at a micro level, which is to say at local or urban level? For instance would you consider applying visitor behaviour and attitude questions even at a county or regional level for your 'Visitor Attitude Survey' like you do with the 'Survey of Overseas Travellers'?

Brian Maher: Well nowadays Dublin has to be seen as having a unique brand in itself. Visitor behaviour and attitudes probably will be different for the urban tourist to Dublin. Dublin has a short-break brand now and will be thought of as a fun place to be, perhaps youthful, full of friendly fun loving modern Irish people, a place where, 'the craic is ninety', to use a colloquialism [the enjoyment is at its best – (translation)]. However the rest of the country still largely retains the image, in the first instance, as a wonderful place to spend a holiday or at least more than a long weekend break and in the second instance, as a green and pleasant land, full of friendly welcoming people. Therefore since we are selling the country as a whole, our 'Visitor Attitude Survey,' that is of holidaymakers you will recall, will be pretty accurate in its representation of visitor attitudes for Ireland as a whole. That said, no doubt in the future the likes of Cork and Limerick cities will over time develop their own unique brand.

Yes a separate visitor behaviour and attitude survey is warranted in its own right because of the unique Dublin brand. However Irish industry is very demanding and expects to get from us here in Bord Fáilte, as they have every right to, information for nothing. Indeed our counterparts in say, Spain, for instance, find that their own industries aren't half as demanding as ours is and they are amazed at what we can do for our industry. As a result it will be hard to sell such information. This is largely because at local level there are so many facets to the industry and you will find that one part of the industry will want specific questions added to the part of the survey that is of particular interest to them while another part of the industry will want another particular set of questions added. The omnibus nature of such a survey in a local area may be less saleable.

Interviewer: Finally you are familiar with the F.E.C.T.O. model of an urban tourism visitor survey. In your opinion does this provide a good methodological framework for urban tourism survey research on visitor behaviour and attitudes and does it fill a gap in information provision for Dublin as a uniquely branded city?

Brian Maher: Well as I mentioned to you at the launch of the first 'Dublin Visitor Survey', my only real criticism and this is an important one, is that the population sample is very biased toward leisure tourists as a result of the interviews being conducted at various sites around the city where the leisure tourist is bound to turn up. This is despite the fact that most of the questions are directed at all tourists to Dublin and not just those on holiday. Therefore it is not going to be reflective of the true numbers of non-holiday tourists to Dublin. I would think, even if not perfect, an exit survey at Dublin's sea and airports would be more representative of the true population than is currently the case. Ideally the population should also be based on known visitors to Dublin or the Dublin region as opposed to Ireland as a whole but at present the C.S.O., which should be providing this (regional) information, is not doing so. It [the F.E.C.T.O. survey model] will fill a gap in information provision I'm sure but with a demanding public (Irish tourist industry mainly), I am not sure to what extent it may do so while it tries to be all things to all stakeholders?

APPENDIX G

SEMI-STRUCTURED DEPTH INTERVIEW WITH DR. KARL WOBER,

University of Economics and Business Administration, Vienna, Austria,

Interview time 2.40 p.m. to 3.30 p.m. 17th December, 2001. I began by asking Dr. Wőber to discuss survey information provision in general and then put more direct open-ended questions to him.

Interviewer: **Dr. Wőber, I would like you to talk freely about the following topic for a few minutes before I proceed with a more precise line of questioning.**

Topic: 'The Role of the Survey in Providing Visitor Behaviour and Attitude Information for Decision Making among European City Tourism Stakeholder Organisations'

Answer: The F.E.C.T.O., model is a demand, as apposed to supply, based survey. Like similar surveys its objective is to gather a better view of the visitors. It's the instrument to understand your clients, (comprehensively) so that you can take appropriate action. It allows one to build up a visitor profile of the market or market segment.

Q.1. In 1998 you stated:

> "City marketers face two main difficulties when comparing international city tourism data. These are, '*availability and comparability*'. Aside from the [alleged] advantages of having compatible comparable information on urban tourism across Europe, how does the F.E.C.T.O. model for a visitor behaviour and attitude survey stand out from or improve upon other urban visitor surveys?

Answer: Well the primary role of the F.E.C.T.O. survey is to provide the second of the two advantages, which is the comparability of the survey. Its primary contribution to the city marketer is precisely this ability to enable comparability from one year to the next within the cities themselves and also, and perhaps more importantly, between other European cities.

Q.2. Further you stated:

> "The advantage of this new approach is that it instantaneously improves **data quality** which is urgently needed for market analysis and modelling...." and "...[it] stimulates discussions on further issues on city tourism statistics".

What is meant here by ***data quality*** and leaving aside, again, the inter-city comparative advantages of the pan-European uses of such a survey, how, in your opinion, does this particular model for an urban tourism questionnaire succeed in improving data quality for the individual cities using it?

Answer: The quality, mentioned here, possibly should be rephrased to read, *'Quality of Information'*. The measure of quality depends on what learning opportunities are provided. Due to the homogenisation of the surveys data comparison possibilities can provide unique or at least new learning possibilities not previously available.

The questions themselves were chosen following discussion with various city representatives. City representatives learnt from each other what questions had worked successfully for them in their own city surveys in the past and each question was scrutinized and largely chosen for their comparative benefit for all participants.

So therefore *'Information Quality'* can be judged according to the number of learning possibilities that come from the data particularly when comparing the homogenised data between the various different cities.

Q.3. You also stated that:

> "More needs have to be recognized to address the growing specialization and segmentation in tourism and these markets, which exhibit different characteristics and trends need separate treatment".

What did you mean by that statement and could you elaborate?

Answer: Market segmentation has not been elaborated on very much in the research so far. General conclusions about market volumes and market shares are only possible when you have decided upon your segmentation divisions and once one has established a common database for tourism.

Q.4. If the ultimate strength of this comprehensive, omnibus, model of an urban tourism [visitor behaviour and attitude] survey is in its comparative possibilities, as a result of harmonised data sets, is its concomitant weakness, therefore, its limited ability to satisfy local information demand while it tries to be all things to all people?

Yes ☒ No ☐

And if so, does this then weaken the availability and perhaps quality of individual city tourist behaviour, [and attitude], information?

Answer: Well it is not really designed to be all things to all people; rather it is designed for European comparisons. So yes it will be weak in fulfilling local information demands in this area. So perhaps in order to fill these gaps one needs to establish a separate survey whose objective is to satisfy local demand while still using, the F.E.C.T.O. instrument for Pan European comparative purposes.

Q.5 (a) The senior researcher at Bord Fáilte [The Irish Tourist Board] has criticised the sampling technique of the first Dublin Visitor Survey using the model devised by the Research Working group of the Federation of European City Tourist Offices, (F.E.C.T.O.). Since most questions in the model are aimed at all types of tourist including business and other non-holiday makers it is Bord Fáilte's opinion that an exit survey conducted at sea and airports would be more representative of the general tourist population than capturing tourists at eight sites around the city, as is currently the case or, for that matter, any sites frequented by the leisure tourist as recommended by the F.E.C.T.O. Survey Guidelines. First of all do you agree or disagree with this statement?

Yes, I agree

No, I disagree

Q.5 (b) Why do you say that?

Answer: Once again one should remember that the objective is to establish a comparative instrument. Therefore we can't use access sites all around Europe because many tourists in Mainland Europe do not enter the country via air and/or seaports. Attractions therefore are one of the best means and since city marketers are primarily promoting to the leisure traveller or leisure participating traveller it is not incompatible for the focus of the F.E.C.T.O. instrument to be on the leisure tourists so this is not a problem for this sort of survey.

Q.6. It has been suggested that the quota breakdown for the population sample should be based on the total number of tourists to Dublin rather than the total numbers of tourists coming to Ireland which, it has been argued, is a less representative figure. What is your opinion on this?

Answer: I agree that city inflows and outflows would be a better quota to base one's sample on. However many cities lack this information. But I think you will find that the city inflow and outflow in major urban conurbations may be assumed more often than not to be a mirror of what's happening nationally so this is O.K.

Q.7. Finally can you provide an example of best practice where the use of tourism statistics have added value to the city product or have really made a difference?

Well an example from an individual city is impossible really. However the Austrian, 'Tour-Mis' web site, used by over 1000 Individuals and organisations, is a very good example of 'Decision Makers' frequently using tourism statistics. In addition, the increase in demand over the last couple of years of 200% shows just how important this sort of information is to stakeholders.

The interview ends.

APPENDIX H

MATRIX CREATED FOR COMPARATIVE ANALYSIS OF 'SURVEY OF OVERSEAS TRAVELLERS' AND F.E.C.T.O. CITY SURVEY.

Degree of need / **Tourism Sector**	**Peripheral** to organisation needs and decision-making.	**Central** to organisation needs and Helpful to decision-making.	**Critical** to business needs and extremely beneficial to decision making.
Dublin Based Ground Handlers.			
Tour Operators from Dublin's Main Markets			
Language and leisure schools in Dublin.			
Accommodation providers for Dublin.			
Dublin visitor attraction sites.			

Degree of Need **Tourism Sector**	**Peripheral** to organisation needs and decision-making.	**Central** to organisation needs and Helpful to decision-making.	**Critical** to business needs and extremely beneficial to decision making.
An access transport provider.			
Internal [Dublin] transport providers.			
Activity providers for the city of Dublin.			
An access transport provider.			