

CHAPTER FOUR- RESULTS

This chapter reports the results of data analysis and hypothesis testing. Data on characteristics of the respondents and information concerning frequencies of major variables in the study are presented. Hypotheses are then tested and the chapter is summarized.

DEMOGRAPHIC ANALYSIS OF RESPONDENTS

The sample for this study consisted of black and white travelers from the six southeastern states of Alabama, Georgia, Louisiana, Mississippi, South Carolina and Tennessee. The majority of the respondents resided in the state of Georgia. Blacks from Georgia comprised of 11.2 percent and whites consisted of 12.4 percent of the total surveyed population. Louisiana and Tennessee had 19.4 percent of the total sample each. White respondents represented 13 percent of the sample from Tennessee while Black respondents totaled 6.4 percent. In the state of Louisiana, blacks represented 12.2 percent of the sample and whites represented 7.2 percent. Nineteen percent of the respondents resided in the state of Alabama. Of this 19 percent 7 percent were black and 12 percent were white. The ratio of black to white respondents in the state of Mississippi were almost equal for this study. Mississippi's respondents represented 11 percent of the total sample. Of this 11 percent, 5.4 percent were black and 5.6 percent were white. South Carolina had the lowest representation in this study with 7.6 percent of the total sample population surveyed. White respondents represented 4.8 percent of South Carolina's sample and Blacks represented 2.8 percent (Table 1).

Although there were statistically significant differences between the sampled and actual surveyed study population (census) that resulted in over representation of the selection states, this over representation may not be of major concern in this study since the main objective was to be able to have enough cases (respondents) in each group of the travelers so that meaningful comparisons of the selected travel variables could be done.

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An initial step of the analysis was to identify socio-economic characteristics of the black and white travelers in this study and to test for significant differences between the samples for the eight variables: race, gender, age, marital status, income, education, occupation and residence. Any socio-economic variables which significantly differentiated between the two samples were considered to be potentially intervening variables. Once identified, the potentially intervening variables are introduced into subsequent relationships between race and travel behavior variables in order to control for their effects and thereby identify any spurious relationships.

A summary of selected socio-economic characteristics of all respondents is presented in Table 2. The frequency distribution of respondents with respect to selected variables by race is presented in Table 3.

A chi-square test of homogeneity of categorical variables was used to test if there were differences between black and white travelers with respect to selected socio-economic variables. T-test was used for age, since this variable was measured at the ratio level. A probability level of 0.05 is selected to make comparisons and test hypotheses of the study.

The two samples for this study were divided by self-reported ethnic identification. A total of five hundred travelers participated in this study.

Of the 500 respondents, 275 (55%) identified themselves as white and 225(45%) describe themselves as black (Table 2). Males represented 36.4 percent of the respondents and females represented 63.8 percent. The average age of respondents in this study was 46.98 years of age. The majority of respondents in this study were single at the rate of 57.2 percent. Married and separated participants represented 21percent and 21.2 percent of the total study respondents respectively. Separated in this study included separated, divorced and widowed. Almost 57 percent of the respondents reported an income in the range of \$20,001-50k. The second highest reported income was $\leq$ \$20,000 at the rate of 20.12 percent and the lowest reported income was $\geq$ \$75,001 at the rate of 7.04 percent. The majority of participants in the study had a high school or less education. While almost 50 percent of the respondents had some college or a 4 year degree. Nearly 40 percent of the respondents were blue collar workers and almost 34 percent were white collar workers. Slightly more than 27 percent were either unemployed or retired. Almost 41 percent of the respondents lived in a mostly all white neighborhood, slightly more than 27 percent resided in a mostly all black neighborhood and almost 33 percent reported living in a mixed neighborhood.

Table 3 presents the results of the frequency distribution of black and white travelers with respect to selected variables. With the exception of gender and age, there were statistically significant differences between the two groups with regard to selected variables.

The average age for blacks in this study was 46.84 and the average age for white travelers was 47.12 years of age. There was no significant difference in the age of the respondents in this study (Table 3). Although the mode for the variable income for both samples is the same (\$20,001-\$50,000), the distribution of frequencies across categories revealed that there was no significant difference between black (56.44%) and white (56.73%) travelers for this income range. However, over all there was a significant difference ($p=.00$) between the races as it relates to income. A total of 56.44 percent of blacks reported having a household income in the range of \$20,001-\$50,000. In the income range of \$50,001-\$75,000, there were 10.67 percent of the blacks surveyed and 4.89 percent of the blacks in this study had a household income $\geq$ \$75,001. White respondents in this study in the income range $\leq$ \$20,000 totaled 13.45 percent and black respondents in this income range totaled more than twice the white population of 28 percent. In the income range of \$20,001-\$50,000 there were 56.73 percent of the white respondents represented and 56.44 percent of the black respondents. A total of 20 percent of the white respondents had an income of \$50,001-\$75,000 while 50 percent of that total (10.67%) of blacks reported this same income. For the highest income range of $\geq$ \$75,001, 8.72 percent of the white travelers in this study reported having this income and 4.89 percent of the black travelers reported income at the same range. The majority of respondents in both ethnic groups in this study had household income in the \$20,001-\$50,000 range. For the purpose of this study, educational level was divided into the 4 categories, high school or less, some college, four year degree and post graduate education. The blacks who had a high school or less education totaled 52 percent. Of the white respondents in this study, the majority had a high school or less education for a total of 34.91 percent. Achieving some college education were 29.33 percent of the blacks and 32 percent of the whites surveyed. A total of 12 percent of the blacks had a four year degree while almost 50 percent more whites reported this same educational level (20.73%) and the lowest representation of 6.67 percent were blacks with post graduate education.. The mode for both groups for education is the same at the high school or less level. This also holds true when each race is evaluated separately. Overall, 42.6 percent of respondents had a high school or less education. When analyzed separately, 52 percent of black travelers had a high school or less education and 34.91percent of white travelers had a high school or less education. For the variable education, there was a significant difference ($p=.00$) between the 2 groups as it relates to occupation. The majority of the respondents in this study (39.28%) had blue collar occupations. Although these respondents had lower level occupations, their employment rate was the higher of the 4 categories. The unemployment percentage was relatively low (6.51%). Slightly more than 33 percent of the respondents had white collar occupations and 20.96 percent were retired. Blue collar occupations consisted of laborers and generally low skilled workers.

White collar occupations consisted of skilled, semi-professional, professional, etc. The categories of retired and unemployed were included for the purpose of analysis. Analyzing the frequency distribution by race, of the blacks in this study, 43.39 percent had blue collar occupations. The majority of white respondents (39.82%) in this study had white collar occupations. As it relates to residence, overall the location of respondents seemed to be distributed fairly evenly by race. Of all the respondents in this study, 40.4 percent of them resided in a mostly all white neighborhood and 27.2 percent resided in a mostly all black neighborhood. Slightly more than 64 percent of the white respondents resided in a mostly all white neighborhood. This is twice the amount of white respondents who reported residing in a mixed neighborhood. Eleven percent of the black respondents resided in a mostly all white neighborhood. However, the majority of the black travelers, 56.89 percent resided in a mostly all black neighborhood while 2.90 percent of white travelers resided in a mostly all black neighborhood. Of the respondents living in a mixed neighborhood, 32.73 percent of them were white travelers and 32 percent of them were black travelers. Respondents living in a mixed neighborhood were evenly distributed by race (Blacks 32% and whites 32.73%). Although from the results of the analysis, ethnic groups seem to reside in their neighborhood of cultural kin, those who resided in a mixed neighborhood seem to be a balanced mix of races.

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NON-RESPONSE BIAS

Non-response bias was checked by a random sample of 25 individuals to determine if non-respondents were significantly different from the final respondents of the study. Non-respondents were asked several question from the survey. Demographic information such as race, gender, age, income, education and residence was collected. The results of the analysis on non-respondents revealed that overall there was no statistically significant difference between non-respondents and respondents that would bias the results of this study (Appendix E).

HYPOTHESIS TESTING

The purpose of this study was 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. In addition the study also examines whether the differences in travel behavior between black and white travelers can be attributed to the social conditions of lower income status, lower educational level, lower occupation level and segregated residence. (marginality predictors).

Chapter 3 presented the research methods which guided this study as well as four main research hypotheses and related sub-hypotheses. Each hypothesis is stated below and the statistical analyses are reported for each.

The hypotheses are evaluated by employing chi-square test for independence for categorical variables to determine association between the two groups and their travel behavior. Odds ratio were also obtained to determine the extent of how much more likely 1 group is to participate in certain activities than the other group and the direction of the level of participation. In determining how much and which direction the level of participation, the measurement of 1 means that neither group will participate in this activity more than the other. An odds ratio greater than 1 means blacks are more likely to participate in this activity more than whites and an odds ratio less than 1 means that blacks are less likely to participate in this activity than whites.

In order to investigate the combined effects of covariates (covariates are additional independent variables that may be correlated with dependent variables), upon the nominal level dependent variables, log linear modeling is performed. Log linear modeling takes one variable as a linear function of the values of several independent variables. The independent variable effects the odds on the dependent variable. Odds is the ratio between the frequency of being in one category and the frequency of not being in that category. A log linear model is a statement of the expected cell frequencies of a cross tabulation as a function of parameters representing characteristics of the categorical variables and their relationship with each other.

The Chi -square tests of independence were used to determine if there was an association between length of stay, type of trip, and activities participated in during leisure travel and the predictors of marginality for this study (income, education, occupation and residence). All results are considered to be statistically significant at the .05 probability level.

These hypotheses (length of stay and income, length of stay and education, length of stay and occupation and length of stay and residence) and the conclusions of their respective chi-square tests are presented below. The discussion and implications of these results is presented in chapter 5.

ANALYSIS OF HYPOTHESIS H1

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.

Overall the results of this study partially confirm that length of stay is a function of the predictors of marginality, (income, education, occupation and residence).

As it relates to length of stay and marginality predictors in this study, length of stay and income and length of stay and occupation are significantly associated. Length of stay and education and length of stay and residence in this study are not associated. In analyzing the

respondents of this study, the majority of those who stayed 1-4 days (63.29%) had a household income in the range of \$50,001-75k. This relationship is not as expected in that the study. It was hypothesized that the lower the income the lower the length of stay. For the lower income of \$20,000, 59 percent of the respondents stayed 1-4 days during their pleasure trip. Although the majority of respondents in this study reported an income in the range of \$20,001-\$50,000, more respondents with an income in the range of \$50,001-75k stayed 1-4 days at a rate higher than those with a lower income. For the length of time 5-8 days, 40 percent of the respondents with an income $\geq$ \$75,001, stayed this length of time. Slightly more than 14 percent of respondents in this same income range stayed > 8 days. Of all length of stay categories and income ranges, the lower response was of 6.33percent of respondents in this study with income ranging from \$50,001-75k who stayed > 8 days. Further analysis of the research resulted in length of stay and occupation being associated at the 0.01 probability level. In this study, 50.31 percent of the respondents with blue collar occupations stayed 1-4 days while 48.55 percent of those having white collar occupations stayed 1-4 days. Of those retired and unemployed, 62.96 percent and 42.53 percent stayed 1-4 days respectively. This trend was consistent in respondents who stayed > 8 days. 15.26 percent of those with Blue collar occupations stayed >8 days while 9.42 percent of those with White collar occupations stayed this same length of time. However, 42.03 percent of respondents with White collar occupations stayed 5-8 days and 33.74 percent of those with Blue collar occupations stayed this same length of time.

Although there was a statistically significant association between length of stay and income, the nature of the relationships were not in the direction as hypothesized. The respondents with the lower income did not have the lower length of stay. There was also a significant association between length of stay and occupational categories. Respondents with Blue Collar occupations did stay 1-4 and > 8 days at a greater rate than those with white collar occupations. However, 42.03 percent of the respondents with White Collar occupations stayed 5-8 days as compared to 33.74 percent of respondents with Blue Collar occupations.

In this study, there was not association between length of stay and education and length of stay and residence (Table 4). However, respondents with some college stayed 1-4 days at a rate higher than any other respondents (55.19%), and at the same time 7.79 percent of this same groups of respondents with some college education stayed > 8 days. This group of respondents represented the two extremes, the highest percentage of them stayed 1-4 days and the lowest percentage of them stayed more than 8 days. Slightly more than 56 percent of respondents residing in a mostly all black neighborhood stayed 1-4 days on a leisure trip. For this same group (those residing in a mostly all black neighborhood), only 10.29 percent stay > 8 days. The median for all categories for residence and length of stay is 5-8 days.

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ANALYSIS OF HYPOTHESIS H2

Chi -square tests of independence were used to determine if there was an association between type of trip selected, and activities participated in during leisure travel and the predictors of marginality (income, education, occupation and residence). These hypotheses and the conclusions of their respective chi-square tests are presented in tables 5-9. For the purpose of analysis, hypotheses 2.4a,b,c,d were combined with hypotheses 2.3a,b,c,d and hypotheses 2.7a,b,c,d were combined with hypotheses 2.6a,b,c,d.

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 and resorts as a pleasure trip is a function of income in that the lower the income, the lower the rate of selecting cruises and resorts.
- 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 and eco-tourism 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.

Overall the results of this study partially confirm that type of trip is a function of the predictors of marginality, income, occupation and residence. Income, occupation and residence as predictors of marginality are statistically associated with the type of trip selected. The significance level of the association between type of trip and income, occupation and residence was .04 or better, therefore, the hypothesis is rejected, concluding that type of trip and income is associated (Table 5).

As it relates to selecting city trips, out of the 100 respondents in the $\leq \$20,000$ range, 16 percent selected city trip as a pleasure trip. For touring vacations as a type of trip selected, 11 percent of respondents with an income of \$20,000 or less, selected this trip type. This relationship is not as expected in that it was proposed that the lower the income the higher the rate of selecting touring vacations as a pleasure trip. Analysis reveals that 14.29 percent of those in the higher income bracket, $\geq \$75,001$, selected touring vacations while 11 percent of the respondents in the $\leq \$20,000$ household income range selected this trip and only 10.13 percent of respondents with income 50,001-75k selected touring vacations. Seven percent of the respondents with a household income of $\leq \$20,000$ selected cruises and resorts as a pleasure trip. Of the respondents with a household income of $\geq \$75,001$, 25.71 percent of them selected cruises and resorts as a pleasure trip. As it relates to theme parks and income, 8 percent of those with an income of \$20,000 or less, selected theme parks as a pleasure trip. The nature of this relationship was not as expected in that it was hypothesized that the lower the income, the higher the rate of selecting this trip type. Although 8 percent of respondents with a household income of $\leq \$20,000$ selected theme parks as a pleasure trip, 8.86 percent of those with income in the range of \$50,001-\$75,000 and 8.57 percent of those with income greater than $\geq \$75,001$ selected this trip type. Outdoor vacations and eco-tourism was selected the least of any trip type. Seven percent of those selecting outdoor vacations and eco-tourism had a household income of $\leq \$20,000$. This rate of selection is as hypothesized. Visiting friends and relatives was the trip type selected more frequently. Fifty-one percent of those with a income of $\leq \$20,000$ selected visiting friends and relatives as a pleasure trip. While all respondents visited friends and relatives at a substantial rate, respondents with the lower income visited friends and relatives at the higher rate. For respondents with income $> \$75,001$, selecting cruises/resorts (25.71%) and city trips (22.86%) were the only trips selected at a higher rate than visiting family and relatives (17.14%).

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 and resorts as a pleasure trip is a function of education in that those with lower education will select cruises and resorts 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.

The analysis of the study revealed that there was no association between educational level and type of trip selected at the 0.05 probability level. Therefore, the hypothesis of selecting trips as a function of education was not rejected. However, the trend was that visiting friends and relatives as a trip type was much higher for all education category of high school or less except those with post graduate education. For respondents with post graduate education, the most popular trip type selected is a city trip.

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 and resorts as a pleasure trip is a function of occupation in that those who have Blue Collar occupations will select cruises and resorts 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.

The P value of type of trip and occupation for this study was .00 therefore the hypothesis is rejected, concluding that type of trip and occupation is associated. As evident by Table 5, of the respondents which had blue Collar occupations, 9.2 percent selected touring vacations as a pleasure trip while 13.77 percent of those with White Collar occupations selected touring vacations. The nature of this association is not as expected in that it was hypothesized that those with Blue Collar occupations would select touring vacations at a higher rate than respondents with White Collar occupations. As it relates to selecting cruises and resorts, 15.34 percent of respondents with Blue Collar occupations selected cruises and resorts, while 25.36 percent of respondents with white collar occupations selected cruises and resorts as a pleasure trip. Of those with Blue Collar occupations, 9.2 percent selected theme parks while 5.07 percent of respondents with white collar occupations selected theme parks. Respondents in this study with Blue Collar occupations selected outdoor vacations and eco-tourism a pleasure trip at a lower rate of 7.98 percent while those with white collar occupations selected this trip type at the higher rate of 13.04 percent. Those with Blue Collar occupations selected visiting friends and relatives at the rate of 42.33 percent while 23.19 percent of respondents with white collar occupations selected visiting friends and relatives (Table 5).

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 and resorts as a pleasure trips is a function of residence in that those who reside in a mostly all black neighborhood will select cruises and resorts 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.

In this study residence and type of trip had a significant association ($p=.00$). Therefore, the hypothesis was rejected, concluding that type of trip and residence is associated. As table 5 shows, 14.85 percent of the respondents who reside in a mostly all white neighborhood selected city trip as a pleasure trip. However, 29.41 percent of those residing in a mostly all black neighborhood selected city trip as a pleasure trip. The nature of this relationship between residence and city trips is not as expected. From analysis, one can see that those residing in a mostly all white neighborhood selected city trip at a higher rate than those who reside in a mostly all black neighborhood. This relationship is reverse of what was hypothesized. Those who resided in a mostly all black neighborhood selected city trip at the higher rate of the 3 categories.

As it relates to touring vacation as a pleasure trip, 10.29percent of those residing in a mostly all black neighborhood selected this trip type while 13.86 percent of those residing in a mostly all white neighborhood selected touring vacation as a pleasure trip. This is not what was expected. It was expected that those residing in a mostly all black neighborhood would select touring vacation at a higher rate than those residing in a mostly all white neighborhood. However, those residing in a mostly all white neighborhood selected touring vacations at a higher rate than other respondents. The 10.29percent of respondents residing in a mostly all black neighborhood selected cruises/resorts at a lower rate than the 20.79percent of those residing in a mostly all white neighborhood who selected cruises and resorts as a pleasure trip. Of respondents residing in a mostly all black neighborhood, 6.62percent selected theme parks as a pleasure trip and 5.94percent of those residing in mostly all white neighborhoods selected theme park as a pleasure trip. Only 2.94 percent of those residing in a mostly all black neighborhood selected outdoor/eco-tourism as a pleasure trip while 11.88percent of those residing in a mostly all white neighborhood selected outdoor/eco-tourism as a pleasure trip. As it relates to visiting friends and relatives as a pleasure trip, 40.44 percent of those residing in a mostly all black neighborhood selected visiting friends and relatives. This is a higher rate than those who resided in a mostly all white neighborhood. Slightly more than 32 percent of those who reside in a mostly all white neighborhood and 38.27 percent of those who reside in a mixed neighborhood selected visiting friends and relatives as a pleasure trip(Table 5).

Overall, there was an association between type of trip and income ($p=.04$), type of trip and occupation ($p=.00$), and type of trip and residence($p=.00$). However, in analyzing these associations, the nature of some relationships were not as expected. For the trip types city trip and touring vacation, the nature of those relationships with income, occupation and residence was not as expected.

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ANALYSIS OF HYPOTHESIS H3

Marginality Predictors and Activities Participated In

H 3 Travelers will participate in different activities during leisure travel as a function of predictors of marginality.

HYPOTHESES H3.1A-H3.14A

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.
- 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.
- 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.
- 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.
- 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.
- H3.8a.** Participation in games is a function of income is that the lower the income the higher the rate of participation in games.
- 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.
- 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.

Overall the results of this study partially confirm that black and white travelers participate in different activities during leisure travel as a function of predictors of marginality (income, education, occupation and residence).

The relationship between income as a predictor of marginality and participation in outdoor activities ($p=.00$), hunting and fishing($p=.00$), fine arts($p=.00$), camping and hiking ($p=.02$), mobile activities ($p=.00$), golf($p=.02$), risk-skill activities ($p=.01$), and boating/water skiing ($p=.00$) during leisure travel was statistically significant(Table 6).

Of the respondents with a reported income in the range of $\leq \$20,000$, 15percent of them participated in outdoor activities. In analyzing those respondents who participated in hunting and fishing, 9 percent of them had a household income of $\leq \$20,000$. The nature of this relationship was not as expected in that it was hypothesized that those with the lower income would participate in hunting and fishing at a higher rate. The association between hunting and fishing and income was reversed. The result of the analysis indicated that the lower the income, the lower the participation in hunting and fishing. Participation in fine art, such as dance, ballet, and painting, during leisure travel was associated with income. Five percent of the respondents in this study who had an income of $\leq \$20,000$, participated in fine art. Nine percent of the respondents in the income range of $\leq \$20,000$ participated in camping and hiking while 41percent of the respondents with an income of $\leq \$20,000$, participated in mobile activities. Income and golf are associated. Two percent of the respondents who had a income of $\leq \$20,000$ participated in golf ($p=.02$). Only 16 of the respondents in this study participated in risk-skill activities. Of the respondents who had an income of $\leq \$20,000$, 1 percent participated in this activity. As it relates to boating and skiing, 5percent of those that had a household income of $\leq \$20,000$ participated in this activity.

The relationship between income and participation in sporting activities, exercise-health, and popular art and games during leisure travel was not statistically significant at the 0.05 probability level. However, the relationship between income immobile activities and association-sociability's was marginally significant at the .06 and .07 probability levels respectively.

All of the relationships between income and activities participated in during leisure travel are as expected except hunting and fishing. The result of the analysis indicated that the lower the income, the lower the participation in hunting and fishing. Travelers with higher income were inclined to participate in hunting and fishing during leisure travel more than travelers with lower incomes.

-----End Section-----

[Insert Table 6 Here](#)

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HYPOTHESES H3.1B-H3.14B

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.
- 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.
- 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.
- 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.
- 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.
- H3.8 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.
- 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.

- 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.
- 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.
- 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.
- 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.
- 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.

For the relationship between education and participation in exercise-health activities ($p=.04$), hunting and fishing ($p=.00$), fine arts ($p=.00$), camping and hiking ($p=.00$), golf ($p=.00$), and risk-skill activities ($p=.01$) and boating and water skiing ($p=.00$) there was an association (Table 7). Therefore the hypothesis for the above relationship was rejected.

Of the respondents who had a high school or less education in this study, 12.21 percent participated in exercise-health activities during leisure travel. As it relates to education and hunting and fishing, those that participated in this activity at the higher rate of 26.19 percent had a 4 year college degree. Only 12 percent of the respondents with a high school or less education participated in this activity. The nature of this relationship was not as expected in that it was hypothesized that those with a lower education level would participate in hunting and fishing at a higher rate than those with a higher education level. Education and fine art is associated. Slightly more than 6 percent of the respondents with a high school or less education participated in fine art activities during leisure travel. Of those with a high school or less education, 10.8 percent of them participated in camping and hiking. Travelers in this study with a high school or less education participated in golf, risk skill activities and boating/ water skiing during leisure travel at a lower rate than those in other education categories. Of the respondents who had a high school or less education, 5.63 percent of them

participated in golf, only .94 percent of them participated in risk skill activities and 8.92 percent participated in boating/water skiing.

For the predictor of marginality variable education and activities participated in, there were 7 activities which had a significant relationship with education. The association of all of these activities was in the direction as expected except for hunting and fishing. For hunting and fishing, those who had the lower education level participated in hunting and fishing during leisure travel at next to the lowest rate of all the participants in this study. It was hypothesized that those with a lower education level would participate in hunting and fishing at a higher rate than those with higher education. (Table 7).

For this study, education and participation in immobile activities, sporting activities, popular art, association-sociability activities, outdoor eco-tourism activities, games and mobile activities during leisure travel was not significantly associated, therefore the hypothesis for these activities was not rejected.

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HYPOTHESES H3.1C-H3.14C

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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

- 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.
- 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.
- 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.
- 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.
- 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.

Hypothesis testing revealed that there was a statistically significant relationship between occupation as one of the four predictors of marginality and participation in sporting activities ($p=.00$), outdoor activities ($p=.00$), and games ($p=.02$). Therefore the hypothesis was rejected for the above activities (Table 8). Of the respondents with blue collar occupations, 11.04percent participated in sporting activities, while 13.04 percent of the respondents with white collar occupations participated in sporting activities during leisure travel. The hypothesized association between occupation and outdoor activities is as expected in that 29.45percent of those with blue collar occupations participated in outdoor activities while 40.58percent of those with white collar occupations participated in outdoor activities during leisure travel. For this study, occupation and games are associated. However, the nature of this association is not as expected in that the study hypothesized that respondents with blue collar occupations would participate in games at a higher rate than those with white collar occupations. The analysis of the data reveals that 39.26percent of the respondents with Blue Collar occupations participated in games during leisure travel while 44.93percent of the respondents with white collar occupation participated in games during leisure travel (see Table 8).

The hypothesis testing also revealed that there was no statistically significant relationship between

occupation and participation in immobile activities, exercise-health activities, popular art, camping and hiking, mobile activities, risk-skill activities and boating/water skiing during leisure travel was not associated. However, there is a marginal association between occupation as a predictor of marginality and participation in association- sociability activities ($p=.07$), hunting and fishing ($p=.06$), fine arts ($p=.07$), and golf ($p=.06$)(Table 8).

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-----End Section-----

Hypotheses H3.1d-H3.14d

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.
- H3.4d** 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.
- 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.
- 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.
- 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.

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

The hypothesis testing indicated that residence and several activities were significantly associated in this study. The following relationships were significant at the .05 or better probability level: immobile activities ($p=.04$), camping and hiking ($p=.00$), golf ($p=.00$), risk-skill activities ($p=.02$), and boating/water skiing ($p=.00$) (Table 9). As it relates to residence and immobile activities, 80.15 percent of those that reside in a mostly all black neighborhood participated in immobile activities during leisure travel while 71.78 percent of those that lived in a mostly all white neighborhood participated in immobile activities. Participation in camping and hiking by those who reside in a mostly all black neighborhood was relatively low. Almost 6 percent of the respondents who live in a mostly all black neighborhood participated in camping and hiking

during leisure travel while 21.29percent of those who reside in a mostly all white neighborhood participated in camping and hiking during leisure travel. Of the respondents who resided in a mostly all black neighborhood, 2.94 percent of them participated in golf during leisure travel, and more than 8 percent of the respondents who resided in a mostly all white neighborhood participated in golf during leisure travel. Overall, for all the categories, the participation in risk skill activities is low for this study, only 16 travelers participated in this activity. None of those residing in a mostly all black neighborhood participated in risk skill activities and 5.45 percent of those residing in a mostly all white neighborhood participated in this activity during leisure travel. Residence and boating/water skiing are associated. Slightly more than 7 percent of those residing in a mostly all black neighborhood participated in boating-water skiing activities during leisure travel while almost 21 percent of those residing in a mostly all white neighborhood participated in boating /water skiing.

As it relates to residence and participation in sporting activities, exercise-health activities, popular art, association-sociability activities, outdoor activities, hunting and fishing, games, fine arts and mobile activities during leisure travel there was not an association. However, there was marginal a association between fine arts and mobile activities, $p = .07$ and $p = .06$ respectively.

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ANALYSIS OF HYPOTHESES H4

General Travel Behavior

- 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.

For the purpose of analysis hypotheses H4.2-3 were combined with hypotheses H4.2-4 and hypotheses H4.2-6 were combined with hypotheses H4.2-7.

Overall the results of this study partially confirmed that black travelers differ from white travelers in their travel behavior. In this study race and length of stay for a leisure trip was not significantly associated ($p=.75$). There is no difference in the overall length of stay between black and white travelers. The average length of stay for a leisure trip for

blacks in this study was 6.67 days and 6.72 days for white travelers (Table 10). However, in comparing individual trip types and length of stay for black and white travelers, the mean for white travelers was higher for each trip type except visiting family and relatives (Table 11).

For black and white travelers in this study, there is a significant difference ($p=.00$) in type of trips (25.33%), theme parks (6.67%) and visiting friends and relatives (38.22%) more than white travelers. The nature of the relationship between city trip and race and touring vacation and race was not as expected. It was hypothesized that white travelers would be more likely to select city trip vacations more than black travelers. The analysis of the data resulted in 25.33 percent of black travelers selecting city trip as a trip type and 13.82 percent of white travelers selecting this same trip type. This is the reverse of what was hypothesized. For the touring vacation, 13.09 percent of white travelers selected this trip type while 10.22 percent of black travelers selected this same trip. This is also reverse of what was hypothesized. Black travelers did not select touring vacation at a higher rate than white travelers. In ranking the trip types selected, black and white travelers (by rate of selection) ranked trip types differently. Black (38.22%) and white (35.27%) travelers both selected visiting friends and relatives at the highest rate or as the trip type selected the most for leisure travel by each group (Table 12). The trip selected the least by whites was theme parks (6.18%). For blacks, theme park trip type was ranked as the fifth choice (6.67%) and the outdoor/eco-tourism trip type was ranked the last choice (2.67%). However, outdoor/eco-tourism, was ranked third by white travelers.

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ANALYSIS OF HYPOTHESIS H4.3

Race and Activities Participated In During Leisure Travel.

- 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.

Overall the results of this study partially confirm that black and white travelers participate in different activities during leisure travel (Table 13). The hypothesis testing revealed that there is a significantly different relationship between race and participation in immobile activities ($p=.03$), popular art ($p=.04$), camping and hiking

($p=.00$), risk-skill activities ($p=.00$), and boating/water skiing ($p=.00$), are associated in this study. To determine how much more likely blacks are to participate in specific activities than white travelers, the odds ratio was calculated. The odds ratio was only calculated for activities in which participation for black and white travelers was significantly different. 81.78 percent of the black travelers in this study participated in immobile activities and 73.82 percent of the white respondents participated in this same activity. The odds ratio between blacks and whites for this activity is 1.5917. Therefore blacks in this study are 1.6 times more likely to participate in immobile activities than whites during leisure travel. Race and popular art is also associated ($p=.04$). Of the white travelers in this study, 20.36 percent of them participated in popular art while 13.78 percent of black travelers participated in this same activity. The nature of this relationship was not as expected in that whites participated in this trip type more than blacks. This is the opposite of what was hypothesized. In determining the likelihood of this participation, the odds ratio is .611. Therefore, blacks are .611 times less likely to participate in popular art than whites during leisure travel. This is in agreement with the 20.36 percent (whites) to 13.78 percent (blacks) comparison rate for participation. Blacks and whites differ in camping and hiking in this study. Whites participated at the rate of 22.55 percent while 8.44 percent of black respondents in this study also participated in camping and hiking. The odds ratio is 3.16. Therefore, blacks are .316 times less likely to participate in camping and hiking than whites during leisure travel. As it relates to race and participation in risk skill activities such as snow skiing, rock climbing, sky diving, etc. during leisure travel there is an association. Of the 225 blacks in this study, .89 percent participated in risk skill activities and 5.09 percent of the 225 white respondents participated in these activities during leisure travel. The overall participation in risk-skill activities for this study was very low. Only 16 travelers participated in this activity during leisure travel. In determining the likelihood of participation, the odds ratio is .167. Therefore, blacks are .167 times less likely to participate in risk skill activities than whites during leisure travel. For participation in the boating/water skiing during leisure travel there was a significant difference between

black and white travelers. Almost 7.5 percent of black travelers in this study participated in boating/water skiing and 16.73 percent of the white travelers participated in this same trip. This is more than twice the level of participation that blacks had. In determining the likelihood of participation, the odds ratio is .406. Therefore blacks are .406 times less likely to participate in boating and water skiing during leisure travel than whites.

For race and participation in the sporting activities, association-sociability activities, hunting and fishing, fine arts, mobile activities, and golf there was not an association. However, participation in exercise-health ($p=.07$), outdoor/eco-tourism activities ($p=.06$) and games ($p=.06$) were marginal in their association with race (Table 13).

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Overall as it relates to marginality predictors and activities participated, all activities were participated in at some level during leisure travel except association-sociability activities (Table 14).

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The variables income, education, occupation and residence have been identified as predictors of marginality for this study. Race has also been identified as an intervening variable for this study. Because these variables may also be identified as covariates for this study, the next step is to control for their effect on travel behavior such as type of trip, length of stay, and activities participated in during leisure travel. Interactions of the variables in this study were investigated to control for designated variables. Log linear

was performed in order to assess the statistical significance of the covariates and to determine effects of the covariates when simultaneously controlled. Three-way Log Linear modeling of the covariates race by length of stay by income, race by length of stay by education, race by length of stay by occupation, race by length of stay by residence, race by type of trip by income, race by type of trip by education, race by type of trip by occupation, race by type of trip by residence, race by activities by income, race by activities by education were performed, race by activities by occupation and race by activities by residence. These results are presented in APPENDIX D. Due to a small sample of participants in some of the frequency calls, the study did not control for some of the variables.

Results of Log Linear analysis of race by length of stay by income indicate that race and income is associated (.00) but length of stay and income was not associated ($p=.09$). (Appendix D 1). These results are in agreement with the results of chi-square tests presented in Table 4 in which income and length of stay were significant at the .02 probability level. Although the interactive effects of race and income did have a significant association ($p=.00$), it is still evident from this analysis and chi square tests, that the association of race and length of stay ($p=.75$) is still not significant (Table 10). The interactive effect of race by length of stay by educational level is presented in Appendix D 2. Although race .75 (Table 10) and education .29 (Table 4) separately did not have a significant effect upon length of stay, the combined effect of education and race was significant at the .00 probability level. This is in line with results in Table 3 in which the relationship between education and race was found to be significant at the point .00 probability level. In testing the interactive effects of race by length of stay and occupation (Appendix D 3), positive interactive relationships further confirmed the chi-square tests. Log Linear analysis revealed that race and occupation are significantly associated (.01). This is also in agreement with the results of the chi-square tests (Table 3). Both analyses result in race and occupation being significantly associated. Length of stay and occupation is also associated. In Table 4, the significance of the relationship between occupation and length of stay is determined at the .01 probability level.

However, race and length of stay were not significantly associated (.75) Table 10). This 3 way interaction did not yield any new relationships. Appendix D 4 presents the log linear analysis of race by length of stay by residence. The combination of race and residence proved to have a significant association at the .00 probability level. The log linear analysis verify the results in Table 2. Both result in race and residence being significant at the .00 probability level. When length of stay is added into this equation as a main effect, it does not make a significant difference. For length of stay and residence there is no association ($p=.14$). This is consistent with the results reported in Table 4 in which the association between length of stay and residence had a probability level of .13. The analysis of race by type of trip by income yielded 3 significant relationships; race and income, type of trip and income and race and type of trip(Appendix D 5). Log Linear analysis resulted in race and income being significant at the .00 probability level, type of trip and income being significant at the .05 probability level and race and type of trip being significant at the .00 probability level. The Chi square analysis resulted in race and income being significant at the .00 probability level, (Table 3), type of trip and income being significant at .04, (Table 5), and race and type of trip being significant at the .00, probability level(Table 12). Although these variables yielded significant 2 way relationships, there was not a 3 way interactive relationship. Race by type of trip by education level yielded 2 significant associations (Appendix D 6). The Log Linear analysis indicated that race and education level were significant at the .00 probability level (Appendix D 6). This is the same probability level that resulted from the chi-square analysis of race and education. (Table 3). Race by type of trip was significant at the .00 probability level. The Chi-square analysis of these variables also yielded the same probability level $p=.00$ (Table 12). Log Linear analysis of race by type of trip by occupation yielded 2 significant associations. Type of trip and occupation was significantly associated at the .01 probability level. The chi-square analysis of these same variables yielded a probability level of .00(Table 5).The Log Linear analysis of race and type of trip yielded a probability level of .00. This was in agreement with the chi-square analysis of race and type of trip(Table 12). Both tests

indicated that these variables are significantly associated. There were no 3 way interactions which involved race, type of trip and occupation(Appendix D 7). In analyzing possible interrelationships between race, type of trip and residence, the analysis yielded some significant associations(Appendix D 8). (The sample data of residence was also identical to the sample data for race and the residential categories did not yield a large enough sample size to make meaningful inferences. Therefore, the results of the 3 way interaction with Log Linear should be cautiously interpreted). The analysis of race and residence proved to have a significant association at the .00 probability level. This was verified by Table 2. Both chi-square and Log Linear result in race and residence being significant at the .00 probability level. Type of trip and residence alone was also significant at the .00 probability level(Table 5). However, when race was added into this equation as a main effect, it did not yield any new relationships.

In analyzing race by activities by income, race and income was significant in all of the relationships at the .05 or better probability level. This is in accordance with the results in Table 2. Further analysis of Log Linear yielded one significant association different from the chi-square analysis as it relates to activities. This was the association between race by camping and hiking by income (Appendix D 9-10). Race and income was associated as in the chi-square analysis (Table 13). However, the chi-square analysis probability level was .00, while the probability level was .05 in the log Linear analysis of the study. When the main effect of race was added to the equation of income and camping and hiking, this 3 way interaction remained significant. Race by camping and hiking by income was significantly associated at ($p=.01$). Race and camping and hiking alone is significant($p=.00$). Income and camping and hiking alone is significant($p=.02$). It appears when race is added as a main effect, that the overall association remains significant.

In analyzing race by activities by education, race and education was significant in all of the relationships at the .05 or better probability level. This is in accordance with the results in Table 2. The Log Linear analysis yielded 2 significant associations for

race and education different from the chi-square analysis. These were camping and hiking and boating and water skiing (Appendix D 10). The association between education and camping and hiking was not significant at ($p=.18$) from the Log Linear analysis but ($p=.00$) from chi-square analysis. The analysis of Log Linear further indicated that race and camping and hiking was associated. When the main effect of race was added to the equation of education and camping and hiking, this 3 way interaction became significant at($p=.02$). Therefore it was concluded that education level and camping and hiking alone is not significantly associated, however when the main effect of race is added, the 3 variables are significantly associated. The association between education and boating and water skiing was not significant at ($p=.28$) from the Log Linear analysis but $p=.00$ from the chi-square analysis. The analysis of Log Linear further revealed that race and boating and water skiing was marginally($p=.06$) associated. This was different from the results of the chi-square analysis. The probability level of race and boating and skiing was at .00. When the main effect of race was added to the equation of boating and water skiing and education, the association was marginally related at the .06 probability level.

Overall, for the most part, Log Linear analyses confirmed the results of the chi-square tests for this study. There were 2 exceptions. The association between education camping and hiking ,and race and the association between education, boating and water skiing and race were the exception in this study. The probability level of education and camping and hiking was .18 from the Log Linear analysis, but $p=.00$ from the chi-square analysis. The probability level of education and boating and skiing was $p=.28$ from the Log Linear analysis but $p=.00$ from chi-square analysis.

CHAPTER SUMMARY

This chapter evaluated each of the four main hypotheses as well as the sub-hypotheses. All of the hypotheses were partially confirmed. The first hypothesis partially confirmed that length of stay is a function of the predictors of marginality income, education, occupation and residence. More specifically length of stay is a

function of income and occupation in that they were significantly associated at the .05 or better probability level. Although length of stay was significant, the nature of some of the relationships was not as expected. It was proposed that the lower the income the lower the length of stay. Of the respondents with household income in the range of \$50,001-75k, 63.29 percent stayed 1-4 days. For the lower income of \$20,000, 59 percent of the respondents stayed 1-4 days during their pleasure trip. Although the majority of respondents in this study reported an income in the range of \$20,001-\$50,000, more respondents with an income in the range of \$50,001-75,000 stayed 1-4 days at a rate higher than those with a lower income. Hypothesis two, selecting trips is a function of marginality, was partially confirmed. Type of trip is a function of income, occupation and residence. However, there were some associations between type of trip and some variables that were not as expected. It was proposed that the lower the income the higher the rate of selecting touring vacations as a pleasure trip. For touring vacations as a type of trip selected, 11 percent of respondents with an income of \$20,000 or less, selected this trip type. As it relates to theme parks and income, 8.00 percent of those with an income of \$20,000 or less, selected theme parks as a pleasure trip. The nature of this relationship was not as expected in that it was hypothesized that the lower the income, the higher the rate of selecting theme parks as a pleasure trip. Of the respondents which had blue Collar occupations, 9.2 percent selected touring vacations as a pleasure trip while 13.77 percent of those with White Collar occupations selected touring vacations. The nature of this association is not as expected in that it was hypothesized that those with Blue Collar occupations would select touring vacations at a higher rate than respondents with White Collar occupations. Almost 15 percent of the respondents who reside in a mostly all white neighborhood selected city trip as a pleasure trip. However, 29.41percent of those residing in a mostly all black neighborhood selected city trip as a pleasure trip. The nature of this relationship between residence and city trips is not as expected. From analysis, one can see that those residing in a mostly all white neighborhood selected city trip at a higher rate than those who reside in a mostly all black neighborhood. This relationship is reverse of

what was hypothesized. For hypothesis 3 there were several significant relations between activities and marginality predictors (Table 14).

Overall the results of this study partially confirm that black and white travelers participate in different activities during leisure travel as a function of predictors of marginality (income, education, occupation and residence). Income and participation in outdoor activities ($p=.00$), hunting and fishing ($p=.00$), fine arts ($p=.00$), camping and hiking ($p=.02$), mobile activities ($p=.00$), golf ($p=.02$), risk-skill activities ($p=.01$), and boating/water skiing ($p=.00$) during leisure travel were associated. Of the respondents with a reported income in the range of $\leq \$20,000$, 15 percent of them participated in outdoor activities. In analyzing those respondents who participated in hunting and fishing, 9 percent of them had a household income of $\leq \$20,000$. The nature of this relationship was not as expected in that it was hypothesized that those with the lower income would participate in hunting and fishing at a higher rate. The association between hunting and fishing and income was reversed. The result of the analysis indicated that the lower the income, the lower the participation in hunting and fishing. For the relationship between education and participation in selected activities, there were 7 activities which had a significant association with education. The significant relationships were with exercise-health activities ($p=.04$), hunting and fishing ($p=.00$), fine arts ($p=.00$), camping and hiking ($p=.00$), golf ($p=.00$), and risk-skill activities ($p=.01$) and boating and water skiing ($p=.00$) were associated in this study (Table 7). The association of all of these activities was in the direction as expected except for hunting and fishing. For hunting and fishing, those who had the lower education level participated in hunting and fishing during leisure travel at next to the lowest rate of all the participants in this study. As it relates to occupation and sporting activities ($p=.00$), outdoor activities ($p=.00$), and games ($p=.02$), there was an association. Of the respondents with blue collar occupations, 11.04 percent participated in sporting activities, while 13.04 percent of the respondents with white collar occupations participated in sporting activities during leisure travel. The hypothesized association between occupation and outdoor activities is as expected in that 29.45 percent of those

with blue collar occupations participated in outdoor activities while 40.58 percent of those with white collar occupations participated in outdoor activities during leisure travel. The nature of the association between occupation and games was not as expected. The study hypothesized that respondents with blue collar occupations would participate in games at a higher rate than those with white collar occupations. The analysis of the data revealed that 39.26percent of the respondents with Blue Collar occupations participated in games during leisure travel while 44.93 percent of the respondents with white collar occupations participated in games during leisure travel. Residence and several activities were significantly associated in this study. The following relationships were significant: Immobile activities ($p=.04$), camping and hiking ($p=.00$), golf ($p=.00$), risk-skill activities ($p=.02$), and boating/water skiing ($p=.00$). (Table 9). For the most part residence and activities participated in during leisure travel was as expected. However, for the activity risk skill activities. None of those residing in a mostly all black neighborhood participated in this activity and 5.45percent of those residing in a mostly all white neighborhood participated in this activity during leisure travel. Participation for risk skill activities was low through out this study. Only 16 respondents participated in this activity. Black travelers did differ from white travelers in their travel behavior. More specifically, in this study race and length of stay was not associated ($p=.75$). There is no difference in the length of stay between black and white travelers. The average length of stay for blacks in this study was 6.67 days and 6.72 days for white travelers (Table 10). In comparing individual trip types and length of stay for black and white travelers, the mean for white travelers was higher for each trip type except visiting family and relatives. The mean for visiting family and relatives was higher for black travelers (Table 11). For black and white travelers in this study, there was a significant difference ($p=.00$) in type of trips selected (Table 12). Among the 8 trip types, white travelers selected touring vacation (13.09 percent), cruises/resorts (17.45percent), and outdoor/eco-tourism (14.18 percent) more than black travelers. Black travelers selected city trip (25.33 percent), theme parks (6.67percent) and visiting friends and relatives (38.22 percent) more than white

travelers. The nature of the relationship between city trip and race and touring vacation and race was not as expected. It was hypothesized that white travelers would be more likely to select city trip vacations more than black travelers. The analysis of the data resulted in 25.33 percent of black travelers selecting city trip as a trip type and 13.82 percent of white travelers selecting this same trip type. This is that of white travelers selected this trip type while 10.22 percent of black travelers selected this same trip. This is also reverse of what was hypothesized. Black travelers did not select touring vacation at a higher rate than white travelers. The results of this study confirmed that black and white travelers participated in different activities during leisure travel (Table 13). Race and participation in immobile activities ($p=.03$), popular art ($p=.04$), camping and hiking ($p=.00$), risk-skill activities ($p=.00$), and boating/water skiing ($p=.00$), were associated in this study. Of the white travelers in this study, 20.36 percent of them participated in popular art while 13.78 percent of black travelers participated in this same activity. The nature of this relationship was not as expected in that whites participated in popular art more than blacks. This is the opposite of what was hypothesized. For the activity of camping and hiking, blacks and whites did differ in their participation rate. Participation in boating/water skiing during leisure travel was significantly different between black and white travelers. Over 7 percent of black travelers in this study participated in boating/water skiing and 16.73 percent of the white travelers participated in this same trip. In this study blacks were 1.6 times more likely to participate in immobile activities more than whites, .61 times less likely to participate in popular art than whites, .40 times less likely to participate in boating and water skiing than whites and .31 times less likely to participate in camping and hiking than whites.

Log Linear modeling was performed to further validate the chi-square tests, There were 2 exceptions. The association between education and camping and hiking and the association between education and boating and water skiing were the exceptions in this study. The probability level of education and camping and hiking was .18 from the Log Linear analysis, but .00 from chi-square analysis. The probability level of education

and boating and skiing was .28 from the Log Linear analysis but .00 from chi-square analysis. Exhibit 4.1 summarizes the relationships found to be significant in this study.

Overall the results of this study indicate that black and white travelers do differ in their travel behavior and that their differences may be due in part to income, education, occupation and residence. To further confirmed the results of the chi-square tests for this study, Log Linear modeling was performed. The effects of culture and of selected variables were assessed through log-linear modeling and analysis of variance. Tests of the effects of race as opposed to marginality predictors upon travel variables, in some relationships, identified race as a predictor of leisure travel and the socio-economic covariates as significant predictors in some instances.

Exhibit 4.1 – SUMMARY OF SIGNIFICANT RELATIONSHIPS

Significant Relationships with Marginality Predictors and Length of Stay

Income

Length of stay during leisure travel is a function of income in that the lower the income, the shorter the length of stay.

Occupation

Length of stay during leisure travel is a function of occupation in that those who have blue collar occupations will have shorter length of stay than those having white collar occupations.

Significant Relationships with Marginality Predictors and Type of Trip Selected

Income

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.

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.

Selecting **cruises** as a pleasure trip is a function of income in that the lower the income, the lower the rate of selecting cruises.

.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.

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.

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.

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.

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.

Occupation

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.

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.

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.

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

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.

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.

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.

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

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.

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.

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.

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.

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.

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.

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.

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.

Significant Relationships with Marginality Predictors and Activities Participated In During Leisure Travel

Income

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.

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.

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.

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.

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.

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.

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.

Participating 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.

Education

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.

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.

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.

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.

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.

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.

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.

Occupation

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.

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.

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.

Residence

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.

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.

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.

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.

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.

Black Travelers will differ in their travel behavior from White Travelers

Race and Type of Trip

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.

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.

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.

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.

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.

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.

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.

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.

Race and Activities Participated in During Leisure Travel.

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.

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.

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.

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.

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.

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