

FACTORS THAT MOTIVATE COLLEGE STUDENTS TO CHOOSE
WISCONSIN TOURIST DESTINATIONS & ATTRACTIONS

by
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A Research Paper

Submitted in Partial Fulfillment of the
Requirements for the
Master of Science Degree
With a Major in

Hospitality & Tourism Department

Approved: 3 Semester Credits

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University of Wisconsin-Stout
August 2002

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ABSTRACT

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<hr/>	FACTORS THAT MOTIVATE COLLEGE STUDENTS TO CHOOSE WISCONSIN	<hr/>
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Hospitality & Tourism	Robert Davies	08/02	50 pages
(Graduate Major)	(Research Advisor)	(Month/Year)	(No. of Pages)

<hr/>	American Psychological Association (APA) Publication Manual (Fifth Edition)	<hr/>
(Name of Style Manual Used in this Study)		

Many people travel every year. They have a lot of reasons to travel, as well as a lot of motivations to travel. This research can prove the motivation factors for travel. This research focused on younger tourists, reviewing individual motivations to select and use destinations within Wisconsin. Therefore, this study focused on what are the most important decision making factors for college students to travel in Wisconsin.

Every season many tourists visit various destinations in Wisconsin. Some places have specific attractions for tourists, and many visitors choose to visit them. However, some places are not very popular, although they have really interesting resources to attract tourists. This study

analyzed college students' preferences regarding Wisconsin tourist destinations and the attraction factors need to be understood to outreach to this consumer segment.

The survey was distributed in a random fashion to college students at UW-Stout during May 2002. The identified population included hundred male and female students. After collecting the data the results was analyzed to understand what motivates college students and their awareness of travel options in Wisconsin.

This study sought to analyze key motivational factors that lead young tourists to destinations in Wisconsin. The research provided basic findings. There are two key findings. First, young tourists were more likely to enjoy events at their destination such as music events, sports events, and local festivals. Secondly the results of the study also indicate they are more likely to enjoy outdoor activities such as camping, golfing, and fishing and use the internet to locate information regarding their interests. They also indicated that they would return to the Wisconsin places they have previously visited.

Acknowledgments:

The undertaking and completion of this study would not be possible without the help, support, and encouragement of many supporters and friends. Here I would like to express my sincere appreciation and gratitude to those who contributed to the completion of this thesis.

First, I would like to give special thanks to my thesis advisor: Professor Robert G. Davies. Professor Robert G. Davies always gave me priceless inspiration and suggestions. When I needed assistance in conducting this study, he always helped me gladly.

I would like to thank my family who supported me all the time during my stay in the United States. Especially, I would like to thank my wife. I could not finish the thesis without her encouragement. This study is a result of our effort. Thank you.

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Chapter One

Introduction

Wisconsin has four seasons each of which is really attractive. Many tourists visit the state each year. Also, Wisconsin has a rich resource base to attract tourists to enjoy outdoor activities, various cultures, and nature. Wisconsin is rapidly developing a tourism industry utilizing its many resources. To utilize these resources effectively, tourist destinations need to analyze various data, such as tourists' preferences, characteristics, and decision-making style.

Generally, when people decide to travel, many factors affect their decision as to destination. These factors include various natural resources such as lakes, forests, and waterfalls, infrastructure such as convenient transportation, and various events such as sports, music, local festivals, and so on. First of all, it is very important to analyze tourists' motivations. According to Simon Hudson, a major determinant of the tourist's behavior is motivation. An essential concept is need, and need is the key to motivate behavior and to understand human motivation (Mansfeld and Pizam, 1999). Maslow's needs hierarchy theory is one of the best motivation theories. He mentioned five needs, stages from lower level to higher level; physiological needs, safety needs, love needs, esteem needs, and self-actualization needs. The lower level needs must be satisfied before the next higher level (DeMartino and Stacey, 1965). According to Krippenorf, travel is motivated by "going away from" rather than "going toward" something, and travelers' motives and behavior are

markedly self-oriented (Mansfeld and Pizam, 1999). Tourism is the activity most frequently associated with relaxation and access to culture and nature. It should be planned and practiced as a primary means of private and congregate fulfillment (WTO, 2001). To analyze college students' preferences about tourist attractions in Wisconsin means that attraction factors and individual preferences need to be understood. This study focused on the most important motivation factors of college students for travel within the state of Wisconsin.

Statement of the Problem

Every season many tourists visit various tourist destinations in Wisconsin, some of which have special resources to attract tourists, and many tourists visit there. However, some destinations are not very popular, although they have adequate resources to attract tourists. There are some reasons they fail to attract tourists. These reasons are associated with motivations to travel in the state of Wisconsin. Therefore, this study was designed to assess the motivations of prospective visitors, especially college students, as they will become the new consumers of touristic services, and Wisconsin can then improve market strategies to reach younger market segments.

Objectives of the Study

In order to complete this study, the objectives are addressed as follows.

1. To determine the recreational activities that college students are interested in participating in while on vacation.
2. To model college students' awareness of Wisconsin tourism and its tourism products.
3. To identify the probability of college students to select Wisconsin tourism sites for future visits.

Definition of Terms

For a more accurate understanding of this research, it is necessary to understand the terminology and meaning of key words and phrases. The following terms are defined for a better understanding of the tourism industry.

Tourism – The concept of all the features used for traveling for whatever reasons and the travel industry components as a whole (Dervaes, C. 1996).

Motivation – The results of specific person-situation interactions. They contain motives influenced by a person's self-value and his perception of given situations (Mansfeld & Pizam, 1999)

Youth Group – They are between mid-teens and mid-twenties age groups in the United States. This group generally includes college students.

College Students – Their age includes youth and generation X. They fluctuate between both groups.

Generation X - They are between early-twenties and mid-thirties in age in the United States.

Chapter Two

Literature Review

Introduction

This chapter reviews tourism in Wisconsin as to tourism growth, tourism regions, and the future of tourism. This chapter covers motivation theories relating to how tourists pick their destinations. In particular, this chapter reviews the different social characteristics between the baby boom generation and generation X. Also, this chapter investigates characteristics of the young generation X, college students.

Tourism Growth in Wisconsin

Wisconsin's population has grown by more than 300,000 people (about 6.5 percent) from 1990 through 1998 while Wisconsin ranked 39th out of the 50 states in the overall rate of population growth. Wisconsin's economy, along with the national economy, has been growing over the past several years. From 1990 through 1997, Wisconsin's gross state product grew about 24 percent. Over the same period, Wisconsin's population grew only 6.1 percent. Their economy and population has been growing faster than other states (T. Mulholland, 2000). That is, Wisconsin has been developing in basic fields such as economy, population and infrastructure to lead the tourism industry.

Visits by tourists to Wisconsin have been increasing with an accompanying growth of economy, population, and infrastructure. According to Krista Elias of the State Department of Tourism, Wisconsin's 12 travel information centers, at the state borders, reported 413,000 visitors through June in 1997. That's almost a 17 percent increase from the first half of 1997, which had 354,000 visitors (A. Clark, 1998). Tourism is a colossal business in Wisconsin, with 1997 travelers estimated to have spent \$6.7 billion. At least 220,000 people were hired in tourism related jobs, which brought \$1.1 billion in state and local tax revenue, said Moose Speros, Secretary of the Department of Tourism.

Wisconsin dwellers abide in the majority of leisure vacationers, 52%, with 46% of visitors coming from other states and about 2% from other countries. Around 20% of visitors from other states come from Illinois. Minnesota visitors estimate at 8% of the market with all other states combined at 17%. International visitors accounted for 2% of the total Wisconsin travel market (Wisconsin Department of Tourism 2001-2002 Strategic Marketing Plan, WDT, 2001).

In 2000, Wisconsin travel generated \$9.97 billion, and around 70% was from leisure travel. Those here for meetings and conventions spent \$965 million and those traveling for individual business purposes spent \$2.0 billion (Wisconsin Department of Tourism 2001-2002 Strategic Marketing Plan, WDT, 2001).

Tourism in Wisconsin

Wisconsin has varied tour resources. The most frequently mentioned primary destinations are the Dells, Madison, Milwaukee, and Door County, but they only account for slightly more than one-third of all destinations (WTIC, 1998). One of the especially popular tour resources is agricultural tourism. Wisconsin farmers showed the new world of agritourism (agricultural tourism), many businessmen enjoy rural life after their business work is through. Rural businesses are generating money from urbanites' curiosity and desire to view the rural life while vacationing (L. Saunders, 1998). Also, these group tours spent lots of money in the tourist destinations in the state of Wisconsin. According to Bitzer, in 1997, group tours in Wisconsin drew \$47 million to \$50 million into the state economy (P. Waldron, 1998).

Wisconsin's heritage is made up of a diversity of natural, historical, cultural, scenic, and recreational elements. A simple definition of heritage is 'what is or may be inherited' – this can include traditions, values, historical events, industrial machinery from a bygone era, historic houses, art collections, cultural activities and natural riches such as beaches, mountains, flora and fauna. This definition encompasses a myriad of attractions and activities upon which to build a lucrative tourist industry and it is therefore not surprising that many destinations are discovering or rediscovering their 'heritage' (Drummond and Yeoman, 2001). Heritage and cultural tourism create new opportunities for tourists to gain an understanding of Wisconsin's rich history, cultural arts and traditions. The educational experience originated from historic sites and cultural events can

be matched with recreational activities, theme parks and shopping (Who's Visiting Wisconsin's Historic Sites?, WDT, 2001)

According to a recent TIA (Travel Industry Association of America) study, visiting historic sites was the third most popular activity for U.S. travelers. Similarly, a Department of Tourism study showed visiting historic sites as the fourth most popular visitor activity in the state (Wisconsin Department of Tourism 2001-2002 Strategic Marketing Plan, WDT, 2001). Likewise, cultural tourism is a significant segment of the leisure market and plays a significant role within the product offerings in Wisconsin.

There is another huge tourism industry. Deer hunters spent \$233 million in Wisconsin during the 2000-2001 hunting seasons, according to a new Department of Tourism study (Deer Hunting Seasons Generated \$233 million in Wisconsin Last Year, WDT, 2001). During the 2000 deer hunting season, an estimated 563,875 or 82% of the licensed hunters actually hunted deer. Wisconsin dwellers accounted for 94% of the licensed deer hunters. Around 31% of the deer hunters stayed in paid accommodations, that is, about 11% of them stayed in hotels or motels, 10% rented a condo or cabin and another 10% camped. Traveling hunters had an average party size of 4 people versus local hunters with 3 people. Traveling hunters spent almost 50% more per day than hunters who hunted in their local areas (\$56.85 vs. \$23.02) (Deer Hunting Seasons Generated \$233 million in Wisconsin Last Year, WDT, 2001).

Seasonality

In 1998, the Department of Tourism shared travel information with the Wisconsin Travel Information Centers (WTIC). According to this study, in the spring season, visitors on leisure trips estimated their travel group's budget at \$555 per person, business/leisure groups had budgets averaging \$489, and future trip planners estimated budgets to be around \$641. The majority of travelers were between the ages of 35-44. The overall travel group size was three people. Approximately 35% of the family leisure groups had children 17 years or younger traveling with them (WTIC, 1998).

In the summer season, visitors on leisure trips estimated their travel group's budget at \$630 per person, combination travelers had budgets averaging \$638, and future trip planners estimated budgets to be around \$700. The overall travel group size was the same in the winter, spring, and summer seasons. The number of family groups traveling with children under the age of 17 increased during the summer from 22% during the first week of June to approximately 40% during the first three weeks of August (WTIC, 1998).

In the fall season, visitors on leisure trips estimated their travel group's budget at \$478 per person, combination travelers had budgets averaging \$442, and future trip planners estimated budgets to be around \$524. The number of family groups on leisure trips traveling with children under the age of 18 decreased during the fall and 15 % of the fall leisure travelers reported children under the age of 18 in their travel party compared to

37% during the summer season. The overall travel group size (three people) was the same in the winter, spring, and summer studies. The fall season experienced a slight decrease in party size, 2.8 people per group (WTIC, 1998).

In the winter season, leisure travel group's estimated budget was \$445 per person on average. Those who described their group as both friends and family had the highest average group budget of \$625 and the friends group had an average budget of \$437. The overall travel group size was 3 people. Almost 75% of family leisure travel groups had no children 12 years and under with them on the trip. Those traveling as a combination of friends and family were somewhat more likely to have children along with, 40% indicating they had children under 13 traveling with them (WTIC, 1998). The economic impact of snowmobiling expenditures during the 2000-2001 seasons totaled almost \$249.5 million. During the 2000-2001 snowmobiling season, 222,447 Wisconsin residents and 73,963 non-residents registered snowmobiles in the state. In addition, 59,623 non-residents purchased a Wisconsin snowmobile pass. Wisconsin residents accounted for 75 percent of the snowmobilers (Snowmobilers Spent \$249.5 million in Wisconsin in 2000-2001, WDT, 2001).

Tourism Trends in Wisconsin

The majority of visitors to Wisconsin tourist destinations come from the major markets of Chicago and Northern Illinois, Minnesota, predominately from the Twin Cities,

Iowa, with a significant number from within Wisconsin. Because of the state's abundant variety of recreational opportunities, accommodations, attractions and various dining facilities, the tourism industry provides a wide spectrum for all travelers (Wisconsin Department of Tourism 2001-2002 Strategic Marketing Plan, WDT, 2001).

In 1996, the majority of visitors traveled by auto. There was a somewhat increasing frequency of slightly younger travelers using motor coaches, and 36% came to visit friends and family. About 93% of leisure travelers were strictly leisure and an additional 7% were on a combination of business and leisure - a trend worth enhancing through business/leisure promotion (Tourism Trends and Analysis: The Wisconsin Visitor, WDT, 2001).

Over 90% of visitors indicated that they would return to Wisconsin for another vacation in the next several years. The majority of the summer and fall travelers were most likely to return in the months of July through October. About 50 % of travelers planned about 1 month prior to travel - the other 50% planned within 2-9 months (Tourism Trends and Analysis: The Wisconsin Visitor, WDT, 2001).

Since 1990, new travel consumer segments have increased. Gen-Xers already play a significant role in Wisconsin travel. They have young children and will be the new growth in the family market. Another segment is the single adult and college age student who is seeking diversions for his leisure time.

Future of Tourism in Wisconsin

For example, Wisconsin has been designing tourism plans for a number of years. These plans can generate a number of benefits for each county or city in Wisconsin. The Wisconsin State Fair Park Board has set aside \$200,000 to hire a team of entertainment consultants to develop a new vision for the park, including new high-tech attractions that would help make it a year-round attraction. Any new construction will come on top of \$19.7 million in renovations that are already planned. The War Memorial Corp. is discussing an ambitious \$25 million effort to transform the War Memorial in Milwaukee into a war museum and educational facility. The Zoological Society of Milwaukee County is developing a five-year capital plan for the Milwaukee County Zoo that aims to enhance its facilities with attractive restaurants and meeting halls (D. Diliberti, 1999). Numerous variations of these ideas and plans have been floated in recent years. A recent suggestion was made by Milwaukee Common Council president John Kalwitz to create a new public authority to oversee all major sports and entertainment facilities in the city (D. Diliberti, 1999). These ideas and plans have merit and could be pursued with the help of regional tourism, recreational and cultural planning.

Furthermore, creative, unique, varied events and a well-developed transportation system can attract more tourists. First, diverse events can bring huge benefits to each county. For instance, Sauk County got a large grant from art galleries and community art events. These events were enough to attract tourists. In 1998, Sauk County generated \$559

million in tourism revenues, third highest in the state and also had the highest increase (33 percent) in tourism revenues among all Wisconsin counties (D. Schwartz, 1999).

In the future, Wisconsin tourism marketing will be targeted to those groups most likely to travel and to have the greatest economic impact. The current Primary Market is X-ers and Boomers between age 35-54 and Aging Boomers, aged 54-65 traveling without children. The secondary Market is family. These include Boomers, ages 35-54 traveling with children and Gen-Xers, ages 25-35, with children. The tertiary Market is Young Professional Gen-Xers, ages 18-34 without children (Wisconsin Department of Tourism 2001-2002 Strategic Marketing Plan, WDT, 2001).

Selection Theory and Push-Pull Factors

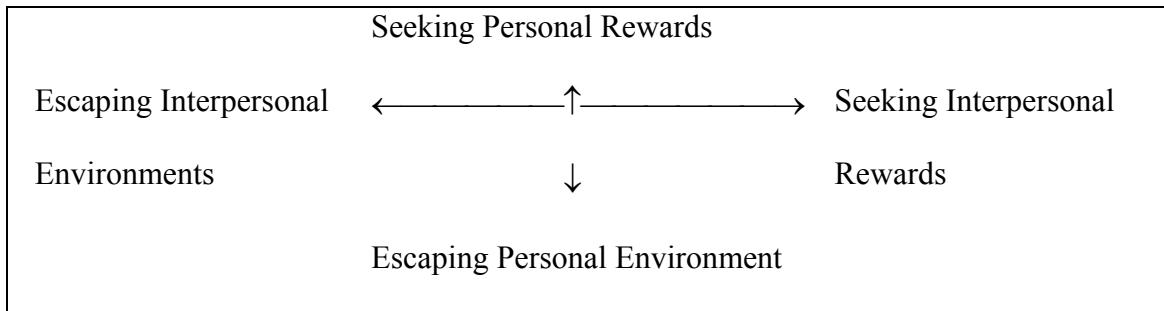
According to Max Weber, motivation relates to the core of human behavior. The study of motivation is central to any social scientific undertaking since it provides understanding, explanation and prediction (Jafari, 2000). That is, motivation is a major determinant of the tourists' behavior. Its essential concept is needs, and needs is the key to motivate behavior and to understand human motivation (Mansfeld and Pizam, 1999). To understand human motivation, one needs to discover what needs people have and how they can be processed.

The need for self-actualization is "the desire to become more and more what one is, to become everything that one is capable of becoming." People who have everything can

maximize their potential (DeMartino and Stacey, 1965). People can seek knowledge, peace, esthetic experiences, self-fulfillment, oneness with God, etc. The lower level needs must be satisfied before the next higher level (DeMartino and Stacey, 1965).

In 1987, Mannel and Iso-Ahola identified two main types of push and pull factors, personal and interpersonal. They suggest that people are motivated to travel to leave behind the personal or interpersonal problems of their environment and to obtain compensating personal or interpersonal rewards. The personal rewards are mainly self-determination, sense of competence, challenge, learning, exploration, and relaxation. The interpersonal rewards arise from social interaction (Mansfeld and Pizam, 1999)

Figure 1. The Escaping and Seeking Dimensions of Leisure Motivation



Source: Mannel and Iso-Ahola, 1987 (Mansfeld and Pizam, 1999)

According to Krippenorff, travel is motivated by “going away from” rather than “going toward” something, and travelers’ motives and behavior are markedly self-oriented (Mansfeld and Pizam, 1999). An early paradigm for understanding tourist motivation is

the push-pull model. This is based on the distinction between factors, which encourage individuals to move away from their home setting through tourism (push factors) and those attributes of a different place which attract or pull them towards it (Jafari, 2000).

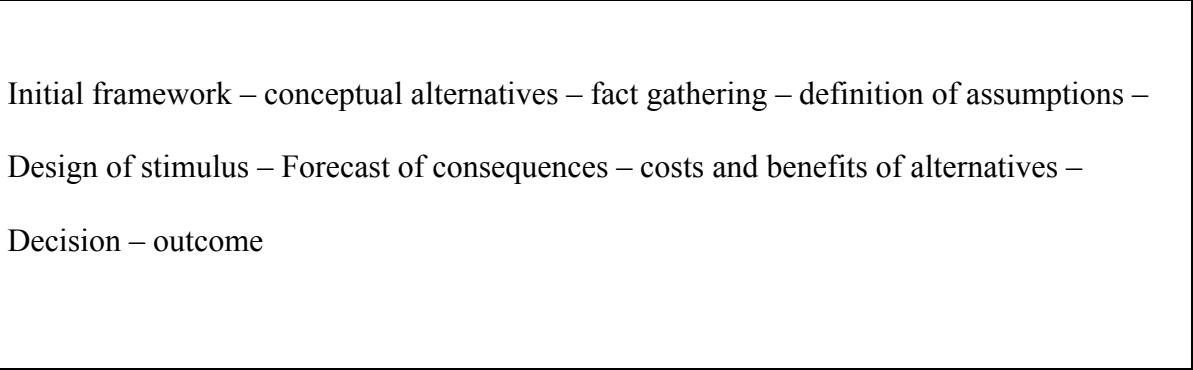
An individual push factor influences the decision to relocate temporarily to a more curative and benign environment, while feelings of nostalgia may be experienced personally and collectively in locations reminiscent of the selective good times of the past inclining people to look for alternatives to the unbearable present and dreaded future (Jafari, 2000).

On the other hand, pull factors refer to the qualities of the destination area such as climate, the warmth of the people, and theme parks or hotels. Both push and pull factors interact when people make decisions (Jafari, 2000). However, decision making to choose a specific destination may be virtually simultaneously push and pull. It follows from the above that the most effective forms of tourism promotion are those that attempt to match the pull factors of the destination with the push factors in the client

In 1993, Cooper (Horner and Swarbrooke, 1999) identified three stages in the development of the general consumer behavior theory in relation to purchase behavior. First, the early empiricist phase covered the years between 1930 and the late 1940s. It was prevailed by empirical commercial research and industry attempting to identify the effects of distribution advertising and promotion decisions. Second, the motivational research phase of the 1950s placed a greater emphasis upon in-depth interviews, focus groups themselves as perception tests and other projective techniques. There was a great deal of

activity directed at uncovering real motives for actions which were perceived to lie in the deeper recesses of the consumer's mind. Last, the formative phase from the 1960s provided the first general consumer behavior textbook, which was written by Engel, Kollat and Blackwell in 1968 and other influential books such as the theory of buyer behavior, which was written by Howard and Sheth in 1969 followed soon after.

Figure 2. The Wahab, Crompton, and Rothfield Model of Consumer Behaviour in Tourism



Initial framework – conceptual alternatives – fact gathering – definition of assumptions – Design of stimulus – Forecast of consequences – costs and benefits of alternatives – Decision – outcome

Source: Wahab, Crompton, and Rothfield, 1976 (Horner and Swarbrooke, 1999)

College Students and Generation X

College students are included in the youth group and the generation X group. Their character is not much different from young and generation X travelers. Young travelers are between mid-teens and mid-twenties (Aramberri, 1991). Although little information exists on college student travelers, they are typically looking for a novel experience, low

cost, easy access to culture, entertainment, places of historic interest, and youth-oriented tourist information (Ravon, 1991)

Some characters are very similar to Generation X, because their age barriers overlap. Generation Xers are between early-twenty and mid-thirty in the United States. They will become important segment of consumers in the coming years. They live in the present, like to experiment, and are looking for immediate results. They are selfish, and cynical, and depend a lot on their parents. They question authority and feel like they carry the burden of the previous generations (Albanese, K., Bassion, T., Brown, S., Maloney, D., O'Donnell, K., & Seacrest, C., 2002).

There are some shared characteristics. Generation X-ers and Baby Boomers have similar tastes and habits regarding Midwest travel, which means, college students have the same characteristics. The purpose of these trips was always described as relaxation. This most importantly meant a break in routine. Although the activities they had in mind were different for different people, there wasn't a big difference by age. Both the younger and older groups listed bicycling, hiking, visiting scenic and historical attractions, shopping, fishing and camping. The younger travelers may have been slightly more interested in get-wet activities such as swimming and boating (Generation X and Empty Nest/aging Baby Boomer Focus Group Study, WDT, 1999).

Youth and Generation X groups decided where to go based on a variety of sources such as word of mouth, magazines and newspaper articles, the Internet, and advertising. Most papers reported that they had not resorted to much tourism advertising on television.

Many mentioned they open to finding out about new places to go, and enjoy new places on every trip (Generation X and Empty Nest/Aging Baby Boomer Focus Group Study, WDT, 1999).

Youth and Generation X groups find accommodations on the Internet, in AAA guide books and in brochures they order from visitors information bureau. They find out about restaurants and activities from the same sources or from friends before they leave, and by asking locals or looking in brochures once they reach (Generation X and Empty Nest/Aging Baby Boomer Focus Group Study, WDT, 1999).

Although many, especially Youth and Gen X-ers, used the Internet to gather information, they were not willing to make reservations or purchases online. This was somewhat due to worry about the security of credit card information, and somewhat because they only want to talk to a real person. They believe they can have belief for the hotel and the town, they can find more recent information than available online, and they have a person to secure responsible if they have problems (Generation X and Empty Nest/Aging Baby Boomer Focus Group Study, WTD, 1999).

Youth and Generation X-ers both liked Wisconsin TV advertisements and found them attracting. They tended to like "couples". Many felt "families" had too many kids to apply to them; however, some felt they could enjoy the same things the kids were shown enjoying. Both advertisements transmitted relaxation and amusement in fantastic surroundings. They enjoyed the music. Many of them were desire to visit specific places

shown (Generation X and Empty Nest/Aging Baby Boomer Focus Group Study, WDT, 1999).

For both younger and older age groups, good food and good service were very important topics of discussion, though the idiosyncrasy of the distinction between adequate, good and delightful from people to people made these attributes difficult to categorize into expectations, wants and delights. Satisfaction increases directly with the degree of goodness of the property (Generation X and Empty Nest/Aging Baby Boomer Focus Group Study, WDT, 1999).

Differences Between age groups

Youth and Generation X groups are more likely to be single, and those singles are more likely to travel as a group; however, baby Boomers tend to travel with a romantic partner (Generation X and Empty Nest/Aging Baby Boomer Focus Group Study, WDT, 1999).

Among Youth or Generation X groups, men are more enjoyable to be involved in making travel arrangements than in the baby boomer groups. In both groups, the reservation-makers were mostly women, though the gender difference was smaller in the younger group. In both age groups, there were more men than women willing to travel without lodging reservations (Generation X and Empty Nest/Aging Baby Boomer Focus Group Study, WDT, 1999).

The younger group liked to utilize the Internet to get information about vacation destinations, although many in the older group did that too. However, both groups equally did not use to make reservations online (Generation X and Empty Nest/Aging Baby Boomer Focus Group Study, WDT, 1999).

The younger groups visit their relatives, parents and in-laws, though baby Boomers visit their kids. Gen X-ers who already had young children admitted that that changed their destinations and activities. Baby Boomers were happy to no longer need to make drives with young children and a need to chose destinations that would interest kids. Some say they now take advantage of off-season discounts because they were no longer following the school year to plan travel.

This chapter provides an overview of Wisconsin tourism the historical changes in the past ten years, foundations in Push and Pull factors regarding the tourist and how younger generations will impact tourism and selection options that might be used to enable choice individual choice.

Chapter Three

Methodology

Introduction

This Chapter will discuss the methodology utilized for this study. This chapter is a detailed presentation and discussion of the research design arranged in the following order:

1. Description of Subjects
2. Population & Sample Selection
3. Development of the instrument
4. Data Analysis
5. Limitation of Study

Description of subjects

The purpose of this study was to research the college students' motivational factors to travel in Wisconsin. It is a quantitative study using a survey to measure the factors to determine travel in Wisconsin. The format of the questionnaire was based on previous studies and its sample questionnaire was used in a similar research study. The questionnaire used in this study was two pages of questions (see Appendix) that examined demographic data and opinion of students.

Population & Sample Selection

The population of the survey consisted of all college students (N=7259) at UW-Stout May 2002. The survey was distributed to young generation X, college students at UW-Stout. The questionnaires selected were 100 male and 100 female. The questionnaires were collected by interview process in the spring of 2002. In determining the random sample; every fifth student was interviewed if they agreed to complete the survey. This process was replicated until 100 males and 100 females completed the survey. Incomplete surveys were omitted from this study. Those completing the survey took 3-4 minutes to complete the entire survey.

Development of the instrument

The questionnaire consisted of two sections. The first section, questions 1 through 4, was designed to collect the respondent's demographic data. Question 1 asked ages, question 2 is gender, question 3 is level of education, and question 4 asked zip code.

The second part, question 1 through 9, was designed to gather respondents' motivation factors. Question 1 of section 2 asked their favorite destination in Wisconsin.

Question 2 of section 2 was designed to ask the level of importance of factors to motivate travel in Wisconsin. They were 1) Expense, 2) Distance to the destination, 3) Reputation of the destination, 4) Events in the destination, 5) Recreation facilities in the destination, 6) Outdoor activities in the destination, 7) Friends' recommendations, 8) Relatives or friends living in the tourism destination.

Question 3 through 6 of section 2 was designed to relate to question 2 of section 2.

Question 3 asked a favorite event, question 4 asked expenses during the trip in Wisconsin, question 5 asked the purchasing method of travel, and question 6 asked favorite outdoor activities.

Question 7 of section 2 was designed to ask the rank of spending time during the trip in Wisconsin. These were 1) I enjoy a favorite outdoor activity, 2) I just want to relax, 3) I drink the night away, 4) I enjoy a site spot at the destination, 5) I enjoy shopping during the trip, 6) I enjoy planned events at the site, 7) I sleep the hours away.

Question 8 of section 2 asked the possibility of revisiting that destination in Wisconsin in the future. Question 9 of section 2 asked the importance of travel in the respondents' college life.

In the first section of the questionnaire, questions 1 through 4, respondents were asked to choose the appropriate answer from multiple choices.

Question 1 of the second section was designed for a short answer, questions 2 and 7 were designed to rate the motivation factors that they like on the five-point Likert scale, which is the method most commonly used by researchers to measure motivation factors. Questions 3,4,5,6, 8, and 9 were designed to choose the appropriate answer from multiple choices.

Data Analysis

The statistical tools used in this study were means, frequency counts, percentages, and standard deviations. The data of this questionnaire were analyzed by the version of SPSS 10 for Window software at the UW-Stout computer lab

The analysis of the survey results combined with the statistical applications allowed the researcher to draw basic conclusions regarding the objectives of the study.

Limitation of the Study

Limitations of the research were as follows:

1. When comparing the total number of college students ($N= 7259$) at UW-Stout and the number of respondents ($N = 200$), this was a small number to compare with the total number of college students in the United States. For this reason, the results of this study will not apply to the total college population in the United States.
2. The survey questionnaires were administered to college students at UW-Stout.
3. The survey was designed for this study and may have inherent lay out issues that may have affected the results.

Chapter Four

Results and Findings

Introduction

This chapter will present the results and discuss the findings regarding the motivation factors to visit tour destinations in Wisconsin. The results and analysis are presented for each item.

Overview of Responses

The surveys were distributed on May 2 to May 9, 2002.

Demographic Data

Table 1: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 or less	11	5.5	5.5	5.5
	19	45	22.5	22.5	28.0
	20	43	21.5	21.5	49.5
	21	34	17.0	17.0	66.5
	22	34	17.0	17.0	83.5
	23	13	6.5	6.5	90.0
	24	7	3.5	3.5	93.5
	25	2	1.0	1.0	94.5
	26	1	.5	.5	95.0
	27	2	1.0	1.0	96.0
	29	2	1.0	1.0	97.0
	31 or more	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

The researcher found that the respondents vary in age as follows: (See table 1) About 22.5 percent of the respondents were 19 years old followed by 21.5 percent of the respondents were 20 years old, and 17.0 percent of the respondents were 21 years old. Another 17.0 percent of the respondents were 22 years old, and 6.5 percent of the respondents were 23 years old. Only 5.5 percent of the respondents were 18 years old or younger.

Table 2: Level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Freshman	45	22.5	22.5	22.5
	Sophomore	49	24.5	24.5	47.0
	Junior	46	23.0	23.0	70.0
	Senior	60	30.0	30.0	100.0
	Total	200	100.0	100.0	

The researcher asked the respondents to classify their level of education (See table 2), and 22.5 percent of the respondents were freshman followed by 24.5 were sophomore and 23.0 percent of the respondents were junior. The largest group was 30.0 percent and they were seniors. The student distribution was even through all student classifications

Table 3: Zip Code (by States)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WI	150	75.0	75.0	75.0
	MN	45	22.5	22.5	97.5
	MT	2	1.0	1.0	98.5
	IN	1	.5	.5	99.0
	IL	1	.5	.5	99.5
	MO	1	.5	.5	100.0
	Total	200	100.0	100.0	

The researcher asked the respondents to classify their residences (See table 3), and 75.0 percent of the respondents lived in Wisconsin while 22.5 percent of the respondents lived in Minnesota. The sample had also 1.0 percent of the respondents living in Montana and 0.5 percent of the respondents from - Indiana, Illinois, and Missouri.

Motivation Factors

Table 4: Favorite Destinations in Wisconsin

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
	Dells	53	26.5	26.5	26.5
	Door county	16	8.0	8.0	34.5
	Eau Claire	4	2.0	2.0	36.5
	Madison	40	20.0	20.0	56.5
	Milwaukee	21	10.5	10.5	67.0
	Other	66	33.0	33.0	100.0
	Total	200	100.0	100.0	

The researcher asked the respondents to select their favorite destinations in Wisconsin (See table 4), and 26.5 percent of the respondents chose Wisconsin Dells followed by 20.0 percent for the Madison area. Another 10.5 percent of the respondents chose Milwaukee with 8.0 percent of the respondents choosing Door County and 33.0 percent reporting other places as Appleton, House on the Rock, and Oshkosh.

Table 5: Factors in Deciding to Travel in Wisconsin.

	N	Mean	Std. Deviation	Rank
Event at the Destination	200	3.95	1.01	1
Outdoor Activities	200	3.89	1.04	2
Recreation facilities	200	3.76	1.00	3
Expense	200	3.71	1.04	4
Friends' recommendation	200	3.54	.93	5
Reputation of Destination	200	3.53	1.11	6
Distance to Destination	200	3.02	1.12	7
Relatives or friends live in destination	200	2.90	1.15	8
Valid N (list wise)	200			

Question # 2 of part 2 answered factors in deciding travel in Wisconsin. Because of the importance of the factors listed in question # 2 of part 2 Likert scale was used for answering (1 = not important, 2 = of little importance, 3 = somewhat important, 4 = important, 5 = very important). Thus, this question was analyzed by using the mean to find the top motivation factor until the last factor.

From Table 5, 'Event at the Destination' was ranked first (mean 3.95). 'Outdoor Activities' was ranked second (mean 3.89). 'Recreation Facilities' was ranked third (mean 3.76). 'Expense' was ranked fourth (mean 3.76). 'Friends' recommendation' was ranked fifth (mean 3.54). 'Reputation of Destination' was ranked sixth (mean 3.53). 'Distance to Destination' was ranked seventh (mean 3.02). 'Relatives or Friends live in Destination' was ranked eighth (mean 2.90).

Table 6: Favorite Event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Music events	76	38.0	38.0	38.0
	Sports events	63	31.5	31.5	69.5
	Heritage events	17	8.5	8.5	78.0
	Local festivals	37	18.5	18.5	96.5
	Other	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

The researcher asked respondents to select their favorite event (See table 6), and 38.0 percent of the respondents chose a music event followed by 31.5 percent choosing a sports event while 18.5 percent of the respondents chose a local event. Another 8.5 percent of the respondents chose a heritage event and 3.5 percent of the respondents indicated other events such as an art event, a car event, and all kinds of outdoor events.

Table 7: Amount of Money Spent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than \$100	46	23.0	23.0	23.0
	\$100 - \$500	131	65.5	65.5	88.5
	\$500 - \$1,000	19	9.5	9.5	98.0
	\$1,000 - \$1,500	3	1.5	1.5	99.5
	\$3,000 or more	1	.5	.5	100.0
	Total	200	100.0	100.0	

The researcher asked respondents to select their expenses during their travel in Wisconsin (See table 7), and 65.5 percent of the respondents spent between \$100 and \$500 followed by 23.0 percent of the respondents spent less than \$100 and 9.5 percent of the respondents spent between \$500 and \$1,000. Only 1.5 percent of the respondents spent between \$1,000 and \$1,500 while 0.5 percent of the respondents spent \$3,000 or more.

Table 8: Purchase Trip

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	On-campus package	8	4.0	4.0	4.0
	Travel agent	20	10.0	10.0	14.0
	Directly with lodging and airlines	137	68.5	68.5	82.5
	Internet	32	16.0	16.0	98.5
	Other	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

The researcher asked the respondents to select their method of purchase for travel in Wisconsin (See table 8). 68.5 percent of the respondents dealt directly with lodging with 16.0 percent of the respondents purchasing travel packages on the Internet. Smaller responses indicate that 10.0 percent of the respondents purchased travel packages from a travel agent and another 4.0 percent of the respondents purchased an on-campus package. The smallest response of 1.5 percent of the respondents purchased a travel package in other ways such as friend's support, relatives, and "just go" destination.

Table 9: Favorite Outdoor Activity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Biking	20	10.0	10.0	10.0
	Camping	47	23.5	23.5	33.5
	Canoeing	8	4.0	4.0	37.5
	Fishing	23	11.5	11.5	49.0
	Hiking	24	12.0	12.0	61.0
	Skiing	19	9.5	9.5	70.5
	Horse back riding	8	4.0	4.0	74.5
	Golfing	27	13.5	13.5	88.0
	Hunting	9	4.5	4.5	92.5
	Other	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

The researcher asked the respondents to select their favorite outdoor activity in Wisconsin (See table 9), 23.5 percent of the respondents chose camping followed by 13.5 who selected golfing while 12.0 percent of the respondents selected hiking. Another 11.5 percent of the respondents chose fishing with 10.0 percents of the respondents chose biking, and 9.5 percent of the respondents chose skiing. While 4.5 percent of the respondents chose hunting with 4.0 percent of the respondents chose canoeing, and 4.0 percent of the respondents chose horseback riding. The remaining 7.5 percent of the respondents chose other activities such as snowmobiling, jet skiing, and swimming.

Table 10: Activities During the Trip

	N	Mean	Std. Deviation	Ranking
Enjoy Outdoor Activity	200	4.27	.79	1
Enjoy events of destination	200	3.83	.85	2
Enjoy a site spot	200	3.54	.86	3
Relaxation only	200	3.47	.87	4
Enjoy shopping	200	3.38	1.19	5
Drink the night away	200	2.88	1.30	6
Sleep the hours away	200	2.30	1.03	7
Valid N (listwise)	200			

Question # 7 of part 2 was the pattern of activities during the trip in Wisconsin.

Because of the importance of the pattern of the activities listed in question # 7 of part 2 the Likert scale was used for answering (1 = Not important, 2 = Of little importance, 3 = Somewhat important, 4 = Important, 5 = Very important). Moreover, this question was analyzed by using the mean to find the top activity until the least popular activity.

From Table 10, 'Enjoy Outdoor Activity' was ranked first (mean 4.27). 'Enjoy Events of Destination' was ranked second (mean 3.83). 'Enjoy a Site Spot' was ranked third (mean 3.54). 'Relaxation Only' was ranked fourth (mean 3.47). 'Enjoy Shopping' was ranked fifth (mean 3.38). 'Drink the Night Away' was ranked sixth (mean 2.88). 'Sleep the Hours Away' was ranked seventh (mean 2.30).

Table 11: Revisit Destination in Wisconsin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	191	95.5	95.5	95.5
	No	9	4.5	4.5	100.0
	Total	200	100.0	100.0	

The researcher asked the respondents if they plan to revisit their travel destination in Wisconsin (See table 11) and 95.5 percent of the respondents answered ‘yes’ with only 4.5 percent of the respondents indicating ‘no’.

Table 12: Importance of Travel in College Life

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not important	5	2.5	2.5	2.5
	Of little importance	33	16.5	16.5	19.0
	Somewhat important	60	30.0	30.0	49.0
	Important	58	29.0	29.0	78.0
	Very important	44	22.0	22.0	100.0
	Total	200	100.0	100.0	

Question # 9 of part 2 was the importance of travel in college life. Question # 9 of part 2 utilized the Likert scale was used for answering (1 = Not important, 2 = Of little importance, 3 = Somewhat important, 4 = Important, 5 = Very important). From Table 12, ‘Somewhat Important’ was 30.0 percent, and ‘Important’ was 29.0 percent. While ‘Very Important’ was 22.0 percent, and ‘Of Little Importance’ was 16.5 percent. Only ‘Not Important’ was calculated at 2.5 percent.

Chapter Five

Conclusions, Implications, and Recommendations

This chapter will represent the statement of the methodology, procedures, and problems in the study. This chapter will summarize the major findings, discuss the implications of this study, and suggest some final recommendations related to this study for further research.

Restatement of the problem

The purpose of this research was to assess the young generation of college students, what motivates them to travel in Wisconsin. This analysis has provided general information about future customers' expectation of tourism industries overall. The objectives were: 1. To determine the recreational activities that college students are interested in participating in while on vacation. 2. To model college students' awareness of Wisconsin tourism and its tourism products. 3. To identify the probability of college students to select Wisconsin tourism sites for future visits.

Methods and procedure

The methodology of this research was a questionnaire covering the objectives. The questionnaire was distributed to a random selection of 200 students at the University of Wisconsin-Stout. The interview survey was delivered to the respondents during May by the researcher.

Major Findings

It was found that the favorite destination in Wisconsin among college students between 19 and 23 years of age was Wisconsin Dells (26.5 %). Madison (20 %) was ranked second among them (see table 4). These two places were major tourist attractions. However, 53 % chose a different destination including Milwaukee (10. %) and Door county (8 %). It was very big portion of all other destinations in Wisconsin. There are a lot of travel destinations in Wisconsin, that is, travelers can choose from many attractions in Wisconsin.

Most student respondents considered special entertainment during their travels. It was an important motivation for travel. In this research, it was found that the most important travel motivation factor in question # 2 of part 2 using the Likert scale was used for answering (1 = Not important, 2 = Of little importance, 3 = Somewhat important, 4 = Important, 5 = Very important) was ‘Event in Destination (mean 3.95)’(See table 5). Also, the most popular event was a music event (38 %), and 31.5 percent of the respondents

chose sports events. Another 18.5 percent of the respondents chose local events (see table 6).

‘Outdoor Activities’ was ranked second (mean 3.89) (See table 5) followed by those that 23.5 percent of the respondents chose camping, and 13.5 percent of the respondents chose golfing. While 12.0 percent of the respondents chose hiking with 11.5 percent of the respondents chose fishing with 10.0 percents of the respondents chose biking, and 9.5 percent of the respondents chose skiing. Another 4.5 percent of the respondents chose hunting, and 4.0 percent of the respondents chose canoeing. Finally 4.0 percent of the respondents chose horseback riding (See table 9).

‘Recreation Facilities’ was ranked third (mean 3.76), and ‘Expense’ was ranked fourth (mean 3.76) (see table 5). Generally, travel expense was between \$100 and \$500 (65.5%) (See table 7).

This research found that college students usually organized the trip themselves with lodging (68.5 %). Only 10% of the college students purchased a travel package from a travel agent. Traditional sales routes did not appeal to college students. It was a smaller proportion than the Internet sale routes, and 16 % of the college students purchased a travel package on the Internet (See table 8).

In this research, it was found that most students spent their time in outdoor activities during the trip in Wisconsin. Outdoor activities (mean 4.27) in question # 7 of part 2 the Likert scale was used for answering (1 = Not important, 2 = Of little important, 3 = Somewhat important, 4 = Important, 5 = Very important) ranked top position (See table

10). 'Enjoy Events of Destination' was ranked second (mean 3.83). 'Enjoy a Site Spot' was ranked third (mean 3.54). And 'Relaxation Only' was ranked fourth (mean 3.47).

About 95.5 percent of the respondents answered that they would revisit their vacation spot in Wisconsin (See table 11), and 51 percent of the respondents agreed that traveling is important in their college life (See table 12).

Conclusions and Implications

This study sought to analyze major motivational factors that lead young tourists to destinations in Wisconsin. The research provided basic findings. There are two key findings. First, young tourists were more likely to enjoy events at their destination such as music events, sports events, and local festivals. Secondly, the results of the study also indicate they are more likely to enjoy outdoor activities such as camping, golfing, and fishing.

The research results also have significant implications for marketers. The researcher suggests that marketers need to provide information that will enable in choosing of destinations in Wisconsin. This information, focusing on the uniqueness of attractions, special events, and various outdoor activities, may result in a greater return on the marketing dollar, if focused correctly towards the college segment.

The student's initial motivation to learn about tourism places underscores the use of the Internet to obtain information about destinations and purchasing travel packages. This result underscores the new generation college students that have been called the network

generation. Therefore, marketers need to create, reinforce or change Internet marketing or Internet advertisement directed towards young travels to motivate them to select.

As this study has been one of the first to compare college students' motivations to various destinations in Wisconsin, both the methodology and findings could be helpful for other researchers who will probably undertake similar research in the future.

Recommendations for Further Research

The researcher focused on motivational factors to choose destinations in Wisconsin. For this reason, many related subjects were not considered as travel factors.

First, the researcher did not distinguish between package travelers and non-package travelers. They may have different choice and decision-making patterns. In further research, a comparison of package travelers and non-package travelers will be studied as to each group's travel characteristics or benefits to the tourism industry.

Second, the researcher did not ask respondents when they decided to travel and when they decided upon a specific destination. Time of decision-making is a very important factor for travel planning. It is possible that those who decided to travel much later took shorter trips to nearby destinations, thus reducing the need for advance planning. Marketing specialists may be well advised to start advertising before the summer vacation to reach the early planner.

Last, the researcher did not ask respondents about their satisfaction after traveling. Visitors' satisfaction is a very important factor for tourism benefits because visitors who

were satisfied will return and stay longer next time. It is of great benefit to the tourism industry. In future similar research, more detailed factors of visitors' satisfaction will be studied.

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Questionnaire: college students' motivation factors for choosing tourist destinations in Wisconsin

This survey is part of a research study to investigate important factors to go tour places in Wisconsin. Please mark your answers directly on this sheet. All information is confidential and anonymous.

PART I: DEMOGRAPHIC DATA

1. Your age is:

- | | | | | | | |
|----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|----------------------------------|
| <input type="radio"/> 18 or less | <input type="radio"/> 19 | <input type="radio"/> 20 | <input type="radio"/> 21 | <input type="radio"/> 22 | <input type="radio"/> 23 | <input type="radio"/> 24 |
| <input type="radio"/> 25 | <input type="radio"/> 26 | <input type="radio"/> 27 | <input type="radio"/> 28 | <input type="radio"/> 29 | <input type="radio"/> 30 | <input type="radio"/> 30 or more |

2. Your gender is: Male Female

3. Your level of education is:

- Freshman Sophomore Junior Senior

4. Please state your hometown: Zip Code _____

PART II: MOTIVATION FACTORS

1. Please write your favorite destination in Wisconsin: _____

2. How important are each of following factors to you when you decide to travel in Wisconsin. Please circle the level of importance of each of the following from 1 thru 5:

1: Not important	2: Of little important	3: Somewhat important	4: Important	5: Very important
1) Expense			1	2
2) Distance to destination			1	2
3) Reputation of the destination			1	2
4) Events at the destination			1	2
5) Recreation facilities at the destination			1	2
6) Outdoor activities at the destination			1	2
7) Friends' recommendations			1	2
8) Relatives or friends living in tourism destination			1	2
			3	4
			3	4
			4	5
			4	5
			4	5
			4	5
			4	5
			4	5

3. What kind of events do you like?

- Music events Sports events Heritage events Local Festivals Other _____

4. How much do you usually spend during travel in Wisconsin?

- | | | | |
|--|---------------------------------------|--|---|
| <input type="radio"/> Less than \$100 | <input type="radio"/> \$100 - \$500 | <input type="radio"/> \$500 - \$1,000 | <input type="radio"/> \$1,000 - \$1,500 |
| <input type="radio"/> \$1500 - \$2,000 | <input type="radio"/> \$2,000 - 2,500 | <input type="radio"/> \$2,,500 - \$3,000 | <input type="radio"/> \$3,000 or more |

5. How do you usually purchase your trip?

- | | | |
|--|---|--|
| <input type="radio"/> On-Campus discount package | <input type="radio"/> Travel agent – package trip offer | <input type="radio"/> Directly with airlines and lodging |
| <input type="radio"/> Travel package on the internet | <input type="radio"/> Other _____ | |

6. Please mark your favorite outdoor activity in Wisconsin.

- | | | | |
|-------------------------------|-------------------------------|-----------------------------------|-------------------------------|
| <input type="radio"/> Biking | <input type="radio"/> Camping | <input type="radio"/> Canoeing | <input type="radio"/> Fishing |
| <input type="radio"/> Hiking | <input type="radio"/> Skiing | <input type="radio"/> Horse Back | <input type="radio"/> Golfing |
| | | Riding | |
| <input type="radio"/> Hunting | | <input type="radio"/> Other _____ | |

7. Please rate the following statements about your spending time during the trip in Wisconsin. Circle the number that most closely corresponds to the level of agreement for each statement.

1: Strongly disagree	2: Disagree	3: Neutral	4: Agree	5: Strongly agree	
1) I enjoy outdoor activity			1	2	3
2) I only want to relax			1	2	3
3) I drink the night away			1	2	3
4) I enjoy a site spot in destination			1	2	3
5) I enjoy shopping during the trip			1	2	3
6) I enjoy events at my destination			1	2	3
7) I sleep the hours away			1	2	3

8. Will you revisit the destination you visited in Wisconsin if you have another chance to travel in Wisconsin?

- Yes No

9. How important is travel in your college life?

- Not important Of little importance Some what important Important Very important

Thank you for your participation

I understand that by returning the/this questionnaire, I am giving my informed consent as a participating volunteer in this study. I understand the basic nature of the study and agree that any potential risks are exceedingly small. I also understand the potential benefits that might be realized from the successful completions of this study. I am aware that the information is being sought in a specific manner so that no identifiers are needed and so that confidentiality is guaranteed. I realize that I have the right to refuse to participate and that my right to withdraw from participation at any time during the study will be respected with no coercion or prejudice.

NOTE: Questions or concerns about the research study should be addressed to the researcher, JoonChael Lee, phone (715)-232-0762 or the research advisor, Robert G. Davies, phone(715)-232-1480. Questions about the rights of research subjects can be addressed to Susan Foxwell, Human Protections Administrator, WE-Stout Institutional Review Board for the Protection of Human Subjects in Research, 11 HH, UW-Stout, Menomonie, WI, 54751, USA, phone(715)232-2477