A COMPARATIVE ANALYSIS OF THE TRAVEL BEHAVIOR OF
BLACK AND WHITE TRAVELERS

Flora M. Gailliard

Dissertation submitted to the Faculty of the
Virginia Polytechnic Institute and State University
in partial fulfillment of the requirements for the degree of

Doctor of Philosophy
in
Hospitality and Tourism Management

Muzaffer S. Uysal, Committee Chair
Suzanne K. Murrmann
Francis P. Noe
Michael D. Olsen
Mack J. Sirgy

July 1998
Blacksburg, Virginia

Keywords: Travel Behavior, Marginality, Black and White Travelers
Copyright 1998, Flora M. Gailliard
A COMPARATIVE ANALYSIS OF THE TRAVEL BEHAVIOR OF BLACK AND WHITE TRAVELERS

Flora M. Gailliard

(ABSTRACT)

Tourism, leisure and recreation are considered to be an important form of interaction between cultures and are a basic part of social life (McMillen, 1984; Hutchinson and Fidel, 1985). The experiences received by participating in various tourism activities may be different due to racial influences. Although in general terms, travelers may have similarities, the ethnic heritage, social and cultural differences between different racial groups produce distinct patterns of leisure travel and recreational behavior. Demographic factors such as age, education, race, gender and income, occupation and residence may all be related to each other and determine the buying power of the consumer which thus influences travel behavior.

African Americans represent more than $400 billion in purchasing power while comprising slightly over 12.5% of the U.S. population (Whigham-Desir, 1996). As the largest non-white group in the U.S., African Americans continue to grow into a substantial force in the marketplace. More specifically, Blacks consume a diverse range of products and services. The results of a “Target Market News-The Buying Power of Black America” survey (1996) showed that blacks spent $1.8 billion dollars on entertainment and leisure and $4.2 billion in travel and lodging. According to Mroun and Whigham-Desir (1997), Blacks have an estimated $25 billion in travel spending power and as a result, are gaining the attention of the $440 billion U.S. travel industry.

Research investigating the social conditions of marginality (lower income status, lower educational level, lower occupational status and segregated residence) in influencing travel behavior is sparse to none. Little focus has been placed on this relationship and how it affects travel behavior.

The purpose of this study was to examine whether or not differences exist between black and white travelers with respect to travel behavior. More specifically, this study investigated whether the marginality predictors, income, education, occupation and residence contributed to differences between black and white travelers in the type of trips selected, length of stay and activities participated in during leisure travel, and whether these differences (if any) persist when controlled for race. The data were collected through telephone interviews with members of a sample of residents in the six southeastern states of Alabama, Georgia, Louisiana, Mississippi, South Carolina and Tennessee. Only those respondents who reported taking a leisure trip at least two nights away from home during the past year and those respondents who identified themselves as black or white were considered to participate in this study. A total of 500 surveys were completed of whom 225 (45%) were black and 275 (55%) were white. Data were
analyzed by involving three types of data analysis. Significant differences between the samples were identified using chi-square or difference of means tests. The effects of culture and of selected variables were assessed through log-linear modeling and analysis of variance.

All of the hypotheses for this study were tested and partially confirmed. While important similarities existed among black and white travelers, findings of the study suggested that blacks and whites do significantly differ in terms of length of stay and income and occupation; type of trip and income, occupation and residence; activities and income, education, occupation and residence; and race and type of trip and race and activities. Tests of the effects of race as opposed to marginality predictors upon travel variables identified race as a predictor of leisure travel and the socio-economic covariates as significant predictors in some instances.

Findings of the research suggest implications associated with the developing of effective marketing strategies targeted to the African American population and their estimated $25 billion in travel spending power.
And David said to his son Solomon,

“Be strong and of good courage and do it;
Do not fear nor be dismayed
For the Lord God, my God -- will be with you.
he will not leave you nor forsake you,
until you have finished all the work
for the service of the house of the Lord.”

1 Chronicles 28:20
New King James Version
ACKNOWLEDGMENTS AND DEDICATION

“No man is an island, No man stands alone
Each man’s joy, is joy to me
Each man’s grief is my own
We need one another, so I will defend
Each man as my brother, each man as my friend.”.....

Whitney, J. and Kramer, A. 1950

“This Ph.D Degree is dedicated to my daddy, the late
Rev. James Henry Montgomery, Sr. and my 81 year old mama,
Mrs. Carlean Bethea Montgomery.”

An accomplishment of this magnitude is never achieved alone. Therefore, I gladly acknowledge and dedicate this dissertation to the following.

First of all, to my Lord and Savior Jesus Christ for I have truly learned to lean and depend on Him through it all!

I dedicate this dissertation to my daughters, Nykita Yvette, my “Eldest and Most Beloved”, Kendra Marie “Ms. Hospitality, and Joan Elise “Mama’s Baby Girl” for their patience and encouragement to accomplish this goal “in spite of.” I do hope this is inspiration for you to continue your educational pursuits and be all that you can be. I love you girls.

A very special thank you to my mother, Carlean Bethea Montgomery for interrupting her life and putting her life on hold so that I could focus on completing this degree. Thank you mama! Thank you for helping with the girls, thank you for maintaining my home while I was away, thank you for your never ending belief that I could complete what I began! I can never repay you for all you have done. I offer my sincere appreciation to my sister, Vivian Delores Baptiste. Thank you for encouraging me and always telling me how proud you are of me and constantly reminding me that I could succeed. To my brother James Henry Montgomery, Jr. thank you for encouraging me to be persistent and reminding me of the purpose of my educational journey and for advising me that sometimes frustrating experiences are “full of sound and fury, signifying
nothing.” Thank you to my niece and her husband, Ralph and Carlear Scruggs, for their encouragement and helping with my mother and daughters during my educational pursuit. Gratitude and appreciation is also expressed to my dear cousin Florine Dyson for her support, encouragement, and belief in me. I sincerely appreciate you offering yourself as a sounding board and for allowing me to vent my frustrations. Thank you Florine.

Sincere appreciation is extended to my committee members, Dr. Muzaffer Uysal, Dr. Suzanne Murrrmann, Dr. Francis Noe, Dr. Michael Olsen, and Dr. Joseph Sirgy for their encouragement, input and support. I especially acknowledge my committee chair, Dr. Muzaffer Uysal, “Professor Extraordinaire.” I sincerely appreciate your knowledge, encouragement, sincerity, accessibility, and assistance in completing this research project. You have been a strong and dependable tower throughout my experience at Virginia Tech. I am grateful to Dr. Michael Olsen for enhancing my learning experience by strongly encouraging me to stretch beyond and get “out of the box.” I thank Dr. Suzanne Murrrmann, for her calming spirit and in-depth questions which were helpful in putting me back on tract. Appreciation is extended to Dr. Joseph Sirgy for his attention to detail and assistance in operationalizing my research model. I am thankful to Dr. Francis Noe for his constant encouragement, sincerity, kind-heartedness and willingness to assist me in completing this dissertation.

I am grateful to the Hospitality and Tourism Management Department at Virginia Polytechnic Institute and State University for partial funding of the telephone survey, the National Tour Foundation for awarding me the Luray Caverns Grant, the American Hotel Motel Foundation for their interest in this research endeavor and the Marriott Foundation.

A very special thank you to the members of the Melrose Avenue Seventh Day Adventist Church in Roanoke, Virginia for being my family away from home and for being a much needed and appreciated support system and shelter in the time of storm.

A special thank you is also extended to the Center for Academic Enrichment and Excellence, Office of Academic Enrichment Programs for offering me a refuge of solace in the midst of the storm of experiences at Virginia Tech.

My deepest and utmost appreciation to Tuskegee University at large. To Dr. Benjamin Payton, President and Dr. William Lester, Provost for believing in me, encouraging me, and supporting me in achieving this goal. Your kindness will never be forgotten. I am truly, truly, grateful. THANK YOU.
In addition, I thank Dr. Walter A. Hill, Dean of the College of Agricultural, Environmental and Natural Sciences for his steadfast encouragement and support. It is appreciated more than you will ever know. You have been and continue to be a blessing to me.

To Dr. Conrad Bonsi, Director of the Tuskegee University Experiment Station, thank you for your support of me and for allowing me to be myself as I traveled this educational journey. To my teacher, my mentor and my friend, Dr. Ralphenia Diggs Pace, THANK YOU. For seeing my potential even as a freshman at Tuskegee University (Institute), and demanding my best, thank you. For instilling the importance of experiential as well as textbook knowledge, thank you. For understanding and supporting my initial request to further my education, thank you. For living the example of a dedicated teacher with a serious work ethic, thank you. The influence you have had and continue to have is immeasurable.
# TABLE OF CONTENTS

(ABSTRACT) ............................................................................................................................................... II

ACKNOWLEDGMENTS AND DEDICATION ............................................................................................... V

LIST OF TABLES ........................................................................................................................................ XIII

LIST OF FIGURES ....................................................................................................................................... XIV

LIST OF EXHIBITS ..................................................................................................................................... XV

CHAPTER ONE - INTRODUCTION ............................................................................................................ 1

PURPOSE OF THE STUDY .......................................................................................................................... 1

THE PROBLEM ......................................................................................................................................... 1

JUSTIFICATION OF THE STUDY ................................................................................................................. 2

RESEARCH OBJECTIVES .......................................................................................................................... 4

RESEARCH HYPOTHESES ....................................................................................................................... 6

INCOME .................................................................................................................................................. 6

EDUCATION .......................................................................................................................................... 7

OCCUPATION ....................................................................................................................................... 7

RESIDENCE .......................................................................................................................................... 8

H3b. Education and Activities Participated In During Leisure Travel ..................................................... 10

H3c. Occupation and Activities Participated In During Leisure Travel ................................................... 12

H3d. Residence and Activities Participated in During Leisure Travel ..................................................... 13

FUNCTIONAL DEFINITION OF KEY TERMS .......................................................................................... 17

LIMITATIONS OF THE STUDY .................................................................................................................. 17

SIGNIFICANCE OF THE STUDY .............................................................................................................. 17

SUMMARY OF THE CHAPTER .................................................................................................................. 19

CHAPTER 2 - LITERATURE REVIEW ...................................................................................................... 20
INTRODUCTION ................................................................................................................... 20
MARGINALITY .................................................................................................................... 21

A Socioeconomic Perspective On Travel ................................................................. 21
TRAVEL BEHAVIOR ........................................................................................................ 23
MARGINALITY AND RACE ......................................................................................... 24
MARGINALITY AND INCOME ..................................................................................... 25
MARGINALITY AND EDUCATION .............................................................................. 26
MARGINALITY AND OCCUPATION ............................................................................ 26
MARGINALITY AND RESIDENCE .............................................................................. 28
CHAPTER SUMMARY .................................................................................................. 30

CHAPTER THREE – RESEARCH METHODOLOGY ......................................................... 31

INTRODUCTION ............................................................................................................. 31
CONCEPTUAL FRAMEWORK ...................................................................................... 31
MARGINALITY .............................................................................................................. 31
RESEARCH QUESTION ............................................................................................... 32
RESEARCH OBJECTIVES ............................................................................................ 32
RESEARCH PROPOSITIONS ......................................................................................... 32
RESEARCH HYPOTHESES ......................................................................................... 33
DATA COLLECTION PROCEDURES ............................................................................ 33

Population .................................................................................................................. 33
Sampling Frame ......................................................................................................... 34
Telephone Surveys ...................................................................................................... 34
Advantages of Telephone Surveys .......................................................................... 34
Limitations of Telephone Surveys ............................................................................ 34
Interviewer Selection ................................................................................................. 34
Confidence Limits ..................................................................................................... 35
SURVEY INSTRUMENT ..............................................................................................................................35

VARIABLES ..................................................................................................................................................36

Race .........................................................................................................................................................36
Marginality ..................................................................................................................................................36
Types of Trips Selected ............................................................................................................................36
Length of Stay ...........................................................................................................................................36
Activities Participated In ..........................................................................................................................36

DATA ANALYSIS .......................................................................................................................................37

LIMITATIONS AND ASSUMPTIONS OF DATA ANALYSIS ......................................................................38

SUMMARY OF THE CHAPTER ..................................................................................................................38

CHAPTER FOUR- RESULTS .........................................................................................................................40

DEMOGRAPHIC ANALYSIS OF RESPONDENTS ......................................................................................42

RACE

GENDER

INCOME

EDUCATION

OCCUPATION

RESIDENCE

NON-RESPONSE BIAS ..............................................................................................................................44

HYPOTHESIS TESTING ............................................................................................................................44

ANALYSIS OF HYPOTHESIS H1 .............................................................................................................45

Marginality Predictors and Length of Stay ...............................................................................................45

ANALYSIS OF HYPOTHESIS H2 ...............................................................................................................48

Marginality Predictors and Type of Trip Selected ..................................................................................48

Income .......................................................................................................................................................48
Education ...................................................................................................................................................49
Occupation ................................................................................................................................................50
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residence</td>
<td>52</td>
</tr>
<tr>
<td>ANALYSIS OF HYPOTHESIS H3</td>
<td>55</td>
</tr>
<tr>
<td>Marginality Predictors and Activities Participated In</td>
<td>55</td>
</tr>
<tr>
<td>HYPOTHESES H3.1A-H3.14A</td>
<td>55</td>
</tr>
<tr>
<td>Income and Activities Participated in During Leisure Travel</td>
<td>55</td>
</tr>
<tr>
<td>HYPOTHESES H3.1B-H3.14B</td>
<td>58</td>
</tr>
<tr>
<td>Education and Activities Participated In During Leisure Travel</td>
<td>58</td>
</tr>
<tr>
<td>HYPOTHESES H3.1C-H3.14C</td>
<td>61</td>
</tr>
<tr>
<td>Occupation and Activities Participated In During Leisure Travel</td>
<td>61</td>
</tr>
<tr>
<td>HYPOTHESES H3.1D-H3.14D</td>
<td>64</td>
</tr>
<tr>
<td>Residence and Activities Participated In During Leisure Travel</td>
<td>64</td>
</tr>
<tr>
<td>ANALYSIS OF HYPOTHESES H4</td>
<td>67</td>
</tr>
<tr>
<td>General Travel Behavior</td>
<td>67</td>
</tr>
<tr>
<td>ANALYSIS OF HYPOTHESIS H4.3</td>
<td>69</td>
</tr>
<tr>
<td>Race and Activities Participated In During Leisure Travel</td>
<td>69</td>
</tr>
<tr>
<td>CHAPTER SUMMARY</td>
<td>76</td>
</tr>
</tbody>
</table>

CHAPTER 5 - DISCUSSION, CONCLUSION AND IMPLICATIONS..............................89

FINDINGS

TOURISM PLANNING AND DEVELOPMENT
RECOMMENDATIONS FOR FURTHER RESEARCH

REFERENCES .....................................................................................................................104

APPENDICES ...............................................................................................................................117

APPENDIX A--SURVEY INSTRUMENT
APPENDIX B--DIALING SHEET
APPENDIX C--NEW SOUTH RESEARCH REPORT
LIST OF TABLES

Table 4.1 State Representation of Respondents

Table 4.2 Frequency Distribution of Respondents With Respect to Selected Variables

Table 4.3 Frequency Distribution of Respondents With Respect to Selected Variables By Race

Table 4.4 Marginality Predictors and Length of Stay

Table 4.5 Marginality Predictors and Type of Trip Selected

Table 4.6 Income and Activities Participated in During Leisure Travel

Table 4.7 Education and Activities Participated in During Leisure Travel

Table 4.8 Occupation and Activities Participated in During Leisure Travel

Table 4.9 Residence and Activities Participated in During Leisure Travel

Table 4.10 Race and Length of Stay for Overall Travel

Table 4.11 Comparison of Length of Stay between Black and White Travelers By Trip Type

Table 4.12 Race and Type of trip Selected

Table 4.13 Race and Activities Participated in During Leisure Travel

Table 4.14 Summary of Significant Relationships of Marginality Predictors and Activities
LIST OF FIGURES

FIGURE 1.1. Conceptual Model of the Study
LIST OF EXHIBITS

Exhibit 3.1    Data Analysis Summary
Exhibit 3.2    Measurement of Variables
Exhibit 4.1    Summary of Significant Relationships