

## **CHAPTER ONE- -INTRODUCTION**

The introduction of this dissertation details the purpose of the study, the research problem, offers a justification for the study, and defines the research objectives. Five specific hypotheses as well as one hundred and twenty-three sub-hypotheses are presented. The definition of key terms and limitations of the study are listed and finally the significance of the study is explained.

### **PURPOSE OF THE STUDY**

The main purpose of this study is to examine whether or not differences exist between black and white travelers with respect to travel behavior. The study examines the differences (if any) of preferred activities participated in during leisure travel, types of trips selected, and length of stay in explaining the differences between black and white travelers. The purpose of this study is also to examine whether the differences in travel behavior between black and white travelers can be attributed to the social conditions of marginality (lower income status, lower educational level, lower occupational status, and segregated residence).

### **THE PROBLEM**

The purpose of this study is to examine whether or not differences exist between black and white travelers with respect to selected travel behavior variables. The study examines the differences (if any) of preferred activities participated in during leisure travel, types of trips selected, and the length of stay, between black and white travelers.

While numerous books and research projects have investigated the importance of marginality, most practitioners and academicians have not been successful in identifying in depth how each of the social conditions of marginality (lower income status, lower educational level, lower occupational status, and segregated residence) influence travel behavior. Additionally, two primary sub-problems will be addressed. First, are there significant differences in the travel behavior of Black and White Americans, and second, (if differences exist), can these differences be explained due to marginality?

To date, research efforts have focused primarily on differences in Black American and White American participation patterns in recreational activities and have not empirically identified general travel behavior differences during leisure travel. The factors that influence this behavior must be more effectively identified. Tourist travel behaviors are very complex and diverse and may rely upon individual personalities and may be personalized on a cultural/ethnic basis.

## JUSTIFICATION OF THE STUDY

The travel and tourism market is extremely competitive and the funds to market programs are limited. As stated by Ahmed and Krohn (1994), agencies must look for additional types of competitive marketing strategies as the amount of funds decrease. This leads to having to develop more effective ways of evaluating and analyzing existing market segments. The need for market segmentation and its benefits for planning a consumer-oriented marketing strategy have been well documented (Engel, Fiorillo, and Cayley, 1972; Frank, Massy, and Wind, 1972). By developing strategies, agencies and planners can more effectively identify markets and develop plans to reach those markets. Hence, the need to understand the travel behavior of travelers in order to market correctly and efficiently. Although Black Americans are among one of the fastest growing travel and tourism market segments, the present knowledge of comparing travel behavior of black and white American consumers is speculative and sparse in tourism.(Goodrich, 1992).

African Americans represent a group of consumers with discretionary income that is now being used more than ever before for travel, and account for a vast amount of travel within the United States. With blacks representing an increasingly larger portion of the travel market, a competitive strategy would be to identify factors influencing the behavior of black American travelers by examining the variables length of stay, activities participated in during leisure travel, and types of trips selected.

Not only are there economic benefits from tourism, there are also cultural benefits. Tourism is considered to be an important form of interaction between cultures and natives and has the potential to improve intercultural relationships (Fisher and Price, 1991). Leisure and recreational activities are a basic part of social life (McMillen, 1984; Hutchinson and Fidel, 1985), these experiences received by participating in tourism activities by different segments of the market may be vastly different due to cultural, historical/heritage, economical and physical influences. Although in general terms travelers may have similarities in spite of their ethnic heritage, the social and cultural differences between ethnic and racial groups produce distinctive patterns of recreational behavior, and may also be a result of a combination of distinctive ethnic subcultures, and social class (Hutchinson, 1987). Culture, sense of heritage, uniqueness and expression, all influence the participation travel behavior of different ethnic groups in travel and tourism. If tourism and travel planning agencies are able to identify and market toward these activities that influence participation and behavior, then those agencies may be able to develop an advantage in generating tourism of certain market segments.

The study of variations in travel behavior across cultural and ethnic lines is sparse and limited. Research by Wright and Haynes (1958), Hyman and Wright (1971), London (1975),

Edwards and Klemmack (1978), Washburne (1978), Edwards (1981), Floyd (1991) and Zmud and Arce (1992) documented differences of leisure and recreation activities of black groups and how these preferences of blacks may have developed and been maintained. They have also documented how cultural identity influences travel behavior and reported results of their studies of ethnic differentiation which resulted in two conceptual approaches: (1) marginality and (2) ethnicity. These conceptual approaches represent different responses to issues of equality in opportunities for recreation and travel.

The first concept, known as the marginality thesis suggests that low participation of blacks in activities may be due to discrimination and their limited economic-social resources (Washburne, 1978; Hutchinson, 1988). The underlying implication of this thesis is that if blacks and whites had equal access to the same recreational activities and travel opportunities, their participation pattern(s) would be similar. Gordon (1964) described this thesis as ethnic assimilation. Ethnic assimilation states that the participation rates of Black Americans may be due to the lack of structural assimilation. Structural assimilation is defined as the interaction rate or the degree of interaction of the minority group with the majority group in various settings such as work (occupation and income), school (education) and community (residence). In other words how much do Black Americans interact with White Americans in the work, school and community environment. The marginality thesis can be addressed by removing barriers to increase access and raising social opportunities through higher income, better jobs, higher education, and more integrated neighborhoods (Washburne, 1978; Hutchinson, 1988).

The second concept, ethnicity thesis suggests that the differences between Black and White Americans in recreation participation may be due to the differences in their value systems, social organization and norms. It also suggests that Black Americans have a distinct and identifiable subculture while at the same time interacting with White Americans. Gordon (1964) agrees that recreation participation behaviors of ethnic minorities differs from that of the majority group because of cultural norms and values, however, he further states that if minority groups exhibit low cultural assimilation, their dependence on the majority culture may influence their recreation participation patterns rather than their own culture. Even distribution of economic resources to reflect the different ethnic preferences may be seen as a solution to the ethnicity thesis (Washburne, 1978; Edwards, 1981).

For the purpose of this study the marginality thesis will be examined.

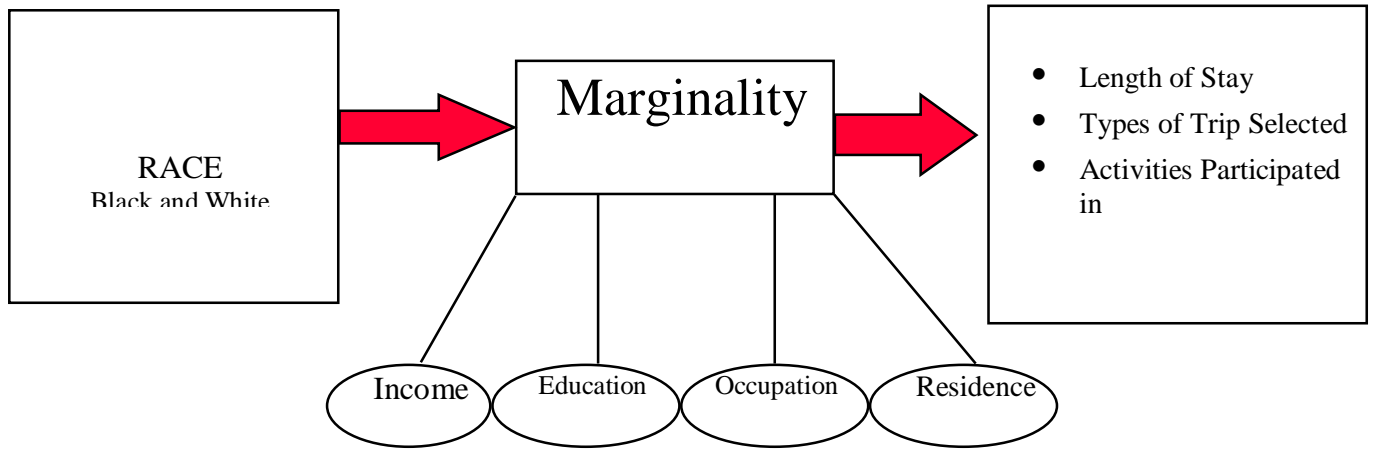
## **RESEARCH OBJECTIVES**

To examine whether or not differences exist between black and white travelers with respect to selected travel behavior variables.

1. To examine the role (if any) of activities participated in during leisure travel, types of trips selected, and length of stay on leisure travel behavior.
2. To evaluate the extent to which the social conditions of marginality (lower socio-economic status) may be a predictor of black and white Americans travel behavior.

For this study a conceptual model of the variables involved was developed. An effort to understand the relationship between race, marginality and travel behavior formed the basis for the development of this model. The model depicted in Figure 1.1 includes the variables race, predictors of marginality and selected travel variables. See figure 1.1.

## CONCEPTUAL MODEL OF THE STUDY



**FIGURE 1.1**

In this study:

- The SES variables (a)income, (b)education, (c)occupation and (d)residence will be used to explore the role of marginality (if any) in the behavior of blacks and whites.
- Marginality predictors will be the mediating variables used to explain how race impacts or influences travel behavior, i.e. types of trips selected, length of stay, and activities participated in during leisure travel.

**H1**=Marginality Predictors and Length of Stay

**H2**=Marginality Predictors and Type of Trip Selected

**H3**=Marginality Predictors and Activities Participated in During Leisure Travel

**H4**=Race and General Travel Behavior

The model suggests five interrelationships among all the variables. (1) Predictors of marginality and length of stay, (2) Predictors of marginality and type of trip selected, (3) Predictors of marginality and activities participated in during leisure travel, (4)

Predictors of marginality and race and (5) Race and activities participated in during leisure travel.

## **RESEARCH HYPOTHESES**

### **1. Marginality Predictors and Length of Stay**

- H 1.** Length of stay during leisure travel is a function of marginality.
- H1.1a.** Length of stay during leisure travel is a function of income in that the lower the income, the shorter the length of stay.
- H1.1b.** Length of stay during leisure travel is a function of education in that those with lower education will stay a shorter period of time than those with higher education.
- H1.1c.** Length of stay during leisure travel is a function of occupation in that those with blue collar occupations will have shorter length of stay than those having white collar occupations.
- H1.1 d.** Length of stay during leisure travel is a function of residence in that those who reside in an all black neighborhood will have shorter length of stay than those who reside in an all white neighborhood.

### **2. Marginality Predictors and Type of Trip Selected**

- H2** Selecting trips is a function of marginality.

#### **Income**

- H2.1a.** Selecting city trips as a pleasure trip is a function of income in that the lower the income the lower the rate of selecting city trips.
- H2.2 a** Selecting touring vacations as a pleasure trip is a function of income in that the lower the income the higher the rate of selecting touring vacations.
- H2.3a.** Selecting cruises as a pleasure trip is a function of income in that the lower the income, the lower the rate of selecting cruises
- H2.4a.** Selecting resort vacations, as a pleasure trip is a function of income in that the lower the income the lower the rate of selecting resort vacations.
- H2.5a** Selecting theme parks as a pleasure trip is a function of income in that the lower the income the higher the rate of selecting theme parks.
- H2.6a.** Selecting outdoor vacations as a pleasure trip is a function of Income in that the lower the income the lower the rate of selecting outdoor vacations.
- H2.7a.** Selecting eco-tourism as a pleasure trip is a function of income in that the lower the income the lower the rate of selecting eco-tourism.

**H2.8a**      Selecting visiting friends and relatives as a pleasure trip as a function of income is that the lower the income the higher the rate of selecting visiting friends and relatives.

### **Education**

**H2.1b**      Selecting city trips as a pleasure trip is a function of education in that those with lower education will select city trips at a lower rate than those with higher education

**H2.2b.**      Selecting touring vacations as a pleasure trip is a function of education in that those with lower education will select touring vacations at a higher rate than those with higher education.

**H2.3b.**      Selecting cruises as a pleasure trip is a function of education in that those with lower education will select cruises at a lower rate than those with higher education.

**H2.4b.**      Selecting resort vacations, as a pleasure trip is a function of education in that those with lower education will select resort vacations at a lower rate than those with higher education.

**H2.5b.**      Selecting theme parks as a pleasure trip is a function of education in that those with lower education will select theme parks at a higher rate than those with higher education.

**H2.6b.**      Selecting outdoor vacations as a pleasure trip is a function of education in that those who have lower education will select outdoor vacations at a lower rate than those with higher education.

**H2.7b**      Selecting eco-tourism as a pleasure trip is a function of education in that those with lower education will select eco-tourism at a lower rate than those with higher education.

**H2.8b.**      Selecting visiting friends and relatives as a pleasure trip is a function of education is that those who have lower education will select visiting friends and relatives at a higher rate than those who have higher education.

### **Occupation**

**H2.1c.**      Selecting city trips as a pleasure trip is a function of occupation in that those who have Blue Collar occupations will select city trips at a lower rate than those having white collar occupations.

- H2.2c.** Selecting touring vacations as a pleasure trip is a function of occupation in that those who have Blue Collar occupations will select touring vacations at a higher rate than those having white collar occupations.
- H2.3c.** Selecting cruises as a pleasure trip is a function of occupation in that those who have Blue Collar occupations will select cruises at a lower rate than those with white collar occupations.
- H2.4c.** Selecting resort vacations as a pleasure trip is a function of occupation in that those who have Blue Collar occupations will select resort vacations at a lower rate than those white collar occupations
- H2.5c.** Selecting theme parks as a pleasure trip is a function of occupation in that those with Blue Collar occupations will select theme parks at a higher rate than those with white collar occupations.
- H2.6c.** Selecting outdoor vacations as a pleasure trip is a function of occupation in that those who have blue collar occupations will select outdoor vacations at a lower rate than those who have white collar occupations.
- H2.7c.** Selecting eco-tourism as a pleasure trip is a function of occupation in that those who have blue collar occupations will select eco-tourism at a lower rate than those with white collar occupations.
- H2.8c.** Selecting visiting friends and relatives as a pleasure trip is a function of occupation in that those who had blue collar occupations will select visiting friends and relatives at a higher rate than those with white collar occupations.

#### **Residence**

- H2.1d.** Selecting city trips as a pleasure trip is a function of residence in that those who reside in an mostly all black neighborhood will select city trips at a lower rate than those who reside in an mostly all white neighborhood.
- H2.2d.** Selecting touring vacations as a pleasure trip is a function of residence in than those who reside in an mostly all black neighborhood will select touring vacations at a higher rate than those who reside in a mostly all white neighborhood.
- H2.3d.** Selecting cruises as a pleasure trips is a function of residence in that those who reside in a mostly all black neighborhood will select cruises at a lower rate than those who reside in a mostly all white neighborhood.
- H2.4d.** Selecting resort vacations as a pleasure trip is a function of residence in that those who reside in an all black neighborhood will select resort vacations at a lower rate than those who reside in an all white neighborhood.



- H2.5d.** Selecting theme parks as a pleasure trip is a function of residence in that those who reside in a mostly all black neighborhood will select theme parks at a higher rate than those who reside in a mostly all white neighborhood.
- H2.6d.** Selecting outdoor vacations as a pleasure trip is a function of residence in that those who reside in a mostly all black neighborhood will select outdoor vacations at a lower rate than those who reside in a mostly all white neighborhood.
- H2.7d.** Selecting eco-tourism as a pleasure trip is a function of residence in that those who reside in an all black neighborhood will select eco-tourism at a lower rate than those who reside in an all white neighborhood.
- H2.8d.** Selecting visiting friends and relatives as a pleasure trip is a function of residence is that those who reside in a mostly all black neighborhood will select visiting friends and relatives at a higher rate than those who reside in a mostly all white neighborhood.

### **3. Marginality Predictors and Activities Participated In**

- H 3** Travelers will participate in different activities during leisure travel as a function of predictors of marginality.
- H3a.** Income and Activities Participated In During Leisure Travel
- H3.1a.** Participation in immobile activities such as resting, loafing and media usage, is a function of income in that the lower the income the higher the rate of participation in immobile activities during leisure travel
- H3.2a** Participation in sporting activities such as bowling, baseball, basketball, and soccer is a function of income in that the lower the income the lower the rate of participation in sporting activities during leisure travel.
- H3.3a.** Participation in exercise-health activities is a function of income in that the lower the income the lower the rate of participation in exercise-health activities during leisure travel.
- H3.4a** Participation in popular art, such as woodworking, remodeling, sewing, gardening, and cooking, is a function of income in that the lower the income the higher the rate of participation in popular art during leisure travel.
- H3.5a** Participation in association-sociability activities such as dances, parties, visiting friends and relatives, church activities, club activities and voluntary organizations is a function of income in that the lower the income the higher the rate of participation in association-sociability activities during leisure travel.

- H3.6 a.** Participation in outdoor-individual activities is a function of income in that the lower the income the lower the rate of participation in outdoor-individual activities during leisure travel.
- H3.7a.** Participation in hunting and fishing is a function of income in that the lower the income the higher the rate of participation in hunting and fishing during leisure travel.
- H3.8a.** Participation in games is a function of income is that the lower the income the higher the rate of participation in games during leisure travel.
- H3.9a.** Participation in fine art, such as dance, ballet, and painting, is a function of income in that the lower the income the lower the rate of participation in fine art during leisure travel.
- H3.10 a.** Participation in camping and hiking is a function of income in that the lower the income the lower the rate of participation in camping and hiking during leisure travel.
- H3.11a** Participation in mobile activities such as motorcycling, traveling, and sightseeing, is a function of income in that the lower the income the lower the rate of participation in mobile activities during leisure travel.
- H3.12a.** Participation in golf is a function of income in that the lower the income the lower the rate of participation in golf during leisure travel.
- H3.13a.** Participation in risk-skill activities, such as snow skiing, rock climbing, sky diving, etc., is a function of income in that the lower the income the lower the rate of participation in risk-skill activities during leisure travel.
- H3.14a** Participation in boating-skiing is a function of income in that the lower the income the lower the rate of participation in boating-skiing activities during leisure travel.

**H3b. Education and Activities Participated In During Leisure Travel**

- H3.1b.** Participation in immobile activities such as resting, loafing and media usage is a function of education in that those who have lower education will participate in immobile activities at a higher rate than those who have higher education during leisure travel.
- H3.2 b.** Participation in sporting activities such as bowling, baseball, basketball, and soccer is a function of education in that those who have lower education will participate in sporting activities at a lower rate than those who have higher education during leisure travel.

- H3.3b.** Participation in exercise-health activities is a function of education in that those who have lower education will participate in exercise-health activities at a lower rate than those who have higher education during leisure travel.
- H3.4b.** Participation in popular art, such as woodworking, remodeling, sewing, gardening, and cooking, is a function of education in that those who have lower education will participate in popular art at a higher rate than those who have higher education during leisure travel.
- H3.5b.** Participation in association-sociability activities such as dances, parties, visiting friends and relatives, church activities, club activities and voluntary organizations is a function of education in that those who have lower education will participate in association-sociability activities at a higher rate than those who have higher education during leisure travel.
- H3.6 b.** Participation in outdoor-individual activities is a function of education in that those who have lower education will participate in outdoor-individual activities at a lower rate than those who have higher education during leisure travel.
- H3.7b.** Participation in hunting and fishing is a function of education in that those with lower education will participate in hunting and fishing at a higher rate than those with higher education during leisure travel.
- 3H.8 b.** Participation in games is a function of education in that those with lower education will participate in games at a higher rate than those with higher education during leisure travel.
- H3.9b.** Participation in fine art, such as dance, ballet, and painting, is a function of education in that those who have lower education will participate in fine art activities at a lower rate than those who have higher education during leisure travel.
- H3.10b** Participation in camping and hiking is a function of education in that those who have lower education will participate in camping and hiking at a lower rate than those who have higher education during leisure travel.
- H3.11 b.** Participation in mobile activities such as motorcycling, traveling, and sightseeing, is a function of education in that those who have lower education will participate in mobile activities at a lower rate than those with higher education during leisure travel.
- H3.12b.** Participation in golf is a function of education in that those who have lower education will participate in golf at a lower rate than those who have higher education during leisure travel.

**H3.13b** Participation in risk-skill activities, such as snow skiing, rock climbing, sky diving, etc., is a function of education in that those who have lower education will participate in risk-skill activities at a lower rate than those with higher education during leisure travel.

**H3.14b** Participation in boating-water skiing is a function of education in that those who have lower education will participate in boating-water skiing activities at a lower rate than those with higher education during leisure travel.

**H3c. Occupation and Activities Participated In During Leisure Travel**

**H3.1 c.** Participation in immobile activities such as resting, loafing and media usage is a function of occupation in that those who have blue collar occupations will participate in immobile activities at a higher rate than those who have white collar occupations during leisure travel.

**H3.2c** Participation in sporting activities such as bowling, baseball, basketball, and soccer is a function of occupation in that those who have blue collar occupations will participate in sporting activities at a lower rate than those who have white collar occupations during leisure travel.

**H3.3c.** Participation in exercise health activities is a function of occupation in that those who have blue collar occupations will participate in exercise-health activities at a lower rate than those having white collar occupations during leisure travel.

**H 3.4c.** Participation in popular art, such as woodworking, remodeling, sewing, gardening, and cooking, is a function of occupation in that those who have blue collar occupations will participate in popular art at a higher rate than those who have white collar occupations during leisure travel.

**H3.5 c.** Participation in association-sociability activities such as dances parties, visiting friends and relatives, church activities, club activities and voluntary organizations is a function of occupation in that those who have blue collar occupations will participate in association-sociability activities at a higher rate than those who have white collar occupations during leisure travel.

**H3.6c.** Participation in outdoor-individual activities is a function of occupation in that those who have a blue collar occupations will participate in outdoor-individual activities at a lower rate than those who have white collar occupations during leisure travel.

**H3.7c.** Participation in hunting and fishing is a function of occupation in that those who have blue collar occupations will participate in hunting and fishing at a higher rate than those who have white collar occupations during leisure travel.

- H3.8c.** Participation in games is a function of occupation in that those who have blue collar occupations will participate in games at a higher rate than those who have white collar occupations during leisure travel.
- H3.9c.** Participation in fine art, such as dance, ballet, and painting, is a function of occupation in that those who have blue collar occupations will participate in fine art at a lower rate than those who have white collar occupations during leisure travel.
- H3.10c** Participation in camping and hiking is a function of occupation is that those who have blue collar occupations will participate in camping and hiking at a lower rate than those who have white collar occupations during leisure travel.
- H3.11 c.** Participation in mobile activities such as motorcycling, traveling, and sightseeing, is a function of occupation in that those who have blue collar occupations will participate in mobile activities at a lower rate than those who have white collar occupations during leisure travel.
- H3.12.c** Participation in golf is a function of occupation in that those who have blue collar occupations will participate in golf at a lower rate than those who have white collar occupations during travel.
- H3.13c.** Participation in risk-skill activities, such as snow skiing, rock climbing, sky diving, etc., is a function of occupation in that those who have blue collar occupations will participate in risk-skill activities at a lower rate than those who have white collar occupations during leisure travel.
- H3.14c.** Participation in boating-skiing is a function of occupation in that those who have blue collar occupations will participate in boating-skiing activities at a lower rate than those who have white collar occupations during leisure travel.

**H3d. Residence and Activities Participated in During Leisure Travel**

- H3.1d** Participation in immobile activities such as resting, loafing and media usage is a function of residence in that those who reside in a mostly all black neighborhood will participate in immobile activities at a higher rate than those who reside in a mostly all white neighborhood during leisure travel.
- H 3.2d** Participation in sporting activities such as bowling, baseball, basketball, and soccer is a function of residence in that those who reside in a mostly all black neighborhood will participate in sporting activities at a lower rate than those who reside in a mostly all white neighborhood during leisure travel.
- H 3.3d** Participation in exercise health activities is a function of residence in that those who reside in an all black neighborhood will participate in exercise-

health activities at a lower rate than those who reside in an all white neighborhood during leisure travel.

- H 3.4d** Participation in popular art, such as woodworking, remodeling, sewing, gardening, and cooking, is a function of residence in that those who reside in an all black neighborhood will participate in popular art at a higher rate than those who reside in an all white neighborhood during leisure travel.
- H 3.5d** Participation in association-sociability activities such as dances, parties, visiting friends and relatives, church activities, club activities and voluntary organizations is a function of residence in that those who reside in an all black neighborhood will participate in association-sociability activities at a higher rate than those who reside in all white neighborhood during leisure travel.
- H 3.6d** Participation in outdoor-individual activities is a function of residence in that those who reside in an all black neighborhood participate in outdoor-individual activities at a lower rate than those who reside in an all white neighborhood during leisure travel.
- H 3.7d** Participation in hunting and fishing is a function of residence in that those who reside in an all black neighborhood participate in hunting and fishing at a higher rate than those who reside in an all white neighborhood during leisure travel.
- H 3.8d** Participation in games as a function of residence in that those who reside in an all black neighborhood participate in games at a higher rate than those who reside in an all white neighborhood during leisure travel.
- H 3.9d** Participation in fine art, such as dance, ballet, and painting, is a function of residence in that those who reside in an all black neighborhood will participate in fine art activities at a lower rate than those who reside in an all white neighborhood during leisure travel.
- H3.10d** Participation in camping and hiking is a function of residence in that those who reside in a mostly all black neighborhood will participate in camping and hiking at a lower rate than those who live in a mostly all white neighborhood during leisure travel.
- H 3.11d** Participation in mobile activities such as motorcycling, traveling, and sightseeing, is a function of residence in that those who reside in an all black neighborhood will participate in mobile activities at a lower rate than those who reside in an all white neighborhood during leisure travel.

- H3.12d** Participation in golf is a function of residence in that those who reside in an all black neighborhood will participate in golf at a lower rate than those who reside in an all white neighborhood during leisure travel.
- H3.13d** Participation in risk-skill activities, such as snow skiing, rock climbing, sky diving, etc., is a function of residence in that those who reside in an all black neighborhood will participate in risk-skill activities at a lower rate than those who reside in an all white neighborhood during leisure travel.
- H3.14d** Participation in boating-skiing is a function of residence in that those who reside in an all black neighborhood will participate in boating-skiing activities at a lower rate than those who reside in an all white neighborhood during leisure travel.

**H 4. Black Travelers Will Differ in Their Travel Behavior from White Travelers.**

- H 4-1** Black travelers are expected to have different length of stay during leisure travel than white travelers.
- H4-2** Black travelers are expected to select different types of trips for leisure travel than white travelers.
- H4.2-1** Selecting city trips as a pleasure trip is a function of race in that white travelers are likely to select city trip vacations more than black travelers.
- H4.2-2** Selecting touring vacations as a pleasure trip is a function of race in that black travelers are likely to select touring vacations more than white travelers.
- H4.2-3** Selecting cruises as a pleasure trip is a function of race in that white travelers are likely to select cruise vacations more than black travelers.
- H4.2-4** Selecting resort vacations as a pleasure trip is a function of race in that white travelers are likely to select resort vacations more than black travelers.
- H4.2-5** Selecting theme parks as a pleasure trip is a function of race in that black travelers are likely to select theme park vacations more than white travelers.
- H4.2-6** Selecting outdoor vacations as a pleasure trip is a function of race in that white travelers are likely to select outdoor vacations more than black travelers.
- H4.2-7** Selecting eco-tourism as a pleasure trip is a function of race in that white travelers are likely to select eco-tourism vacations more than black travelers.
- H4.2-8** Selecting visiting friends and relatives as a pleasure trip is a function of race in that black travelers are likely to select visiting friends and relative vacations more than white travelers.
- H4.3** Black travelers are expected to participate in different activities during leisure travel than white travelers.

- H4.3-1** Participation in immobile activities such as resting, loafing and media usage is a function of race in that black travelers are likely to participate in these types of activities during leisure travel more than white travelers.
- H4.3-2** Participation in sporting activities such as bowling, basketball, and soccer is a function of race in that white travelers are likely to participate in these types of activities during leisure travel more than black travelers.
- H4.3-3** Participation in exercise-health activities is a function of race in that white travelers are likely to participate in these types of activities during leisure travel more than black travelers.
- H4.3-4** Participation in popular art such as woodworking, remodeling, sewing, gardening, and cooking, is a function of race in that black travelers are likely to participate in these types of activities during leisure travel more than white travelers.
- H4.3-5** Participation in association-sociability activities such as dances, parties, visiting friends and relatives, church activities, club activities, and voluntary organizations is a function of race in that black travelers are likely to participate in these types of activities during leisure travel more than white travelers.
- H4.3-6** Participation in outdoor-individual activities is a function of race in that white travelers are likely to participate in these types of activities during leisure travel more than black travelers.
- H4.3-7** Participation in hunting and fishing is a function of race in that black travelers are likely to participate in these types of activities during leisure travel more than white travelers.
- H4.3-8** Participation in games is a function of race in that black travelers are likely to participate in this type of activity during leisure travel more than white travelers.
- H4.3-9** Participation in fine art such as dance, ballet, and painting, is a function of race in that white travelers are likely to participate in these types of activities during leisure travel more than black travelers.
- H4.3-10** Participation in camping and hiking is a function of race in that white travelers are likely to participate in these types of activities during leisure travel more than black travelers.
- H4.3-11** Participation in mobile activities such as motorcycling, traveling, and sightseeing is a function of race in that white travelers are likely to participate in these types of activities during leisure travel more than black travelers.



- H4.3-12** Participation in golf is a function of race in that white travelers are likely to participate in this type of activity during leisure travel more than black travelers.
- H4.3-13** Participation in risk-skill activities such as snow skiing, rock climbing, sky diving, etc., is a function of race in that white travelers are likely to participate in these types of activities leisure travel more than black travelers.
- H4.3-14** Participation in boating-skiing is a function of race in that white travelers are likely to participate in these types of activities during leisure travel more than black travelers.

### **FUNCTIONAL DEFINITION OF KEY TERMS**

**Travel Behavior Variables** - Preferred activities participated in during leisure travel, types of trips selected, and length of stay.

**Marginality Thesis** - Suggests that low participation of Black Americans in activities may be due to discrimination and their limited economic resources. The underlying implication being that if Black Americans had equal access to the same travel and/or recreational activities (as white Americans) their participation patterns would be similar to White Americans (Washburne, 1978, Hutchinson, 1988). The predictors of marginality for this study are lower income, lower educational level, lower occupational status and segregated residence.

**Leisure/Vacation** - Activity occurring during periods free from obvious and formal duties of a paid job or other obligatory occupations (Lundberg, 1984).

### **LIMITATIONS OF THE STUDY**

1. A select sample of Black and White Americans living in six southeastern states in the U.S. will be included in this study.
2. The study will examine differences in leisure travel behavior alone and will not investigate differences in business travel behavior.
3. The study will only examine black and White Americans 18 years of age and older.

### **SIGNIFICANCE OF THE STUDY**

Understanding the motivation to participate in travel and tourism activities is an important function of travel research (Fisher and Price 1991; Uysal and Hagan, 1993). This valuable information will contribute to the body of knowledge of the social scientist as well as provide much needed information to travel planners and managers servicing a diverse population.

The results of this study should be of great interest to marketers, policy makers, travel planners, the lodging industry, travel agencies, state tourism agencies, meeting and convention planners and management as they search for ways to increase travel activity and participation by developing appropriate marketing strategies focused to Black Americans. Observing and documenting factors which influence travel patterns of Black and White Americans will deliver a data bank of information that will be useful to travel planners. Knowledge of this information will facilitate a better method of planning by travel and tourism professionals, and can be given to marketers for developing marketing strategies. Policy makers can also profit by using this information in developing budgets and long term plans for the travel industry. Further research in differences in behavior of blacks and whites will greatly impact the tourism industry. Both the provider and the users will profit from positive research focusing on segmenting the market for black travelers and other minorities.

The concept of perception and attitude is important in marketing to minorities to understand the way stimuli are interpreted and integrated by the consumer (Chon, 1989). Therefore, understanding perceptions of vacation attributes held by current and potential tourists is important for effective tourism marketing (Richardson and Crompton, 1988). Consumer oriented marketing strategies will be key in acquiring the minority market. Marketers need to know how minorities make leisure travel decisions and how these decisions differ from those of whites, and what influences the decisions before and during leisure travel.

An understanding of cultural influence on travel behavior would increase our knowledge of racial behavior in the travel arena and contribute to the travel literature. This knowledge is important to travel planners since the amount of disposable income for Black Americans is expected to increase. The increased buying power of blacks as well as other ethnic groups, will be a substantial force in the marketplace by the turn of the century.

Black Americans as well as other minorities would be more receptive to relative or identifiable marketing and advertising featuring "cultural kin" and what's relevant to each ethnic family. Companies involved in travel and tourism would do well to aggressively focus on cultural advertising, and search diligently to find ways to appeal to the minority consumer.

This study extends the work of Floyd (1991) which dealt with ethnic patterns, of cultural and structural assimilation in relationship to recreational patterns. The data derived from this study will be useful in determining how travelers behave during leisure travel and how this behavior affects their participation in certain activities. If it is

determined that there is a relationship between predictors of marginality and the travel behavior of “black and white Americans”, then this information would be of value to travel and tourism promoters and agencies throughout the world and help us understand differences in travel behavior. The overall results of this study will be of importance to those planners and agencies that are looking for a cost effective means of developing a competitive advantage through identifying influential travel factors.

## **SUMMARY OF THE CHAPTER**

This chapter introduced the research topic by briefly describing the problems facing travel and tourism planners in understanding leisure travel behavior of blacks and whites. The primary objective was discussed concerning identifying those attributes of marginality that may influence the leisure travel behavior of black Americans. The literature review and the primary research question provided direction for the focus of this study.

This dissertation will be organized into five chapters. Chapter one presented the background of the study and the research problem. Chapter two will annotate the findings of relevant literature related to marginality factors which influence the travel behavior of black and white Americans and presents the theoretical underpinning upon which this study is presented. Chapter three will describe the study setting and methods of research. The results of the research will be presented in chapter four. Finally, Chapter five will discuss the results as presented in chapter IV and make suggestions and recommendations.