

A Cultural Tourist Exchange

- How cultural perceptions, attitudes and habits affect the choice of tourist destination

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Abstract

When looking at all the prognoses and predictions about the future, the new tourists seem to be very specific about where they want to go and what they want to see. New tourists are also demanding the opportunity to choose activities and they are looking for experiences (Nordin, 2005). How come that some destinations are much more popular than others and what influences the choice of destination?

After living in India for some time I learned quite a few things about Indian culture and the way Indians perceive things. There is research about where Indians are travelling and what they like to see but I have not found any research about why Indians travel to the destination they do. Out of India's population of more than 1 billion people only 8.3 million made outbound trips in 2006. This number is however quickly increasing (by nearly one million per year) and estimates say that Indian outbound travellers might reach 50 million in 2020.

Being a Swede in India also made me curious about where Swedish people go and why they do it. The travel patterns for Swedish people seem to be following the trends showing an increasing interest for new, more exotic destinations with less mass tourism.

The reason for studying Swedish tourists is that I together with a friend from India planned to start a resort with cultural experiences for Scandinavian (primarily Swedish) tourists in India. The reason for looking at Indian tourism is that I have seen how Indian outbound tourism is exploding and all the opportunities that it is giving. The possibility that the populations can encourage each other to travel to respective countries is really interesting.

I have been trying to find out how perceptions are affecting the choice of destination and type of trip. Trends that I chose to look into are the eco-tourism trend as well as the cultural tourism trend and the desire to try new experiences during the vacation. Is there a possibility that these trends can increase the cultural exchange (interest/desire to know more) between each other countries? This is what the below research problem has been trying to answer.

How can people who are interested in an Indian-Swedish cultural exchange be characterized?

I have not been able to answer my research problem completely for a number of reasons. What I can present is an idea about what characterizes an Indian respondent who is showing an interest in participating in a cultural tourist exchange. The following are some of the more prominent characteristics of such an Indian tourist:

- They require quite a lot in the form of certain types of tourism plant, in this case high-end accommodation. Other types of tourism plant are less important.
- The Indian respondents are not too keen on going on adventurous trips.
- Sharing cultural values is generally not too important and the sharing of religious views is the least important.
- High-income respondents are more interested in participating in a cultural exchange
- The socio-economic situation is most important when deciding a trip while family and reference group influence is less important.
- They travel less often with their family than the average Indian tourist.

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1. Introduction

People have been travelling for thousands of years. The Vikings came all the way to the Middle East and North America and the Romans travelled to both Egypt and Greece, visiting attractions like Greek temples, the Pyramids and the Sphinx (Walker, 2004). Traveling was however in those days mostly for other purposes such as trade or crusades rather than leisure. Modern tourism as such started with the industrial revolution and the railroad. A distance that earlier took several weeks could now be undertaken in a couple of days. With every new invention that followed, people became more and more flexible. After the train came the car, and after the car came air travel and the latter came to change the way we travel for good. For the first time you could cross the Atlantic ocean only in a matter of hours. The rapid expansion of leisure travel happened in the 1960's with the introduction of charter trips (Cooper, Fletcher, Fyall, Gilbert and Wanhill, 2005)

One definition of modern tourism reads as follows:

“The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” (WTO and UNSTAT, 1994, para. 1)

Tourism is today one of the biggest industries in the world, generating and supporting 195 million jobs globally. This is equivalent to 7.8 percent of the world's total workforce and it is forecasted to reach 250 million jobs in 2010 (Cooper et al., 2005). Tourism has been quickly evolving from its first organized charter trips back in the 1950's to today's mass tourism. However today there are so many different types of tourism as people tend to look for different experiences when travelling. Even though mass tourism (charter to for example Canary Islands, Greece or nowadays even Thailand) is the most common type of tourism there are also tourists that do not require (or want) the same comfort as they have at home. Cooper et al. (2005) define seven different types of tourists depending on what experience they are looking for and how common they are. The different types of tourists are explorer, elite, off-beat, unusual, incipient mass, mass and charter. The first three types are not very common but adapt well or fully to the local norms and environment. On the other side the latter three are the most common types of tourists who seek or even demand Western amenities.

During the last years increasing consciousness about the environment and what we are doing with it has however raised a lot of questions regarding the future. More and more people are starting to look at environmentally friendly alternatives in life, including so called eco-tourism. This can mean travelling to smaller and less developed tourist destinations with less impact on the environment or choosing more environmentally friendly activities at the location. Another trend that to some extent accompanies the concern for the environment is the need for new experiences. People no longer want to spend their two weeks of vacation within the hotel premises. They are increasingly looking for activities that can enhance the total experience such as e.g. river rafting, jungle safaris, or even a cooking course in Thailand (Mossberg, 2003).

In the 1980s it was the level of service that differentiated a product or service from each other. Today service and quality of service is considered a matter of course if the company providing them is to survive. Companies have to give the customer an experience and not just provide transport and a hotel in order to be competitive (Mossberg, 2003).

Another factor influencing travel patterns is the impact of globalization. With globalization follows development, but also problems in the form of changing the way people live and behave. Instead of trying to change the way the local population live and behave to the way it is in their home country, many tourists are now looking for a cultural experience instead. The term “pro-poor tourism” (PPT) has been embraced by organizations like WTO and the World Bank. The goal is to reduce poverty in the regions where it is much needed by introducing tourism (Cooper et al., 2005).

1.1. Background

When looking at all the prognoses and predictions about the future, the new tourist seems to be very specific about where they want to go and what they want to see. They are also demanding the opportunity to choose activities and they are looking for experiences (Nordin, 2005). Then how come some destinations much more popular than others and what influences the choice of destination? Many factors can be easily explained, for example an earthquake or a terrorist threat, which would obviously decrease the popularity among tourists for a destination. Other things are more subtle like increasing prices or intensified marketing from a competing destination.

After living in India for some time I have learned quite a few things about Indian culture and the way Indians perceive things. One example is their perception of time as an abundant thing, while in the Western world it is limited. Another example is how they still keep their extended family (grandparents) with them throughout life (based on own observations). Such cultural differences diversify the world but also affect cultural relations.

There is research about where Indians are travelling and what they like to see but I have not found any research on why Indians travel to the destination they do. India is still a developing country and most Indians can never afford to go outside their home country. If they have been abroad, it has usually been for studying (USA or UK) and very few go for leisure trips. Out of India’s population of 1 billion people only 8.3 million made outbound trips in 2006 (The Financial Express, February 26, 2007). This number is however quickly increasing (by nearly one million per year) and estimates say that Indian outbound travellers might reach 50 million in 2020 (The Business Line, February 26, 2004). The most popular destinations in 2004 were Singapore, USA, Thailand, China (PRC) and Hong Kong SAR (PATA’s Asia Pacific Tourism Forecasts, 2005). Other destinations that are coming forward are countries like Switzerland and Austria which have managed to attract a significant amount of Indian tourists through aggressive campaigns in India. Switzerland alone had nearly one quarter of a million visitors from India in 2005 (India Brand Equity Foundation, 2005).

Being a Swede in India also makes me curious about where Swedish people go and why they do it. When looking at Swedish people travelling abroad in 2005 there is a decline for all of the most popular destinations but the total spending is increasing (SIKA, 2001). This pattern seems to be following the trends above showing an increasing interest for new, more exotic destinations with less mass tourism. The reason why I want study Swedish tourists is that I together with a friend from India have an interest in starting a resort for Scandinavian (primarily Swedish) tourists in India. The reason for looking at Indian tourism is that I have seen how Indian outbound tourism is exploding and all the opportunities that it gives. The possibility that the populations can encourage each other to travel to respective countries is really interesting. The basic idea is to study Swedish trips to India and Indian trips to Sweden and make a comparison. What are the main drivers (motivators) and obstacles for something that I have chosen to call a Swedish-Indian cultural exchange. I will try to describe what

characterizes people who choose to go to certain destinations, for example the possible reasons for choosing the type of trip they do and what kind of perceptions they have about the destination. That is, I want to find out how those perceptions are affecting the choice of destination and type of trip. Trends that I want to look into are the eco-tourism trend as well as the cultural tourism trend and the desire to have new experiences during the vacation. Is there a possibility that these trends can increase the cultural exchange (interest/desire to know more) between each other countries?

1.2. Problem discussion

Today travelling for pleasure (leisure, recreation holidays, and visiting friends and relatives) is the most common form of travelling. People have a number of different motivators for travelling. Some people travel for sun, sand and sea while others are more interested in cultural and sporting activities associated with travel. When surveyed people tend to list the following reasons for travel (Walker, 2004):

- To experience new and different surroundings
- To experience different cultures
- To rest and relax
- To visit friends and family
- To view, or participate, in sporting/recreational activities

Travelling is also likely to increase in the coming years. There are a number of factors that are suggesting an increase, such as (Walker, 2004):

- Longer life spans – People live longer and have better health
- Flexible working hours – More flexibility in working hours obviously gives more flexibility in travelling as well.
- Early retirement – If retiring with a good pension at early age one would have time and resources to travel
- Greater ease of travel – The increase in availability of different modes of travel also has a positive effect.
- Tendency to take shorter, more frequent trips – People no longer want to spend all of their vacation at once and in one place. Instead they take shorter vacations spread out over the year.
- Increase in standard of living – More and more people in developing countries like India and China can now afford vacation.

The future travel patterns are very hard to predict but there are a number of trends and factors that will definitely impact how, where, when and why we are going to travel.

The World Trade and Tourism Council (WTTC) in 2003 laid out a plan for how “new tourism” is going to look and consists of three dimensions. The first dimension is the fact that governments must recognize tourism as a top priority. The second one states that tourism business must balance economics with environment, people and cultures. The third is that tourism must develop partnerships to share in the pursuit of a long-term growth and prosperity (Cooper et al., 2005).

International tourism arrivals are forecasted to reach one billion by 2010 (Walker, 2004) and 1.5 billion by 2020. This is despite the fact that only 7 percent of the world population is considered to have the possibility of international travel (Cooper et al., 2005).

Social drivers such as the demographic trend in Europe and North America changes the type of travellers. The so called baby boomers (the large amount of people born in the 1940s and the 1950s) are a consumer group that has high spending power (Statistiska Centralbyrån, 2005) and when retiring will want to live an active life (Yaqoob T. as cited in Nordin, 2005). The other major consumer group in focus is the so called generation X (or Baby Busters), born around 1960-1980. Their spending patterns are completely different, although they also have big spending power. They marry later and spend more on a youthful lifestyle than i.e. the baby boomers, but more than anything else they are also the first generation to grow up with technology. They are also a very savvy generation in the sense that it makes them less responsive to mass marketing (Nordin, 2005).

Other social trends are phenomena like urbanisation, the more independent woman (also in developing countries) and the increasing cultural diversity in especially the developed countries. The latter is a trend that might encourage the will to understand other cultures, or getting back to roots for i.e. second generation immigrants.

Globalization, as mentioned above will give access to new markets, open new borders and thus increases competition but also gives new opportunities.

Climate change and other environment issues have been discussed more and more during the last few years. Recently the question has been intensified through movies like *An inconvenient truth* (Gore, 2004) and articles in leading newspapers in e.g. Sweden. In 2003, the World Tourism Organization (WTO) issued something called *The Djerba Declaration on Tourism and Climate Change* (World Tourism Organization (WTO), 2003). This declaration is stating a number of core issues for governments to deal with:

- Adopt the Kyoto protocol on greenhouse gas emissions
- Research and collaborate on climate change
- Move tourism up the agenda on climate change discussion
- Implement sustainable water use practices and the ecological management of sensitive areas
- Raise consumer awareness of the issue

Climate change together with other environmental issues like e.g. cutting of rainforests, burning or trash or dumping it in lakes and oceans are things that will matter to tourists in the future. One of the key words considering these issues is *sustainability*. Practical examples of this are increasing concern for the local community and consideration for all stakeholders (travel agents and airlines etc as well as the local population and visitors) of a destination. Other things are codes of conduct for visitors, certification for enterprises, marketing of environmentally friendly behaviour and the development of “endemic tourism”. “Endemic tourism” recognises that each destination has its own character and attraction. This can mean using local materials and architecture for building, encouragement of local cuisine, crafts and festivals (Cooper et al., 2005)

The last major trend for future tourism is the so called experience based activities. The consumer wants to be more in focus and be able to affect what is happening. Examples are “eater-tainment” – to create a gastronomic experience for the customer, “shopper-tainment” or “enter-tailing” – to create an extra experience on top of the regular shopping (Mossberg, 2003). Within tourism it is called “info-tainment” or “edu-tainment”, i.e. the travel product is merged with education and entertainment to create a greater experience for the customer. “For the new tourist travel is not just about being at the destination, but experiencing being there as

travelling becomes the medium for personal fulfilment and identity” (Cooper et al., 2005, p. 766).

As a summary it can be said that the new tourist is knowledgeable, particular with the surroundings and quality, seeks experienced focused trips and is older due to the aging population in developed countries. Most people, even from the baby boom generation, started travelling at an early age and have become experienced. They are also technologically experienced and can function in a multicultural environment.

All these trends are of course influencing the individual tourists’ behaviour in different ways. Depending on which type of tourist you approach they will be more or less affected by things like trends, green-house gas warnings, bomb threats etc. In addition to that aspects like perceptions and expectations are also affecting the type of trip and the choice of destination. The question is who is interested in travelling where and why?

I have decided to look at the kind of tourism that follows the recent trends. I am talking about experience based, sustainable and endemic tourism, i.e. tourism that focuses on giving the tourist a real experience of the destination. The World Tourism Organisation has set a definition for what they call cultural tourism:

”Cultural tourism includes movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages” (World tourism organization, 1985, p. 6, as cited by Canadian Heritage, 2006).

I have chosen a slightly different view when talking about culture and tourism. I am looking at the countries India and Sweden for the reasons mentioned in the background chapter. The reason for choosing an exchange rather than just picking e.g. Swedish people visiting India is that cultural values are only truly exchanged if it is done both ways. If Swedish tourists come to India and experience the Indian culture it will surely affect them and maybe even make them understand a little more about Indian culture, but it will not make Indians understand more about Swedish culture. For example the “Canary Islands Style” of cultural influence cannot be considered an exchange. On Canary Islands tourists can today find menus in Swedish (and almost every other European language for that matter), waiters sometimes speak Swedish and they will find Swedish food if they want it (self experienced). When this happens it is more about cultural standardisation than cultural exchange. The meaning of the word *exchange* is according to Britannica Encyclopaedia Online (www.britannica.com) defined as:

1 : the act of giving or taking one thing in return for another.

2 a : the act or process of substituting one thing for another **b** : reciprocal giving and receiving.

3 : something offered, given, or received in an exchange.

Thus the cultural tourist exchange can only happen if “both cultures visit each other”. Therefore I am also looking at the possibility of Indians travelling to Sweden and experiencing Swedish culture. It can also be so that when e.g. Swedish people are visiting India they are making Indians curious about visiting Sweden.

I am not looking for the specific definition of cultural tourism that WTO uses. Instead I am looking for the broader concept that can include things like eco-tourism (which can be a part of the culture tourist definition), experience trips and non institutionalized (endemic) tourism.

The term *culture* that cultural exchange is based on can be described as a “set of beliefs, values, attitudes, habits and forms of behaviour that are shared by a society and transmitted from generation to generation” (Bennett and Kassasjin, 1982 in Mill and Morrison, 2002, p.244). That can be included in all the forms of travel mentioned above but the most important thing is to achieve a cultural exchange. People should therefore be willing to both share their own culture with visitors and accept cultural differences when travelling. My definition of cultural exchange can therefore be formulated in the following way: “A set of beliefs, values, attitudes, habits and forms of behaviour that is shared by a society, transmitted (partly or fully) to visitors and exchanged when travelling to each other’s countries.”

My main research problem will therefore be formulated as:

How can people who are interested in an Indian-Swedish cultural exchange be characterized?

1.3. Demographic backgrounds

Below I am presenting previous research about both the Swedish and the Indian populations. This research will help me in choosing the populations that seem to be best suited for the kind of cultural exchange that I am investigating.

Swedish population

Sweden has one of the oldest populations in Europe (4th oldest) with 17.2 percent of the population above 65 years of age (SCB, 2003). Also, the biggest age groups in Sweden are the ages 35-54 and 55-64 (SCB, 2006). The age group born between 1960 and 1943 are the so called “baby boomers” which have worked for a long time or will soon retire. When looking at the disposable income with respect to age, it is clear that the baby boomers have the absolutely highest disposable income (see Appendix 3), and it is also among those increasing the most (SCB, 2005). The disposable income for most other age groups has actually been decreasing the last 4 years. These numbers are confirming what all the reports are already saying; the baby boomers are a consumer group with a lot of economic influence.

When it comes to how different age groups like to travel it can also be seen that the baby boomers have certain preferences that fit well with the cultural exchange experience. Nordin (2005) lists a number of characteristics for baby boomers:

- “Me” generation
- Huge economic gains
- Put individual desires ahead of good of a group;
- Job ahead of family
- Brand savvy
- Feel the country owes them
- Resent authority
- Passion for introspection and self-enlightenment
- VIP services
- Forever young
- Nonconformists – unless it’s serving them
- Participants
- Adventure
- Diversity – pack lots into one vacation
- Spas; holistic destinations

- Nostalgia

Another example is from Tahira Yaqoob (Daily Mail, 2004) who writes:

“They want to go on having it all, from traveling the world to dressing like 18-year-olds and preserving their looks to help an active sex life.”

Indian population

The Indian population is one of the biggest in the world, a fact that leads to big contrasts among the population. It is estimated that 300 million Indians live in poverty (less than \$400 per year), more than the population of the United States (Wells, 2001). On the other side India had 53,000 people earning more than \$220,000 per year in 2005. This is estimated to increase to 1.5 lakh¹ (150,000) in 2015, with half of them being located in the cities of Delhi and Mumbai. The much mentioned Indian middle-class (annual income above \$5000) was only 12 million in 2004. By 2020 it is estimated to reach a remarkable 350 million individuals (The Hindu Business Line, June 28, 2006). To the point is also the fact that Indians average age is lower than anywhere else in the world, a mere 24.8 years (Wikipedia, 2007).

The Indian foreign traveler is usually between 25-45 years old and likes to travel in groups. 60 percent come from north and west India while 25 percent are from the south.

When going abroad, Indians like shopping and 30 percent chose that as a primary motive for visiting a destination (Dhawan, 2007).

2. Theories, models and cultural values

There are a number of models and theories describing and explaining tourism behaviour. In this chapter I will present them and explain why I have chosen to look closer at them. My later research will then decide which models I will choose to base my work on and which I can discard as less important or insignificant for answering the research question/questions above. I will begin with models that are looking at demographic factors. After that I will bring up more behavioural models such as socio-cultural behaviour and then look at specific behaviour regarding experiences. Finally I will try to describe the significant differences between Indian and Swedish culture, i.e. the characteristics that are specific for this comparison (Sweden vs. India).

2.1. Demographic models

There are a number of socio-economic characteristics that are used for tourism analysis. The following are used by (Cooper et al., 2005)

- Age
- Sex
- Education
- Occupational status
- Occupation
- Annual income
- Family composition
- Party composition

Generation groups

The age characteristic is usually divided into a number of different age groups that are said to have different preferences in travel. The age groups are the same in different sources, but the range of each age group varies a little. This characterisation of age groups is taken from (Nordin, 2005):

- The Matures & The Silent Generation, before 1943
- Baby Boomers, born around 1943-1960
- Generation X (or Baby Busters), born around 1960-1980
- Generation Y (or the Millennial Generation, the Net Generation and the Digital Generation) born around 1980-2000
- Generation 9/11, born around 2000 until present time

The work-leisure paradox

The following model illustrates how time discrepancy and income discrepancy varies through the life cycle. The work-leisure paradox describes the relation between the amount of time that one has in relation to the income. The idea of the work-leisure paradox is to explain the different stages on life when you are most likely to have the largest respective the smallest discretionary income in comparison to time discretion.

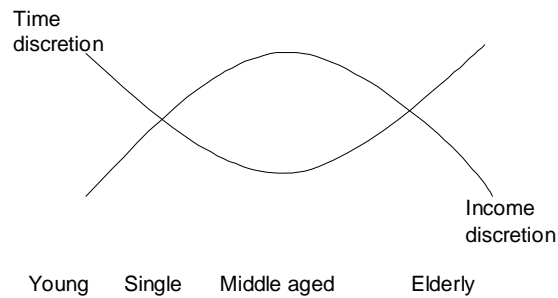


Figure 1. *Work-leisure paradox*. Taken from (Cooper et al., 2005).

When you are young, you have a lot of time on your hands, but you do not have the disposable income. As you grow older, work will take more time, so you will have less time discretion but usually more money. Somewhere around middle age, you will have the biggest disposable income, but also the least time. Then the curve turns again and you will end up where you started, with a lot of time, but very low disposable income.

Suppressed demand for tourism

Travel is still an unobtainable luxury for most people in the world, including some developed countries. Cooper et al (2005) list a number of reasons why people are not travelling:

- Travel is expensive and demands a certain threshold of income before people are willing to enter the market. Travel will always compete with other luxury products and investments.
- Lack of time is the biggest problem for many people in the developed countries. It could be for either business or family reasons.
- Physical limitations such as ill health (e.g. heart disease and mental/physical handicap) are a major constraint on travel.
- Family circumstances such as single parents or having to take care of your parents could also prevent travel.
- Government restrictions could also prevent travelling. Restraints on for example visas or currency acts as a barrier against both inbound and outbound travel.

STEP analysis

The STEP analysis looks at individual purchasing patterns and what is affecting them. It can be used to find out how far a specific country has come in its development. By looking at each part of the model you can find certain steps that will distinguish how far the country has come in its development. The STEP analysis consists of the following:

- S** social factors
- T** technological factors
- E** economic factors
- P** political factors

Cooper et al (2005) use the STEP model with four steps but you can also add environmental factors to it (STEEP model). The five step model with environmental factors is used in (Nordin, 2005) and I have chosen to also add that step here as well. That is because I think that the environmental factors are and will even more become a very important part of the purchasing patterns for travel.

Social factors

The level of population growth, development, distribution and density will affect a country's travel propensity. The following phases are listed by Cooper et al (2005) for a country's development:

The high stationary phase

Corresponds to the many underdeveloped countries with high birth and death rates, something that is keeping the population fluctuating, but at a lower level. One example of such a country is Ethiopia. Social and health conditions in the country are poor enough to keep tourists away.

The early expanding phase

Early expanding means continued high birth rates but the death rates are lower with the help of improved sanitation, health care and social stability. These kinds of countries are characterized by young, large families (e.g. India). Most of the population cannot afford to travel even though a country like India has a quickly growing middle class which also possesses a growing income.

The late expanding phase

In the late expanding phase the birth and death rates are usually controlled and the country is industrialized. Most developing countries belong to this or the latter phase.

The low stationary phase

The low stationary phase corresponds to high mass consumption and is a stage with economic development, i.e. Sweden and UK. Birth and death rates are stabilised at a low level.

Technological factors

Technology is of course a major factor in enabling the conversion of suppressed demand into effective demand. This means everything from sufficient transportation to developed technology infrastructure. Technology increases accessibility for everyone and in most cases, lowers the cost.

Environmental factors

Environmental factors can be anything that affects the environment whether it is on a global or a local level. One of the biggest issues lately is the climate change and global environmental awareness. With that follows things like environmental and nature catastrophes, global warming and the decreasing ozone. The latter in turn is affecting skin cancer and people's willingness to be in the sun, in the long term affecting choice of destination and activities undertaken by tourists.

Other less obvious environmental factors are political decisions "supporting" tourism exploitation and increasing customer awareness of the importance of ecological consideration.

Local issues can be terrain driving (and with what kind of vehicles), increased environmental adaptation imposed on tourist enterprises and products that are branded as environmentally friendly.

Airlines and other means of transport are affected by the demands from the Kyoto agreement to lower emissions, as well as by rising oil prices, all which could result in more expensive trips.

Further on changes like weather extremes (for instance storms and heat-waves) can impose new laws to prevent the global greenhouse warming effect. New diseases and old diseases that are coming back are also factors that come with the environmental change. One example is that the malaria line (the longitude at which malaria infected mosquitoes can be found) is steadily moving northward (Martin and Lefebvre, Ambio, 1995)

Economic factors

Economic development is also something that determines the tourist demand, simply because economy influences so many critical and related factors. Cooper et al. (2005) present five different economic stages that every country will go through. The economic stages go hand in hand with the social development of a country. The different stages are presented below:

Economic stage	Some characteristics	Examples
<i>Traditional society</i> Long-established land-owning aristocracy, traditional customs and majority employed in agriculture. Very low output per capita, impossible to improve without changing system. Poor health levels, high poverty levels.	<i>The underdeveloped world</i> Economic and social conditions deny most forms of tourism except maybe domestic.	Parts of Africa and Southern Asia.
<i>Preconditions for take-off</i> Innovation of ideas from outside the system. Leaders recognize the desirability of change.	<i>The developing world</i> From the take-off stage, economic and social conditions allow increasing amounts of domestic tourism. International tourism is also possible in the drive to maturity. Inbound tourism is often encouraged as a foreign exchange earner.	Parts of South and Central America, parts of the Middle East, Asia and Africa
<i>Take-off</i> Leaders in favour of change gain power and alter production methods and economic structure. Manufacturing and services expand.		
<i>Drive to maturity</i> Industrialisation continues in all economic sectors with a switch from heavy manufacturing to sophisticated and diversified products.		Mexico, parts of South America
<i>High mass consumption</i> Economy now at full potential, producing large numbers of consumer goods and services. New emphasis on satisfying cultural needs.	<i>The developed world</i> Major generators of international and domestic tourism.	North America, Western Europe, Japan, Australia, New Zealand.

Table 1. *Economic stages. Taken from Nordin (2005).*

Political factors

Politics can affect tourism in different ways. From creating a suitable environment for tourism to work in by helping to market the destination, to supporting less popular destination with tax relieves. It can also be the opposite where the government imposes visa restrictions or special tourist taxes to restrict or control the amount of tourists coming to the area.

Destination pull vs. push

When looking at different tourist attractions and the factors that contribute to their development, it is possible to divide them into two different types of factors; push and pull factors. Push factors are things that push people away from the original destination to a tourist destination, e.g. pollution, urbanisation, heavy workload etc. Pull factors on the other hand are factors that pull the tourist to the destination, e.g. special events (World championships), nice beaches and friendly people (Walker, 2004).

2.2. Socio cultural behavior models

There are a number of different theories and models to analyse socio-cultural behaviour. The ones I am presenting here are based on trying to identify a number of specific traveller types.

Plog's psychographic analysis

Stanley Plog (1977) developed a model that would explain the different tourist typologies that has been identified. Plog used something called psychographic analysis to explain why destinations go from development to decline in cycles. The original model looks like this:

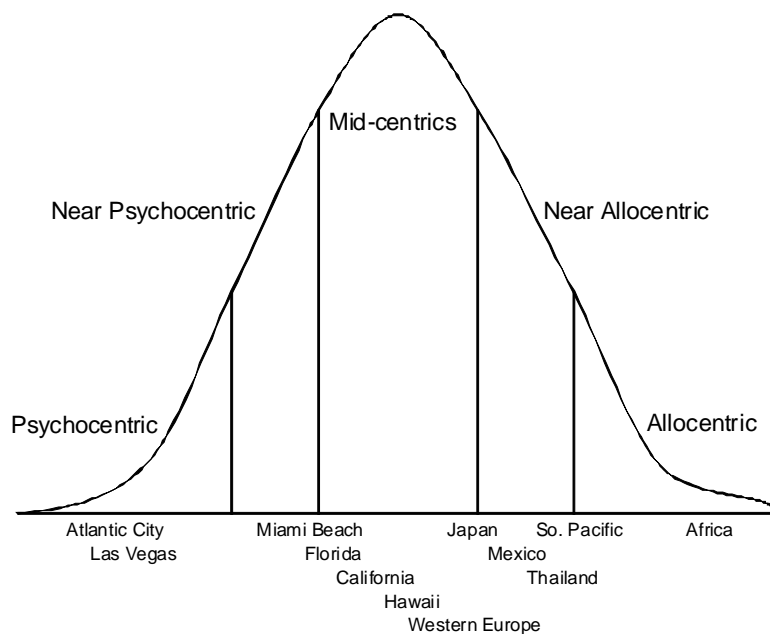


Figure 2. *Plog's psychographic analysis. Taken from Walker (2004)*

Allocentrics are people who seek cultural and environmental differences from their norm. They usually belong to higher income groups, are adventurous and require very little in the way of tourism plant.

Psychocentrics are looking for familiar surroundings and usually belong to lower income groups. They are not very adventurous and demand a high level of tourism plant, i.e. infrastructure specifically supporting tourists.

This original model was later revised by Plog himself in 2004 where he modified categories and replaced *allocentrics* with *venturers* and psychocentrics with *dependables*.

The main idea of the model however is that when looking at tourists and their behaviour, their behaviour will always follow a normal distributed curve.

Tourist typology

Valerie Smith lists a number of different tourist types (as cited in Cooper et al, 2005, p.228) depending on their adaptation to local norms. The table below is taken from that:

Type of tourist	Number of tourists	Adaptation to local norms
Explorer	Very limited	Accepts fully
Elite	Rarely seen	Adapts fully
Off-beat	Uncommon but seen	Adapts well
Unusual	Occasional	Adapts somewhat
Incipient mass	Steady flow	Seeks Western amenities
Mass	Continuous flow	Expects Western amenities
Charter	Massive arrivals	Demands Western Amenities

Table 2. *Tourist Typology. Taken from Cooper et al (2005)*

When combining this tourist typology with Boniface’s and Cooper’s (as cited in Cooper et al, 2005, p.61, figure 2.4), you can get a more explanatory view of the different tourist typologies and how they behave. Boniface and Cooper are dividing tourism into institutional and non-

		Type of tourist	Number of tourists	Adaptation to local norms
Non-institutionalized tourism	The drifter	Explorer	Very limited	Accepts fully
		Elite	Rarely seen	Adapts fully
	The explorer	Off-beat	Uncommon but seen	Adapts well
Institutionalized tourism	The individual mass tourist	Unusual	Occasional	Adapts somewhat
		Incipient mass	Steady flow	Seeks Western amenities
	The organized mass tourist	Mass	Continuous flow	Expects Western amenities
		Charter	Massive arrivals	Demands Western Amenities

Figure 3. *The tourist typology combined with Boniface and Cooper’s model.*

institutional tourism. Institutional tourism is arranged by the tourism industry such as tour operators, travel agents, hotels and transport operators. Non-institutionalized tourism means individual travelling and very little contact with the tourism industry where contact will only happen upon necessity. Depending on the location’s familiarity to home, the tourists are divided into different types from the organized mass tourist to the drifter.

The drifter has cancelled all connections with the tourism industry and tries to get as far away from home and familiarity as possible. There is no fixed route or plan and the drifter lives freely with the local people. Without a job the drifter still has to pay his/her way around but he/she is immersed in the local culture. The drifter from Boniface et al fits best with Smith's Explorer. Thus drifters are very limited in numbers and as explained above they are not only fully adopting to local norms but also accepting them.

The explorer has organized the trip independently and is looking to get off the beaten track. They would however still make use of things like comfortable accommodation and reliable transport. They will only get back to the safety of Western amenities if things get really tough. Boniface et al.'s explorers fit best with Smith's elite and off-beat travelers. They are not very common and they adapt well or fully to the local environment.

The individual mass tourist is enjoying mass tourism with slight modifications. The trip is organized by the tourism industry and so are all the other activities. If any excursions are made they remain in the environmental bubble that will keep the tourist with the group and the guide. Therefore this type of tourist will never fully experience the location. This tourist corresponds to the unusual and the incipient mass in Smith's model. They can adopt somewhat (for example eating local food) but are mainly looking for Western amenities.

The organized mass tourist is not very adventurous at all and wants to maintain the environmental bubble that resembles home. They will typically buy fixed packages "off the shelf" and are throughout the whole trip having little or no contact with the local population. This corresponds to the mass or charter tourists who are great in numbers and expect Western amenities wherever they go.

Levels of cultural exchange

De Kath suggests (as cited in Cooper et al., 2005) that there are three broad categories of direct socio-cultural contact occurring when the host population encounters the visitors. These three levels are:

- 1) When tourists buy goods and services from the host.
- 2) When hosts and tourists share a facility such as the beach, a train or a bus or maybe a restaurant.
- 3) When tourists and hosts come together for the prime purpose of cultural exchange.

The two first levels are according to Cooper et al (2005) most likely to be associated with the majority of the negative aspects of social contact. The third level however is generally considered to be positive in nature.

Cultural impact

In the definition of cultural exchange I am defining it as "*A set of beliefs, values, attitudes, habits and forms of behaviour that is shared by a society, transmitted (partly or fully) to visitors and exchanged when travelling to each other's countries.*" Inskeep (as cited in Cooper et al., 2005) suggests that the magnitude in cultural difference between the tourist and the host will create something called a cultural impact. The cultural impact consists according to him of the following differences:

- Basic value and logic system
- Religious beliefs

- Traditions
- Customs
- Lifestyles
- Behavioural patterns
- Dress codes
- Sense of time and budgeting
- Attitudes towards strangers

The rate of change and development will have an effect on the impact. It is also suggested that tourists behave differently when they are on vacation compared to when they are at home.

Cultural penetration

Cooper et al (2005) are also discussing something that Cohen brought up regarding the categorization of different degrees of cultural penetration. The different degrees are as described in Cooper et al:

Commodification is a process where the local society adapts to the tourists because they have different demands from those of the local population. It can be ritual dances that are adapted for tourists and the original purpose is forgotten, or it can be handicrafts where the product is changed to fit the tourist and the original technique is forgotten.

Staged authenticity is something that has been created through the awareness of cultural and ethnic differences. The tourism product should offer real authenticity and the tourist wants to observe and meet the real people. Staged authenticity can be seen in two ways; either it can be seen as a step forward in understanding foreign cultures or it can be seen as the beginning of a cultural devastation. The concept of staged authenticity is to provide the tourist with an authentic cultural experience while preserving the cultural identity of the host population. Cooper et al (2005) presents a model for cultural penetration that looks like this:

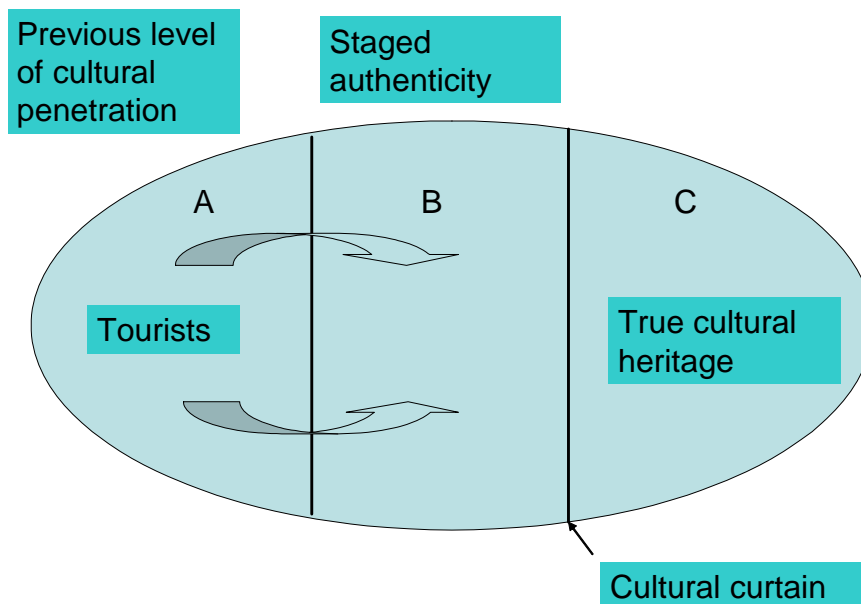


Figure 4. *The cultural penetration model. Taken from Cooper et al (2005)*

A - Represents the previous level of tourist penetration into the host culture.

B – Represents the new level of cultural penetration that is considered to be authentic by the tourists but is actually staged authenticity

C – Is the true cultural heritage of the host society that maintains their integrity and identity by keeping tourists on the other side of the cultural curtain.

Standardisation is when famous cultural phenomenon like e.g. McDonalds or Coca Cola moves to a new country. As tourists are often looking for familiar environments, it helps them to exist specifically at tourist locations. These kinds of cultural phenomenon however might not be normally found in the local environment. Secondly the kind of work or practices that the establishment brings might be different from the ones found in the local economy.

Alien cultural experiences of tourists have to do with the fact that you as an alien to the society can experience different things compared to someone who lives there. When living in an environment you are unable to participate in or enjoy meaningful cultural experiences. It is not mainly the inability, but more the fact that you are unaware of the fact that you are participating and therefore cannot appreciate it. As an alien to the environment you will acknowledge differences in e.g. weather, food or other environmental experiences. Many tourists therefore actively seek out cultural experiences that are different from their own norm, a motivation that is becoming more important in modern tourism.

Socio/cultural value and impact model

The following model is a combination of four other models created and presented by Cooper et al (2005). The model is based on Plog's model and the tourism intensity vs. maturity model. They are combined with the model for tourist typology and a model from Doxey about level of irritation generated by tourist-host contact.

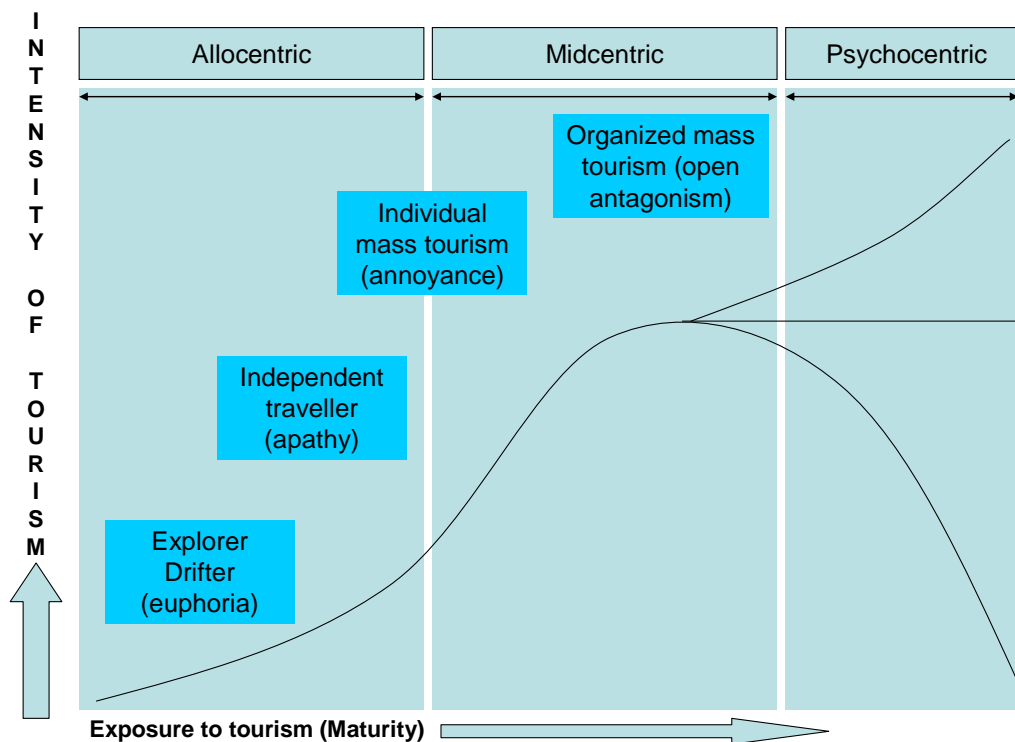


Figure 5. The socio/cultural value and impact model. Taken from Cooper et al. (2005)

The more intense tourism is, the more exposure (maturity) does the destination get. The allocentric travellers will abandon the location as soon as the maturity level gets too high and

they will be replaced by midcentric travellers. The increase in exposure (maturity) leads to an increased scepticism among the locals. The scepticism will grow higher until the intensity level comes to a crossroad just before entering complete maturity. Which route it will take at the crossroad is decided by whether the intensity is accepted by the locals or not. Either it will stay at the same level of intensity and continue to exist, but only at the level that the locals allow, or if the local population is able to accept more intensity, then the destination can exist with an increased intensity. If it can continue to exist it will also attract more psychocentric tourists than before. The third route is that the locals do not longer accept the intensity and the locals move into the open antagonism state, resulting in that the tourists abandon the location.

Consumer decision making framework

The basic consumer decision making process applied in a tourism environment is presented in figure 6 below.

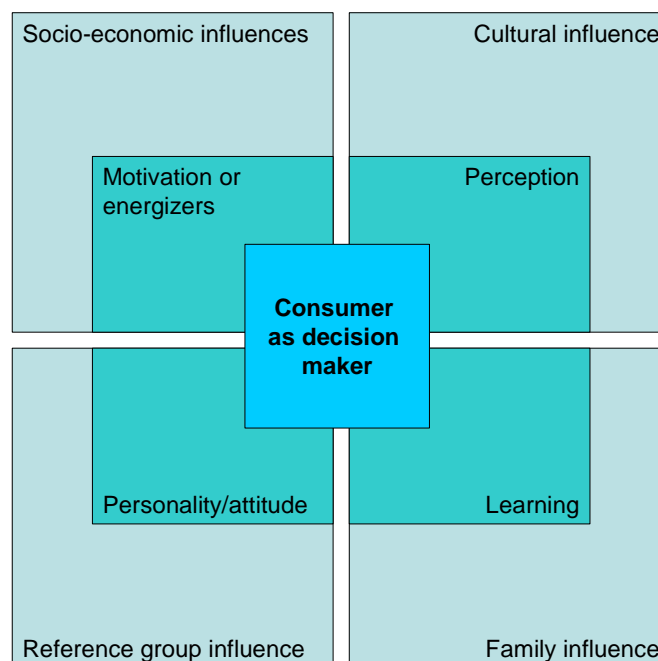


Figure 6. *Consumer decision making framework. Taken from Cooper et al (2005).*

The figure above illustrates a simple version of the main influences that are affecting the consumer decision. As from the figure the process can be divided into four basic elements (Cooper et al, 2005):

- **Energizers of demand** are forces of motivation that lead to a decision to visit an attraction or to go on a holiday.
- **Effectors of demand** is when the consumers have developed ideas of a destination, product of organization by learning (e.g. internet), attitudes and associations from other sources of information such as promotion and information messages. The consumer's image and knowledge will be affected by this and the energizers are either heightened or dampened towards the decision making.
- **Roles and the decision-making process.** The important role is that of the one family member who is normally involved in the final decision about when, where and how the group will consume the tourist product.
- **Determinants of demand** are in turn deciding the consumer decision-making process. Even if motivation exists, the demand is filtered, restrained and channeled due to

economic (disposable income), sociological (reference groups, cultural values) or psychological factors (perceptions, personality, attitudes).

2.3. **The customer experience**

“When a person buys a service, he purchases a set of intangible activities carried out on his behalf. But when he buys an experience, he pays to spend time enjoying a series of memorable events that a company stages as in a theatrical play to engage him in a personal way” (Pine and Gilmore, 1999, para. 2)

The Four Realms of an Experience

Joseph Pine and James Gilmore have identified four types of experiences (called the two dimensions by Mossberg, 2004), where the best offering can handle or combine and deliver all 4 (Pine & Gilmore, 1999).

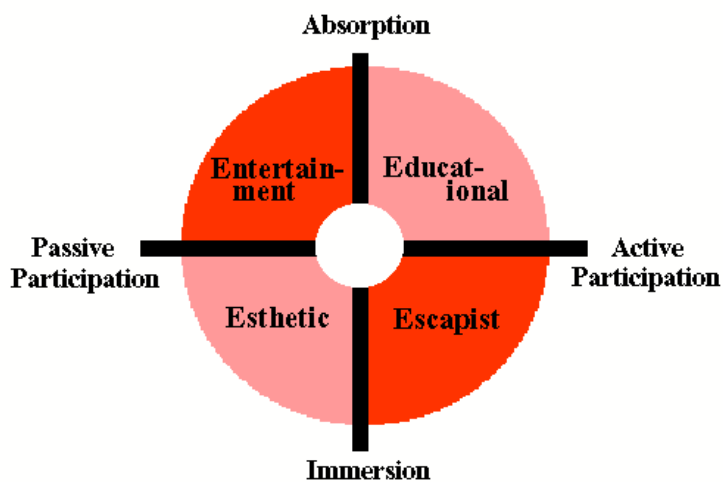


Figure 7. *The four realms of an experience, taken from Pine and Gilmore (1999).*

The first dimension is the amount of customer participation in the event and the other is how much the customer goes into the experience. For some experiences only a mental presence is needed, as the case of the customer being a spectator of the event. In other cases the experience requires a physical presence, for example at the massage parlor. In some cases it might even be required that the customer is active in producing the event (e.g. 10k run or playing laser game). In the latter case the customer can also contribute in affecting the outcome of the experience depending on the performance.

The second dimension has to do with the relation that the customer has to the experience. It can be described as two extremes where the customer is either immersed into the experience, something that can happen if it requires a lot of concentration. The other extreme is absorption where the experience goes into the customer, for example if watching a good movie.

The experience room

“The experience room” is a direct translation from the Swedish word “Upplevelserummet” created by Lena Mossberg (2004) to describe her model for customer experience. The most important things in the model are customer participation and consumption. Instead of looking at the customer as passive and anonymous he/she is said to be participating in the creation of the event. The barrier between customer and provider is breached and full interaction can take place.

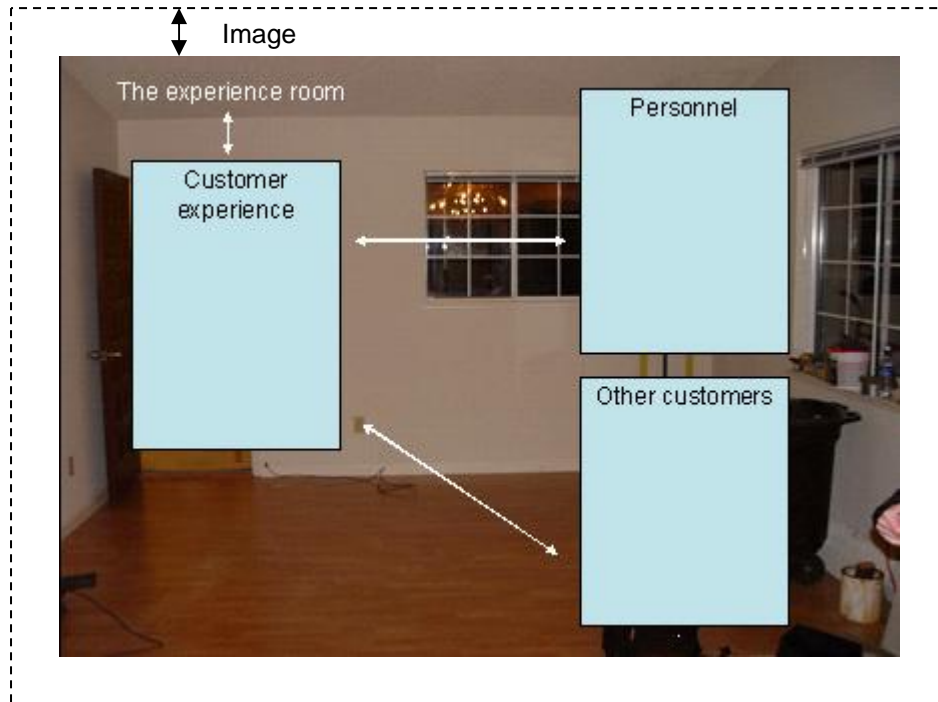


Figure 8. *The experience room. Taken from Mossberg (2004).*

The whole customer experience is however also affected by things like how the customer is taken care of by the personnel, how the other customers are behaving, what the surroundings are like and image. The personnel are there to satisfy the customer. Already existing customers are with their body language, the way they talk and their facial expressions telling the new customer how to behave. Image is what the experience providing company has created to attract customers. The image should reflect something different and memorable which makes the customer spread the word about the activity or service.

The flow model

Csikszentmihályi (1997) introduces a model of flow (see figure 9). The model describes the different kind of tasks we can take on based on skill (represented by the horizontal axis) and challenge (represented by the vertical axis). The ultimate experience when performing a task is when we get exactly the right amount of challenge and possess the right amount of skill to make a really good result. That is when we reach something called flow. Due to the flow being there our flow tasks are usually also our favorite tasks.

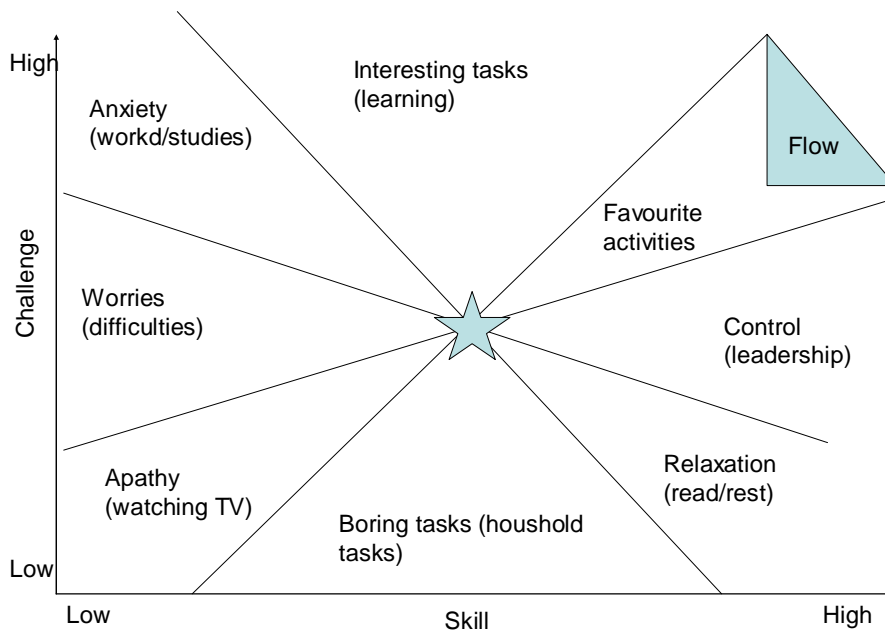


Figure 9. *The flow model. Taken from Csíkszentmihályi (1997).*

2.4. **Research on cultural values**

In this section I am presenting some research that has been done previously when it comes to cultural values of different people and tourists. By comparing my results with this research it will help me to estimate the validity of my findings.

Hofstede's dimensions

Geert Hofstede has made comprehensive and extensive studies of how values in the workplace are influenced by culture. From the initial results, and later additions, Hofstede developed a model that identifies four primary Dimensions to assist in differentiating cultures: Power Distance - PDI, Individualism - IDV, Masculinity - MAS, and Uncertainty Avoidance - UAI. He later added also a fifth dimension called Long-Term Orientation – LTO which is based on Confucian dynamism (Hofstede, 2003).

Power Distance Index (PDI) that is the extent to which the less powerful members of organizations and institutions (like the family) accept and expect that power is distributed unequally. At the same time it can be described as the level of distance that a manager chooses to keep between him/her in order to feel at ease in their manager role. That is, cultures with a high PDI will expect and inequality, both on a high and low level.

Individualism (IDV) is the opposite of collectivism and is the degree to which individuals are integrated into groups. On the individualist side are societies in which the ties between individuals are loose: everyone is expected to look after him/herself and his/her immediate family. On the collectivist side, we find societies in which individuals are integrated into strong, cohesive in-groups, often extended families (with uncles, aunts and grandparents) often living together.

Masculinity (MAS) versus its opposite femininity refers to the distribution of gender roles. Women's values vary very little between cultures whereas men's values from one country to another contain a dimension from very assertive and competitive and, to modest and caring

and similar to women's values on the other side. The assertive pole has been called 'masculine'. MAS refers to the gap between women and men.

Uncertainty Avoidance Index (UAI) deals with a society's tolerance for uncertainty and ambiguity. It indicates to what extent a culture programs its members to feel either uncomfortable or comfortable in unstructured situations. Unstructured situations are novel, unknown, surprising and different from ones usual. Uncertainty avoiding cultures try to minimize the possibility of such situations by strict laws and rules, safety and security measures, and on the philosophical and religious level by a belief in absolute Truth. The opposite type, uncertainty accepting cultures, is more tolerant of opinions different from what they are used to and they try to have as few rules as possible. People within these cultures are more phlegmatic and contemplative, and not expected by their environment to express emotions.

Long-Term Orientation (LTO) versus short-term orientation is the fifth dimension. It can be said to deal with Virtue regardless of Truth. Values associated with Long Term Orientation are thrift and perseverance whereas values associated with Short Term Orientation are respect for tradition, fulfilling social obligations, and protecting one's 'face'.

Using Inskip's cultural impact differences in Hofstede's five dimensions gives a way to link research about the difference in cultural values between two countries with people's perceptions about the differences. Hofstede's comparison of Sweden and India gives the following result:

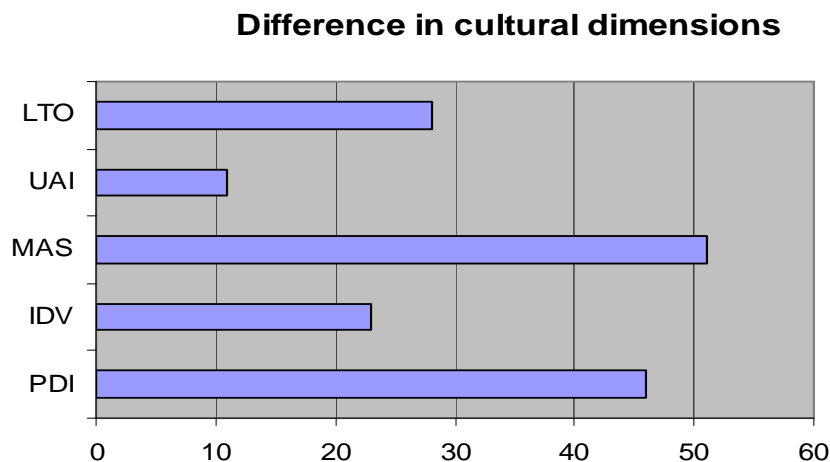


Figure 10. Cultural difference between Sweden and India, Source: Gert Hofstede (2003)

The Global Cultural Map

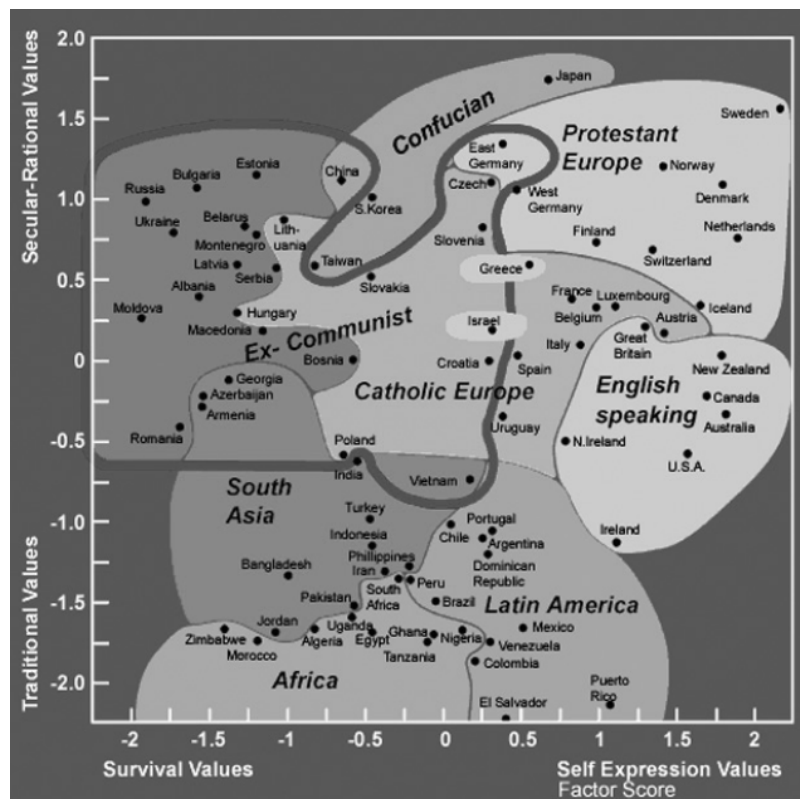


Figure 11. *The global cultural map. Taken from (Inglehart & Baker, 2000).*

The Global Cultural map is a part of the World Values Surveys which were designed to provide a comprehensive measurement of all major areas of human concern, from religion to politics to economic and social life. The two most dominating dimensions are traditional/secular-rational and the survival/self-expression values.

The Traditional/Secular-rational values dimension reflects the contrast between societies in which religion is very important and those in which it is not. A wide range of other orientations are also closely linked with this dimension, such as deference to authority, absolute standards, traditional family values and reject divorce, abortion, euthanasia etc.

The second major dimension of cross-cultural variation is linked with the transition from industrial society to post-industrial societies-which brings a polarization between Survival and Self-expression values. Priorities have shifted from an emphasis on economic and physical security toward an increasing emphasis on subjective well-being, self-expression and quality of life.

The global cultural map tries to describe how the two dimensions of self expressional versus survival values and traditional values versus secular-rational values maps to the countries of the world. Sweden for example is extremely secular-rational and self expressionist while countries in Africa are almost the opposite. A country like India maps closely to catholic Europe due to its fairly traditional values and somewhere in the middle when it comes to self expressionist values.

3. Research questions and frame of reference

In this chapter I will present my research questions and the frame of references where I will go more into detail regarding the research questions and how they are related to theory.

3.1. Research questions

As mentioned above there are a lot of factors influencing how, why and when we choose to travel as well as where. In the formulation of my research problem I am asking:
How can people who are interested in an Indian-Swedish cultural exchange be characterized?

With that I have already defined two distinct populations, Swedish and Indian. That is, Swedish people visiting India and vice versa. The respective populations are however not in any way homogenous and it would not make sense to try and do any research without regard to demographic variables. In my research though, I am not really interested in investigating what effect demographic variables have. Instead I want to use previous research based on demographic variables for “eliminating” the need of investigating that myself. That way I can then narrow down the respective populations to populations that are more uniform and likely to be interested in the kind of trip that a cultural exchange would mean. I am for example only considering a very small part of the Indian population, simply because most of the Indian population does not even have the economic means to travel to Sweden. Therefore I have constructed my research questions almost exclusively with disregard to demographic variables and with focus on socio-cultural variables.

The main issue I want to find out is therefore:

What perceptions, values and other social variables are characterizing individuals who are interested in a cultural exchange trip?

To be able to answer that I have created a number of research questions:

RQ 1: *Are members of a population that is demographically most likely to go for a cultural exchange also homogenous according to Plog’s model?*

RQ 2: *Are members of a population that is demographically most likely to go for a cultural exchange also homogenous according to Smith and Boniface et al’s tourist typology?*

RQ 3: *What factors in the cultural impact model are among the most important for the desire to participate in a cultural exchange?*

RQ 4: *What are people’s level of satisfaction depending on the type of trip?*

RQ 5: *What energizers (motivators) exist for an allocentric tourist?*

RQ 6: *How are the different parts of the consumer decision making framework ranked for an allocentric and a psychocentric person respectively?*

3.2. Exceptions

There are a number of exceptions that have to be taken into consideration when it comes to the research questions. The subject I am writing about is very vast and it is impossible to cover everything. Therefore I have tried to narrow it down to some very specific questions regarding behavior among people who like to go on more experience-based trips.

Also, it is very hard to get specific results from this kind of research. Therefore most of the results will be in form of my own findings combined with recommendations based on earlier research.

3.3. Research question 1

RQ 1: *Are members of a population that is demographically most likely to go for a cultural exchange also homogenous according to Plog's model?*

Concept

According to Plog's model people can be divided into Allocentrics and Psychocentrics depending on what kind of destinations they prefer. Also, when looking at different age groups it is claimed that especially the so called baby boomers are mostly allocentric. What I want to know is whether this model can be supported when testing a chosen group of demographically homogenous people such as e.g. the baby boomers and putting them in Plog's model. Assuming that the model is correct the majority of the chosen population should be allocentrics.

Conceptual definition

Stanley Plog's allocentrics are people who seek cultural and environmental differences. They prefer to visit destinations that are very unlike their native place. From Plog's own definition of an allocentric person they can be said to usually belong to higher income groups, be adventurous and require very little in the way of tourism plant. Psychocentrics on the other hand are looking for familiar surroundings and usually belong to lower income groups. They are not very adventurous and demand a high level of tourism plant.

Operationalization

Having chosen a demographically suitable group (e.g. baby boomers who fit the description according to theories) I will have them answer a couple of questions regarding their preferences of destination for travel, type of vacation, accommodation etc.

3.4. Research question 2

RQ 2: *Are members of a population that is demographically most likely to go for a cultural exchange also homogenous according to Smith's and Boniface et al's tourist typologies?*

Concept

Based on Smith's and Boniface et al's theories on tourist typology tourists can be divided into different types and those types can be divided into institutionalized and non-institutionalized tourists.

Conceptual definition

People who look for non-institutionalized tourism are called explorers, elite or off-beat. People who look for more institutionalized tourism are called incipient mass, mass or charter tourists. The non-institutionalized tourists are fewer in number than the average mass-tourist and are adapting well or completely to the environment. Institutionalized tourists however are plenty in numbers and are looking for or demanding western amenities.

Operationalization

Similar to 3.1.3 asking questions to a demographically suitable group (e.g. baby boomers since they fit the description of a non-institutionalized tourist) around the interaction with the locals and types of activities conducted or accommodation used at the destination, will hopefully provide data enough to verify whether such a group is actually homogenous.

3.5. Research question 3

RQ 3 *What factors in the cultural impact model are among the most important for the desire to participate in a cultural exchange?*

Concept

The cultural impact model describes the differences between cultures for a number of different factors (see 2.2.4). A bigger cultural difference results in a bigger cultural impact.

Conceptual definition

The concept of cultural impact is affecting the possibility of a deeper cultural relationship. For someone to be willing to participate in a cultural exchange the cultural impact should not be too high for each and every one of the different factors. Some factors can however be more important than others and the question is which ones?

Operationalization

From analyzing the cultural differences between Sweden and India it is possible to measure the cultural impact. Questions around the importance of the different cultural impact factors can determine the potential emphasis on certain factors.

3.6. Research question 4

RQ 4: *What are people's level of satisfaction depending on the type of trip?*

Concept

People's satisfaction may vary depending on their expectations on the trip. Different locations might have different expectations and therefore some places can more easily than others satisfy the travelers because of the difference in initial expectations.

Conceptual definition

How satisfied are people with a trip and how is that affected by their previous expectations. For example if they were very dissatisfied with a trip even though they seemed to have been given the best alternatives available that might indicate that their expectations were unreasonably high.

Operationalization

How was people's level of satisfaction with a certain trip and how is that related to their activities, standard of living etc. at the location?

3.7. Research question 5

RQ 5: *What energizers (motivators) exist for an allocentric tourist?*

Concept

The consumer decision making framework (2.2.8) mentions so called energizers of demand that will act as motivation for someone to visit a destination. An allocentric tourist in this case will probably look for a destination with a high cultural impact.

Conceptual definition

For the kind of tourist that chooses to visit an allocentric destination (a destination with high cultural impact), what are the kind of motivators that act as triggers for that tourist to visit the destination? There will be a number of motivators that make the destination the favorable choice for the allocentric tourist. Those motivators could be things like the ability to taste different food, experience a wedding or even be invited to a local's home.

Operationalization

Based on previous research about different motivators I will choose a number of factors (e.g. from the cultural impact theory) to represent motivators for demand. The respondent can then be asked to rank the different motivators after how influential they are on the choice of destination.

3.8. Research question 6

RQ 6: *How are the different parts of the consumer decision making framework ranked for an allocentric respective a psychocentric person?*

Concept

The consumer decision making framework (2.2.8) consists of a number of parts that together affect the consumer as a decision maker. The question here is which parts that are more important and if there is a difference in importance between different parts for an allocentric respective a psychocentric person.

Conceptual definition

Are allocentric tourists affected differently from psychocentric by the factors mentioned in the consumer decision making framework?

Operationalization

By asking the respondents about how they are choosing their trips it should be possible to find out which parts of the framework they put most emphasis on. Also from the types of trips they would prefer to make one can divide the respondents into an allocentric and a psychocentric group.

3.9. Research model and question mapping

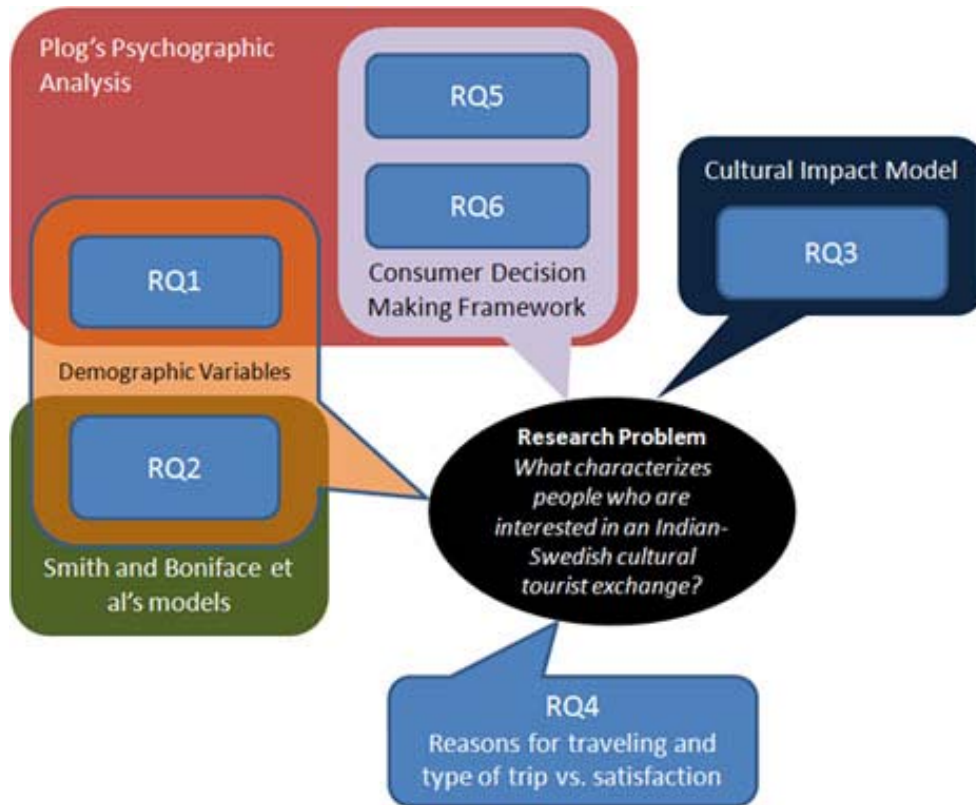


Figure 12. Research model

	=>maps well	=>maps somewhat		=>no match		
	RQ1	RQ2	RQ3	RQ4	RQ5	RQ6
Question 1						
Question 2						
Question 3						
Question 4						
Question 5	█			█		
Question 6	█					
Question 7	█					
Question 8	█					
Question 9	█					
Question 10						█
Question 11	█		█		█	█
Question 12						█
Question 13	█	█			█	
Question 14	█	█				█
Question 15		█				
Question 16		█				
Question 17						█
Question 18	█	█	█		█	
Question 19	█	█	█	█	█	
Question 20	█	█	█		█	
Question 21	█				█	
Question 22	█			█		
Question 23	█				█	
Question 24	█			█		
Question 25	█				█	
Question 26			█		█	
Question 27				█		
Question 28	█		█	█	█	█
Question 29						
Question 30						

Questions for demographic background (Questions 1-4)

Open questions on general happiness (Questions 29-30)

Diagram 1. Mapping of questions against the research questions.

4. Methodology

Based on the research problem and the research questions I have methods to collect and answer them. These methods are described below.

4.1. *Research purpose*

The purpose of this research is to provide the necessary material to together with previous research to be able to answer the research problem. A lot of research has been done on the psychology of tourists and why they choose to go on trips. There is however a lack of research when it comes to the specific kind of trip that I am suggesting. Although there is evident research that is suggesting that trips in the future will go towards eco-tourism, experiences and cultural exchange (see the background chapter), there is no research that specifically investigates the characteristics of a tourist which chooses such a trip.

4.2. *Research approach*

The research will have to get data regarding specific values such as external values, preferences and perceptions as well as behavioral patterns. Such research is difficult to conduct and I would have preferred to use more than one type of research method for the data collection. However due to lack of resources I had to choose one research method for my research. Because of the size of my populations (Indians and Swedish) I had difficulty of collecting enough answers to be able to use an explanatory method for this kind of research. What I chose to use instead are descriptive and exploratory methods that try to describe the behavior of the respondents instead of explaining it.

4.3. *Research strategy*

My research strategy consists of a quantitative method for collection of data as well as for the analysis of data when trying to describe the behavior of tourists interested in cultural exchange.

Data collection method

In order to get both difficult and easy questions answered I initially wanted to use both a qualitative and a quantitative method of collecting data. The quantitative method that is most feasible is a survey method. The main reason is because it is a relatively easy method of collecting data from a large number of subjects and one can get answers reasonably difficult questions (Bouffard & Priscilla, 2004). However, when it comes to questions regarding perception and cultural values it is usually difficult to get the answers through a survey. For such questions I would have preferred to use a qualitative method, such as personal interview or discussion groups. However due to lack of resources in the form of time and money I had to limit myself to one data collection method. I then chose to use the survey method because it is a more effective way to get many questions answered by many respondents, and if I got enough answers also determine the reliability and generalizability of the result.

The survey was sent out as an online survey to the two populations (Indian and Swedish). My initial plan was to get help from traveling agencies by asking them to let me use their customer database for distributing the questionnaires. At first the response was positive but in the long run I found out that they were not willing to help even though I offered them free access to the results. Plan B was to use my personal network for something called **Snowball sampling**. The first respondent refers a friend and the friend also refers a friend, etc. The goal was to extend it to reach a minimum of 60 people in each population.

Through my contacts in India I managed to get access to a big network of IT executives (around 1500 people) to whom I sent the survey. I also went to corporate seminars and a network called India Young Leadership Foundation (IYLF) to get access to more respondents. For Sweden it first seemed as if I would get some help from a couple of traveling agencies but when they pulled out I had to find alternatives. Also here I tried to use my personal network as well as my professional network on LinkedIn.

The survey was distributed through email with a link to my survey. The email addresses were collected from the networks mentioned above.

Sample selection

The sample selection had to be done with consideration to the two existing populations in my research, Indians and Swedish. Based on these two populations one can argue that any person selected from these populations could be willing to go for a cultural exchange. By narrowing down the populations with the help of demographics such as described in chapter 1.3. I could also narrow down the areas that I had to investigate. There is a lot of research done already when it comes to showing how different demographic groups are travelling. By using that information I could eliminate the investigation of demographic variables in my research and concentrate on perceptions, values and other social variables.

The research proposal; *“How can people who are interested in an Indian-Swedish cultural exchange be characterized?”* can then be answered both from my research based on social variables, perceptions etc. and from already conducted research based on demographic variables.

To get a completely random sample from each one of the entire populations, however, would require a lot of resources in finding a sample that is big enough. Also, when doing a random selection I would have included a number of people that would never even consider a trip like this, e.g. the Indians who could never afford it. Based on previous research it can be concluded that certain age and income groups are more likely to participate in a cultural exchange and therefore I have chosen to narrow the population down as much as possible by using those variables. By doing this I eliminated those demographic variables that I otherwise would have to take into consideration. This type of sample selection is called non probability sampling (Wikipedia, 2007). My specific type of non probability sampling can also be described as **Judgmental sampling** or **Purposive sampling** where the researcher chooses the sample based on who he or she thinks would be appropriate for the study.

In my case I first used judgmental sampling to narrow down the population size and then snowball sampling to get access to the respondents. In my snowball sampling I have used my professional network on LinkedIn as well as personal friends and family to reach the desired population. My judgmental sampling is simply based on the fact that my Indian population should be able to afford this kind of trip (see calculations in Appendix 1) and the Swedish population should be the one most probable (based on age and income demographics) to go on a cultural tourist exchange.

Sample description

When looking at the Swedish population and with consideration to demographic variables such as age and income it is quite clear (see 2.1.1 and 3.1.1) that the so called baby boomers would be the most appropriate population to approach. They have the highest disposable income in Sweden and many of them are retiring, have good pension funds and grown up

children. They are also interested in adventures and holistic destinations, something that fits well with the cultural experience.

The Indian population however is not as easy to define as the Swedish. Due to e.g. extended families there is an uncertainty in the decision making process. With that I mean that it is more unclear of who is making the decision in an Indian family regarding the choice of trip. From 3.1.2 it can be said that most trips are done by people in the age 25-45, i.e. people in their working careers. They also prefer to travel with their extended families and most of them come from big cities like Mumbai, Delhi and Bangalore. Based on calculations (see appendix 1) and numbers from India Brand Equity Foundation (see table 3 below) it can be said that the average spending for a trip to Sweden for an average Indian household would cost around \$10,300. According to an article in the Hindu Business Line (Phadnis, 2004, para. 15) around 25 million Indians can now afford to go abroad.

Country	Average spending¹
Singapore	\$220/day
Spain	\$900/visit
Switzerland	\$450 /day
Australia	\$2800/trip
Malaysia	\$150/day

Table 3. Average spending in different countries by Indian tourists (India Brand Equity Foundation, 2005).

Based on this I have two populations, one Swedish and one Indian. The Swedish population consists of people between 45 and 65 as they according to SCB (2005) have the highest disposable income and are most likely to go on a cultural exchange trip.

The Indian population will consist of people between 25 and 45 and with an income above US\$ 25000 per annum (see calculations in Appendix 1).

4.4. Validity and reliability

The validity and reliability of my research also has to be verified before any analysis can be done. I will discuss those issues here below.

Validity

The models and theories that I am basing this research on are taken from well known authors and books and they are all frequently used in other research studies.

Because of the sample method chosen (non probability sampling) it is not possible to define any statistical reliability for the survey because of the fact that the sample size might not be big enough (at least for the Indian sample). There are a number of things affecting the validity of this research apart from the sample size:

- The samples were chosen upon prerequisites of earlier research saying e.g. that the older Swedish population is more likely to appreciate a cultural exchange trip. This makes it a non-random sample and impossible to define in terms of statistical reliability.

¹ Exchange rate from 2008-04-13

- All the people who answered the survey did not finish it and therefore some questions have a very poor response rate. The number of people who did not follow through with the whole survey is noticeably high.
- The Indian population include is not entirely residing in India. Quite a few are residing outside India for different reasons. This can be temporarily or on a permanent basis. The fact that I can't tell the difference between Indians permanently living abroad against Indians living there on a temporary basis also affects the validity.
- Too many respondents from the Swedish population are not really members of my population (i.e. income and age did not fit). If I choose to include them in the result I might not be able to come to any conclusion, but on the other hand if I exclude them the number of respondents will be very low.

All of these factors limit me to only being able to see possible trends and not being able to prove or disprove anything.

Reliability

Even if the results from my survey might be able to indicate something, are those results reliable? That is, will the same kind of survey indicate the same thing if copied at a later stage. The whole reliability of this research is based on the fact that certain populations act in certain ways. Usually such a behavior will not change over time unless you start looking at very long perspectives.

Looking at the populations over the next couple of years and assuming that the validity has been verified it is highly unlikely that the behavior in these populations will change. However if the same survey would be copied 10 years from now it would probably not show the same results. For example the dynamics of the populations would have changed because people are 10 years older and the economic prerequisites might have changed.

5. Results and Analysis

In the following chapter I will present the results from the survey. The general survey performance like results regarding age, income etc. is presented in 5.1. The rest of chapter 5 contains the results and basic conclusions concerning questions 5 to 30. Results and conclusions from the questions are grouped based on how relevant they are to each other. For example questions 5, 18 and 19 are all very similar since they are dealing with the reasons for and where to go on a trip. I will also look at cross references such as the results based on income, age or whether the respondents have been abroad before. The Indian responses is presented first and the Swedish responses follow directly after.

5.1. The survey performance

My general findings will affect the final result in the sense that they describe the background and give an explanation to how certain results can be interpreted.

I handed out two surveys, one for the Indian population and one for the Swedish population. The Indian Survey was sent to approximately 1500 people and out of that I got 256 respondents, a response ratio of 17 percent. This is not too bad considering that it was an online survey and they were contacted through a couple of contacts that I have in the business world in India.

The Swedish survey was sent to around 200 people (mostly personal contacts). This might seem very low compared to the Indian survey but my idea was that the survey would be forwarded on and answered by other people as well. The survey was however not forwarded to the extent that I would have liked. It is hard to say how many people that actually received the survey and therefore I cannot determine the response rate. However, a total of 65 respondents are a lot less than I would have expected when using my personal network.

Indian respondents overview

As mentioned above I have 256 Indian respondents. Out of those 256 only around 70 percent or 175 people answered all questions. The ages of the respondents ranges between 22 and 72 but around 90 percent of the respondents are in the desired age group between 25-45 years old. Around 80 percent earn more than the desired \$25,000 per annum and that is also the number of respondents who are senior or middle executives.

Around 80 percent of the respondents are coming from big cities in India such as Delhi, Mumbai, Hyderabad, Bangalore or other cities with more than 1 million inhabitants. One thing I never anticipated by using my network in order to get respondents was to find that 20 percent are actually living outside of India on a temporary or permanent basis. I am not going to disqualify the 20 percent of the respondents who are currently not residing in India because I cannot determine whether that is permanent or not, and I believe that their cultural values are still in line with the “common Indian”.

85 percent of the respondents are senior/middle officers or executives and 5 percent are supervisory level employees. The rest are divided between the other alternatives.

When it comes to the respondents who do not fit in my target group because of age or income I will have to exclude them. This leaves me with 207 respondents.

Swedish respondents overview

The number of Swedish respondents is 65 and like the Indian respondents many did not complete the entire survey which has left me with only 50 complete surveys. The age range of the respondents goes from 21 to 64 but around 85 percent are in the desired age group of 35-64. The income distribution varies a lot more even than for the Indian group. Also the professions are very diverse compared to the Indian respondents. Like the Indian population however most of the respondents are from the bigger cities like Stockholm, Göteborg or other bigger cities with more than 100,000 inhabitants.

Because of the very poor response rate for the Swedish survey I will not disqualify any respondents. Instead I will use them for answering my research questions to the extent possible and take the non-respondents in consideration when interpreting the results.

5.2. Questions 5, 18 and 19

“Pick the THREE most important reasons for going on vacation, “What type of trip was it?” and “what are the THREE most important reasons for going there?”

Indian respondents

Questions number 5 and 19 are dealing with the reasons for choosing a specific location. Results from question 5 are showing that “To experience new and different surroundings”, “To rest and relax” and “Visiting famous attractions” are the most common reasons for going on vacation. Almost 50 percent of the respondents chose one of those three alternatives as a top reason for going to a location. Question 19 gives a similar result but here visiting famous locations ranks next highest. When analyzing **Question 5** and **question 19** based on income there is a preference for more experience based trips, such as eco-tourism and endemic tourism, enlightenment, education and to experience new and different cultures among higher income respondents. The lower income respondents prefer to a larger extent things like visiting famous attractions and traveling for religious purposes, as well as gambling and festivals. One interesting result is also that the lower income respondents seem to prefer nature and national parks to a larger extent than the higher income respondents.

On question 18 almost 65 percent of the respondents said their last trip was a sightseeing trip. The second biggest category was beach holiday (10 percent) and the other categories all got lower percentages. The results go well line with previous research that suggests that Indians prefer sightseeing and shopping when they go abroad (see 1.3.2). A noticeable result however is that adventure, cultural or entertainment trips where only done by respondents with an income above 12 lakhs per annum. However, a trip that might be exotic for a European traveler might not be as interesting for an Indian traveler or vice versa.

Comparing **question 5** with **question 14** (*“Have you ever gone abroad?”*) further shows that; respondents who have gone abroad before prefer cultural experiences before sightseeing and attractions to a much larger extent than the respondents who have never gone abroad.

Swedish respondents

Question 5 gives very diverse answers but the most common reasons for going on vacation are “To experience new and different surroundings”, “To rest and relax” and “For adventures and experiences”. The first option actually received 77 percent, the second option 58 percent and the third 37 percent. All the others all vary between 1 to 25 percent but the trend is that

experiences, culture and health receive more answers than things such as visiting attractions, gambling or education. Endemic or eco tourism however only received 1.5 percent.

I have not been able to find any correlations based on income or age. Whether they have been abroad or not cannot be used since 98 percent of the respondents have been abroad.

5.3. Questions 6 and 23

“How do you prefer accommodation when you travel?” and “What accommodation did you mostly use?”

Indian respondents

Questions 6 and 23 are dealing with the most preferred type of accommodation when travelling and during the last trip. **On question 6**, 45 percent of the respondents claim that they are not too worried about western standard accommodation. When looking at the same question based on income it is evident that higher income respondents prefer a higher standard on accommodation. Actually none of the respondents with an income above 24 lakh per annum said they would be willing to use rudimentary accommodation. The same trend is for respondents who have been abroad vs. respondents who have not. The latter seem to be much more willing to accept lower standard of accommodation. Similar trends can be seen when comparing the respondents based on **question 14**, “Have you ever been abroad”? Respondents who have previously been abroad prefer more luxurious accommodation.

When looking at where they actually stayed on **question 23**, most of the respondents said that they stayed mostly at mid-range hotels during their last trip. Based on income one trend is that higher income respondents to a larger extent stayed at luxury hotels. Another trend is that lower income respondents stayed at mid-range hotels more often than high income respondents. Other types of accommodation were equally used among the respondents. One explanation to the fewer differences between high and low income respondents on this question can be that only the respondents who have actually been abroad answered it.

Swedish respondents

The responses here are also very diverse and mostly divided by “Always use western standard hotels”, “Prefer western standard” and “I am not too bothered about the western standard” which all receive between 30 and 35 percent. On question 23 most of the respondents (50 percent) said they stayed at middle class hotels. The rest were fairly equally divided between other alternatives.

No specific trends can be seen based on age or income.

5.4. Questions 7 and 20

“How do you usually book your trip” and “How did you book your trip?”

Indian respondents

Question 7 shows that 50 percent of the respondents would choose to do all the booking themselves via the phone or the internet. When looking at this question based on income the higher income respondents seem to be willing to book more on their own. Comparison based on **question 14** however shows no correlation to how they prefer to book. High income respondents said they would to a larger extent book everything themselves but on the other hand more high income respondents (than low income) said they would prefer booking face-

to face with a traveling agency as well. Trends for **Question 20** seem to be almost the same. 44 percent of the respondents did all the booking themselves but they did to a larger extent use travelling agencies then claimed in question 7. Also here a specific trend can be seen when comparing based on income. The reason for this could maybe also be that all respondents who answered this question have been abroad.

Swedish respondents

On **question 7** the most of the respondents claim to prefer booking themselves. 43 percent said they prefer booking everything themselves and 30 percent via a travel agency online. On **question 20** the answers are a little different than in question 7. Only 28 percent said they booked and arranged everything themselves. Second most popular was booking on the internet through a traveling agency. One explanation to the low percentage on arranging everything themselves can be that 18 percent chose “other” as response here. Among those 18 percent most of them said that they used their own car and didn’t book anything.

5.5. Questions 8 and 21

“How much of your trip do you usually plan in advance?” and “How much of your trip was planned before?”

Indian respondents

41 percent of the respondents answered on **question 8** that they would book the accommodation and only a few activities beforehand. Almost 30 percent said that they prefer booking most things and 11 percent said that they prefer booking everything in advance. Only 4 percent would book nothing in advance. When comparing based on income the only trend is that higher income respondents less often plan everything in advance. When comparing based on **question 14** however the trend is that those who have been abroad before actually to a higher extent prefer to plan everything in advance.

On **question 21** the answers are actually going towards booking more in advance. More than 75 percent said that they booked at least all of the accommodation and some activities in advance during their last trip. Only 1 percent said they had nothing booked or planned in advance. Comparing based on income does not show any trends.

Swedish respondents

On question 8 most of the respondents prefer to book a few things like accommodation and maybe a few activities but no one wanted to plan everything in advance. 8 percent of the respondents prefer not to plan anything at all compared to the 5 percent who prefer to plan all the accommodation and activities. Question 21 differs from question 8 in some ways when 4 percent of the respondents booked everything and 16 percent booked most things for their last trip.

5.6. Questions 9 and 25

“What kind of food do you usually eat?” and “What kind of food did you mostly eat?”

Indian respondents

On **question 9** more than 25 percent say that prefer Indian food when travelling. 20 percent prefer local food and 50 percent say they eat mixed food. When looking at this question based on income there are some differences. For the respondents with an income above 24 lakh per annum a total of almost 41 percent prefer local food when traveling and only 12 percent

prefer Indian. Looking at the respondents with the lowest income the result is almost the opposite. Only 21 percent prefer local food while 33 percent prefer Indian when traveling. Looking at the same question based on the answers on **question 14** the differences are a little bit smaller. 17 percent of the respondents who have never been abroad prefer local food compared to 24 percent among the respondents who have. 20 percent of the respondents who have been abroad prefer Indian and almost 27 percent of the ones who have not been abroad do the same. The answers on question 25 are basically the same as question number 9 when not comparing with other questions. Almost 28 percent say they ate local food during their last trip, 19 percent preferred Indian food and 48 percent had mixed food. When comparing based on income however there are really big differences. Among the high income respondents 38 percent say they prefer local food compared to only 6 percent among the low income respondents. For respondents who prefer Indian food when traveling the answers are almost the opposite. 33 percent among the low income respondents say they prefer Indian food while only 5 percent among the high income respondents feel the same way.

Swedish respondents

On **question 9** almost 60 percent claim they prefer local food when travelling while 30 percent prefer to mix local, Swedish and other food when travelling. The rest prefer Western food when travelling. It is hard to find any cross-reference trends among the Swedish respondents but there seems to be a tendency to prefer local food to a larger extent with increased income. On **question 25** the answers are almost exactly the same as on question 9, i.e. around 60 percent had local food, 30 percent preferred to mix local, Swedish and other food while the rest ate Western type of food. The trend from question 9 also seems to follow this question. Another interesting thing is that none of the Swedish respondents said they prefer Swedish food when traveling.

5.7. Questions 10 and 17

“Who do you mostly travel with?” and “Who did you travel with?”

Indian respondents

On **question 10** more than 66 percent said they usually travel with their family, followed by their partner (18 percent) and their friends (6 percent). Looking at this question based on income the high income respondents usually travel more with their family compared to the lower income respondents. On the other hand none of the respondents in the highest income group say they usually travel with friends. In the lowest income group 19 percent say they usually do. When compared with **question 14** the answers are quite similar except for a couple of things. Those who have been abroad before travel less with their partner and more with their extended family. Among respondents who have never been abroad no one said they would travel with their extended family.

When looking at **question 17** most of the respondents did travel with their family but the percentage was a little lower, 55 percent. Instead 26 percent travelled with their partner and almost 10 percent with their friends. When looking at this question based on income the answers are mostly the same as on question 10 with one exception. None of the high income respondents said that they made their last trip with the extended family. On question 10 almost 7 percent of the high income respondents said they usually travel with their extended family.

Swedish respondents

43 percent of the respondents say they usually travel with their wife/husband/partner while 37 percent usually travel with their family. 14 percent usually travel with friends and the rest travel alone. On question 17 the answers are similar but around 7 percent also travelled with their grandparents. No specific trends can be seen based on income or age.

5.8. Questions 11 and 28

“How important is it that, when choosing a destination, the locals will share the following values with you?” and “How would you rate the following things about your last destination?”

Indian responses

On **question 11** the only two cultural values that have an average rating higher than 3 (on a scale 1-6 where 1 is not important and 6 is important) are the “behavioral patterns” and the “attitude towards unknown people”. Overall the answers tend to go towards that the cultural values are not that important. Least important seem to be the religious beliefs. When looking at question 11 based on income there is for half of the cultural values a trend towards that with higher income, cultural values are less important. For the other half however the trend seems to be opposite, i.e. the lower the income the lesser is the importance of the cultural value. That is especially the case for the value “sharing of same attitude towards strangers”. The same trend can be seen when looking only at the respondents that earn more than 24 lakhs per annum where the attitude towards strangers seems to be much more important.

Comparing these values based on age it can be seen that in the age group 25-30 versus 40-45 the younger age group seems to be much more open to accept cultural differences as their average values are all lower than in the age group 40-45.

When doing a cross-reference with question 14 there is a clear connection between the rating of cultural values and whether you have been abroad before or not. The respondents who have never been abroad rated every cultural value higher than the respondents who have been abroad before.

When it comes to **question 28** and the ratings of cultural values for the last visited destination they are overall above 3. This is on a scale from 1-6 where 1 is exactly like home and 6 is completely different. Overall none of the values score higher than 3.6 on average but on the other hand the answers are very spread out.

When doing a comparison based on income, the respondents rate most of the cultural values from their last trip higher when they have a higher income. The exceptions are “how they look at time and sense of budgeting” and “honoring the same traditions” where the high income respondents valued them lower.

Swedish respondents

Question 11 gets very low values overall and the average for each question is between 1 and 2.5 on a scale from 1-6. The only cultural values that seem to be important for some are “sharing the same attitudes” where around 15 percent answered 5 or 6; “the way to look at time and money” which had around 10 percent answering 5 or more and “attitude towards strangers” where around 13 percent said 5 or 6. On **question 28** most of the values are ranking above 3 on a scale from 1-6. The values that differ the most (score highest) are

“religious views” and “having and honoring traditions”. The least different values are “dress code” and “opinions of right and wrong etc”

Also on this questions I have not be able to find any differences based on income or age.

5.9. Question 12

“Grade the following things after how important they are for your choice of destination”

Indian respondents

The most important reasons for choosing a destination are by far time and money and after that the family’s opinion. Facts about the destination as well as one’s own knowledge are more important than friends’ opinions. One interesting result is the common opinion which overall ranks higher than their friends opinions.

When comparing based on income only two factors vary with income. “Knowledge about the destination” and “economic situation” are more important for the higher income respondents. Especially the economic situation is important which for the respondents with an income above 24 lakh per annum received 5.9 on a scale from 1 to 6.

When comparing with the answers on **question 14** all the things ranked higher among the respondents who have never been abroad, except for “knowledge about the destination”, “the economic situation” and “the amount of time available”, while the three latter instead ranked lower.

Swedish respondents

On question 12 it is time and money that are the most important factors when choosing a destination, valued higher than everyone’s opinions. Other things that are also valued high are “your own knowledge about the destination” and “my family’s opinion”. Least important is friends’ opinions.

When comparing based on income it is not possible to see many relationships. One thing however which completely goes against the opinions of the Indian respondents is that the importance of the economic situation decreases with income.

5.10. Question 13

“Pick the THREE most interesting types of destinations for you to visit”

Indian respondents

The results here are very spread out but the most popular type of destination is the weeklong trip to a rainforest to live with the local tribes which received over 40 percent. Other popular destinations are beach vacations and city weekends, both more than 30 percent.

Looking at income there are a couple of differences between the respondents. Respondents with a high income tend to prefer city weekends, the glacier trip, the cooking course and visiting of a tribe to a larger extent than the low income respondents. On the other hand, the lower income respondents prefer to a larger extent things like a beach vacation, an all inclusive bus trip and visiting a development project.

When looking at a comparison based on **question 14** almost all of the trips that got higher percentage among the low income respondents also get high percentage among the respondents who have never been abroad. For example the bus trip received almost 50 percent among respondents who have never been abroad, while among respondents who have been, it only received 16 percent.

Swedish respondents

The answers on this question are very diverse and the only type of destination that is really sticking out is “a city weekend” which received almost 70 percent. All other answers except two received between 11 and 32 percent. The least popular types of trips are the bus trip and the 2 weeks course in ancient medicine.

A comparison based on income did not show any patterns.

5.11. Questions 14, 31, 15 and 16

“Have you ever gone abroad?”, “Why have you never been abroad”, “Where did you go for your last vacation?” and “Was it your first visit to that destination?”

Indian respondents

Question 14 has been affecting all the other answers because it turned out that 30 percent of the respondents have never been abroad at all. This fact influences the result because those who have never been abroad did not answer question 15 to 30. The main part of the respondents who have never been abroad answered “lack of money” on **question 31**. On **question 15** it can be seen that the most visited destinations are South East Asia (Thailand, Singapore etc), USA and Australia/New Zealand. On **question 16** over 70 percent visited their last destination for the first time.

When comparing **question 14** and **question 2** it can be seen that the more the respondents earn, the more common it is for them to have gone abroad. In the income group 6.1-12 lakh per annum, 63 percent said they have been abroad before. In the group that earns more than 24 lakh per annum 85 percent of the respondents had been abroad before. The fact that high income respondents have been abroad more often could help explain why the tolerance for cultural value differences increases with income, since question 11 showed that respondents who have been abroad before also ranks cultural differences lower.

Looking at **question 15** based on income it is hard to see any patterns. Even for the lowest income group the visited countries are as diverse as Australia, Norway and Mauritius. Looking at **question 16** however it can be seen that in 70 percent of the cases, the last trip among the low income respondents was the first visit to that destination. The same rate for the high income respondents is 50 percent.

Swedish respondents

On **question 14** practically everyone said yes, namely 98 percent have gone abroad at some time in their life. Only one person had never gone abroad and that was because of lack of money. On **question 15** the answers are also very diverse but most people seemed to go for vacation in Europe and South East Asia. On **question 16** the answers where almost 50-50 whether this was the first visit to that destination or not.

Looking at these questions based on income there are again very few patterns. The one respondent who had never been abroad is indeed in the lowest income group. I cannot see any connection between income and where the last trip went. On **question 16** higher income respondents had less often been at their last destination for the first time.

5.12. Questions 22, 24 and 27(26)

“How satisfied where you with...?”

Indian respondents

All of the questions are dealing with the satisfaction of different things during the last trip, the satisfaction with the accommodation, with the food and with the activities. The overall responses of all categories are rating the satisfaction on around 4.7 on a scale from 1-6. When comparing the respondents based on income it seems like the respondents in the middle income group (6-12 lakh) are most dissatisfied. They rate their experiences between 0.3 and 0.4 points lower on average than respondents from the other income groups.

Swedish respondents

Most of the respondents were very happy with their accommodation, food and their activities during their last trip. The average varies between 5 and 5.42 where the accommodation got the highest and the food the lowest average score.

5.13. Question 26 (27)

“What kind of activities where you mostly involved in during your trip?”

Indian respondents

Most of the respondents claimed that they either were involved mostly in special tourist activities or they arranged their activities themselves during their last trip. There is no tendency towards one way or the other when it comes to activities. Half of the respondents seem to prefer arranging their own activities or joining local events. The other half seem to prefer specially arranged tourist activities. When comparing based on income there is a small tendency towards high income respondents preferring local activities more and special tourist activities less than the low income respondents do.

Swedish respondents

Because of a small mistake in numbering question number 26 has switched place with question number 27 in the Swedish questionnaire. 60 percent of the respondents said they arranged their own activities during their last trip. Less than a third participated mostly in tourist activities (20 percent) or only in tourist activities (6 percent) and the rest (14 percent) said they participated mostly or only in local activities.

5.14. Questions 29 and 30

“What was the worst experience during your trip?” and *“What was the best experience during that trip?”*

Indian respondents

These two questions are really hard to display any results from since they are open questions. Worst experiences though seem to be revolved around racial discrimination and lack of vegetarian food. The best experiences are too diverse to allow me to say anything specific about them.

Swedish respondents

The answers on questions 29 and 30 are too diverse to be able to allow any specific conclusion. One trend seems to be that they enjoyed the hospitality among the locals.

6. Further analysis and Conclusions

In this chapter I will further analyze the results from the survey and relate them to the frame of reference for and the research questions. I will also try and describe the results based on what I have been able to show in the previous chapter so that I can come to some sort of conclusion.

6.1. Research question 1

RQ 1: *Are members of a population that is demographically most likely to go for a cultural exchange also homogenous according to Plog's model?*

From the frame of reference (see 2.2.1.) and the results (see 5.1.) it can be said that my respondents are very likely to look for a cultural experience. Plog's model divides tourists into allocentrics and psychocentrics depending on preferred types of destinations and by definition my respondents should then be allocentrics.

The survey questions that are connected to answering this research question are questions number 11, 13, 14, 18 and 28. Also questions number 5, 6, 7, 8, 9, and 10 as well as the similar questions number 19, 20, 21, 23, 25 and 26 might give an indication.

For this question it is also interesting to look at the results from cross-references based on income and age because I chose the respondents based on those criteria. Differences among the respondents which can be shown to depend on age or income can further enhance my results. It would also be interesting to look for differences based on whether the respondent has been abroad or not, because there is a big group of the Indian respondents who actually never have gone abroad.

Indian respondents

Stanley Plog's model says that allocentrics are people who seek cultural and environmental differences. They are looking to visit destinations that are very unlike their native place. They usually belong to higher income groups, are adventurous and require very little in the way of tourism plant. Psychocentrics on the other hand are looking for familiar surroundings and usually belong to lower income groups. They are not very adventurous and demand a high level of tourism plant.

For question 11, an average above 3.5 (on a scale of 1-6) would indicate that a cultural value is important for their choice of trip but none of the 9 values has an average that high. This indicates that the respondents are mostly allocentric. Only 4 of the cultural values from the questionnaire have at least 15 percent of the respondents rating them as high as 5 or 6. Those values are "sharing the same values", "behavioral patterns", "that they look at time and budgeting like me" and "that they share the same attitude towards unknown people", where the last one actually had 30 percent of the respondents answering 5 or 6.

When comparing based on income some of the cultural values seem to be more important to high income respondents while others seem to be more important among low income respondents. I cannot find any good explanation for this but it seems like the high income respondents care more about personal behavioral differences like attitude and right versus wrong than the low income respondents. The latter seem to care more about things like dress code, religion and general lifestyle.

Overall one can say that respondents with higher income do not necessarily rank all the cultural values lower than the low income respondents. It can also be seen that the younger group of respondents (35-30) seem to show more acceptance towards cultural differences than the older group (40-45) does. This suggests that the respondents would not be allocentric according to Plog's model. It can also be seen that respondents who have been abroad before also seem to show higher acceptance to cultural differences.

When it comes to **question 28** the ratings of cultural values for the last visited destination are overall above 3. This is on a scale from 1-6 where 1 is exactly like home and 6 is completely different. Overall none of the values score higher than 3.6 on average but on the other hand the answers are very spread out.

It does seem like the higher income respondents are going to places which are more culturally different from their own place to a higher extent than the lower income respondents would do. Again this would indicate that they are allocentric but also again when comparing in relation to age the result contradicts the one above when younger respondents again show a trend towards more tolerance for cultural difference.

The respondents who answered **question 28** are also by default the ones who answered "yes" on **question 14**. When comparing **question 14** and **question 2** it can be seen that the more the respondents earn, the more common it is for them to have gone abroad. In the income group 6.1-12 lakh per annum, 63 percent said they have been abroad before. In the group that earns more than 24 lakh per annum 85 percent of the respondents had been abroad before. This could explain why the tolerance for cultural value differences increases with income.

When doing a cross-reference between **question 28** and **question 14** there is a clear connection between the rating of cultural values and whether you have been abroad before or not. The respondents who have never been abroad rated every cultural value higher than the respondents who have been abroad before. This does indeed then indicate that my chosen population with specific demographic variables for age and income is not necessarily homogenous when it comes to Plog's model.

Question 13 is dealing with the type of trip that the respondents would prefer. The respondents are in this question not favoring any specific type of trip. The rainforest trip was very popular and this is a trip that would also be considered a choice for an allocentric tourist. The other top choices however (beach vacation and city weekend) are completely different types of trips and would not be considered allocentric types of trips, at least not for a European tourist. In this case however it needs to be taken into consideration that tourism abroad is very new in India. A beach vacation or a city weekend in Europe was for most Indian families something impossible only 10 years ago and could therefore very well be considered an allocentric type of destination for most Indians.

Question 18 is dealing with the type of trip last done when travelling. The results in chapter 5 go well line with previous research that suggests that Indians prefer sightseeing and shopping when they go abroad (see 1.3.2). A noticeable result however is that adventure, cultural or entertainment trips were only done by respondents with an income above 12 lakhs per annum. Again, a trip that might be exotic for a European traveler might not be as interesting for an Indian traveler or vice versa.

Question 5 and **question 19** show that higher income respondents are interested in more experience based trips and less interested in “simpler” tourist activities such as sightseeing. It also seems like respondents who have gone abroad before prefer cultural experiences before sightseeing and attractions, to a much larger extent than the respondents who have not.

Questions 6, 7, 8 and 9 show that higher income respondents are to a larger extent showing an allocentric behavior with a few exceptions. They prefer booking on the Internet or via an agency, they are less concerned about planning their trip in advance and they are more willing to try local food when travelling. This indicates that the respondents with a higher income have a more allocentric behavior. They are however to a larger extent choosing more exclusive accommodation. This contradicts Plog’s model and I will discuss that further below.

Questions number 20, 21, 23, 25 and 26 does not show many specific patterns. When comparing with income there does not seem to be any connection except for the accommodation and the food where the respondents with higher income preferred more luxurious accommodation and were more open to eating local food.

As a summary it can be said that my respondents are definitely not showing a homogenous behavior. There are however tendencies showing that higher income do work in favor of allocentric behavior when it comes to the types of trips they choose, how they book and what they eat during their trip. There are quite a few differences between what the respondents claim about their usual behavior and their actual behavior during their last trip. Some of the differences can be explained by the fact that only people who have gone abroad before got to answer the second part of the survey. Overall it seems like the Indian respondents with the highest income (more than 24 lakh per annum) and who have been abroad before are showing the most allocentric behavior. They are not worried about cultural differences, they are open to different kinds of trips and they also seem to travel to places where the cultural differences are bigger. The only thing that is contradicting the fact that the highest income respondents would be considered allocentrics is that they seem to prefer more expensive accommodation.

Conclusions about Indian respondents

The results that I got from the Indian respondents do not fit very well with Plog’s model. My respondents do seem to look for cultural and environmental differences and they can be said to belong the higher income groups. It’s arguable whether they are adventurous or not and they do definitely require quite a few things in the way of tourism plant. One can argue about why and I am going to present a couple of possible explanations to this here.

The first explanation can simply be that the chosen Indian population is not homogenous enough. When comparing my respondents based on income there are many differences which indicate that an even smaller group of respondents (maybe over 24 lakh) would be more allocentric.

The second explanation is that Plog’s model does not really fit on non-Westerners. With this I mean that Indians are already so culturally different from the Western values that maybe the criteria for Plog’s model will have to be adjusted depending on which population base you are studying it from. For example, in India many people have just come from poverty and would therefore never want to settle for a low end accommodation when traveling.

Conclusions about Swedish respondents

The Swedish answers are overall quite diverse where some fit well with Plog's model and some do not. Most of the respondents are not too bothered about cultural differences and they do not require too much in form of tourism plant. On the other hand they have not gone to any unusual destinations and their main preference for a trip was a city weekend which would not be classified as a preferred type of destination when looking at the description of the preferences for an allocentric tourist. Overall the results are very thin and because of the poor response rate (and wrong types of respondents) I am not able to draw any conclusions regarding the answers from the Swedish survey.

6.2. Research question 2

RQ 2: *Are members of a population that is demographically most likely to go for a cultural exchange also homogenous according to Smith's and Boniface et al's tourist typologies?*

Similar to research question 1 the respondents should by definition very likely be interested in non-institutionalized tourism, based on Smith's and Boniface et al's theories (see 2.2.2. and the results from 5.1.). Valerie Smith's list and Boniface et al's tourist typologies, which divide tourists into different types depending on how common they are and how well they adapt to local norms, can then be compared to the results. I would in this case be looking for *drifters* and *explorers*, who prefer non-institutionalized tourism, are uncommon in numbers and adapt well to the local norms.

Based on this I should primarily be looking at questions number 5, 13, 14, 15, 16, 18, 19 and 26. I can also look at the questions regarding the planning of the trip and what kind of facilities that were used.

Indian respondents

The results here are again a little bit contradictive since the Indian respondents are on some questions showing signs of being the kind of tourists who would fit the description of *drifters* and *explorers*, while on other questions they seem very conservative and unwilling to try what Westerners would call new things. On the other hand, once again one will have to consider that the Indians come from a culture which is (for the most part) so very different from Western culture, and therefore what Western culture see as new might not be perceived as new for Indians.

Questions 5, 18 and 19 show that the Indian respondents are not too keen to get "off the beaten track". Although they prefer to see new surroundings they will restrict that to sightseeing and to rest and relax from everyday life. Even though the interest for more experience based trips increases with income, high income Indian respondents never seem to be willing to compromise on something like e.g. accommodation (see the results from **questions 6 and 23**). Even though at least *explorers* will occasionally make use of more luxurious accommodation, they would mostly prefer to keep it simple and adapt well to local norms. Thus the Indian respondents cannot be considered to entirely consist of *drifters* and *explorers*, based on the answers to the above questions.

The result from **Question 13** is somewhat surprising because the most popular trip overall is the "trip to the rainforest to visit the local tribes". This answer goes quite a lot against the answers on e.g. questions 18 and 19. Also, since the popularity of experience based trips is increasing with higher income there is reason to believe that at least higher income

respondents are more willing to go “off the beaten track”. Still, there is a big group of respondents which would prefer beach vacations or a city weekend ahead of everything else. Therefore, from a first analysis of the answers on this question, most of the respondents would not be considered *drifters* or *explorers*.

Among the respondents who have never been abroad (**question 14**) most people prefer the beach vacation and the all inclusive bus trip. The respondents who have been abroad before instead prefer the rainforest trip, the mountain hiking and the city weekend. Interesting is also that the beach vacation received a fairly high percentage in both groups but the more experienced respondents prefer the trip that is more than 5 hours away. The inexperienced respondents on the other hand prefer the shorter distance. This indicates that more experienced travelers more often behave like *drifters* or *explorers*.

Question 15 and **16** show that fewer of the high income respondents than the low income respondents visited their last destination for the first time. This could indicate that high income respondents more often like to go to new destinations instead of visiting the same destination again. Also, by default everyone who answered this question has gone abroad before. *Explorers* and *drifters* will usually not go back to the same destination twice as they like to discover new things. Therefore it is also here possible to see a pattern indicating that high income respondents more often are *explorers* or *drifters*.

The result from **question 26** shows that about 40 percent of the respondents prefer to mostly attend tourist activities while one third of the respondents arranged their own activities. *Explorers* and *drifters* usually require very little in tourism plant and therefore the result indicates that the respondents cannot be considered mostly *explorers* or *drifters*. Based on income there is a tendency towards requiring less of tourism plant since the high income respondents to a higher extent arrange their own activities, or only participate in local activities while slightly less often participate in tourist activities.

Conclusions about Indian respondents

The conclusions for the second research question pretty much follow the conclusions from research question 1. It is clear that my respondents are not homogenous (mostly *explorers* or *drifters*) based on the theories presented used in research question 2. As a general rule Indians are not too keen about “getting off the beaten track” when it comes to reasons for traveling. My respondents seem to travel mostly for the reasons of seeing new things and relaxing from the stress of everyday life. There is not a very big interest in going abroad to exercise or participate in something too adventurous. However when asked to pick the most interesting destination out of a list of 12 diverse types of destinations, most of the Indian respondents picked something as adventurous as a trip to the rainforest and meeting the local tribes. The reason for this could be that the respondents do not see it as an adventurous trip since I am not specifying any details on e.g. accommodation where Indians are actually quite picky, especially with higher income. There are however indications showing that the higher income respondents are to a larger extent *explorers* or *drifters* and therefore my theory from 6.1.2., which suggests that my group of respondents is not specific enough to be homogenous, can also fit here. The theories also say that *explorers* and *drifters* are quite uncommonly seen and maybe my choice of population is too broad.

Conclusions about Swedish respondents

The Swedish respondents do not require much in the form of tourism plant and they travel mostly to experience new and different surroundings as well as to relax and experience

adventures. About half of the respondents went on trips that would suit an *explorer* or a *drifter* while the other half went on a beach vacation, charter trip or a trip within Sweden, usually to relatives, all trips that would not fit the description of an *explorer* or *drifter*. What also disturbs the image of the Swedish respondents as being *explorers* or *drifters* is the fact that 70 percent answered "a long city weekend" on question 13 and that the latest trip usually went to a destination within Europe.

On the other hand, also for this research question I cannot really come to any conclusion since the number of respondents is so low and they are not all a part of my population.

6.3. Research question 3

RQ 3 *What factors in the cultural impact model are among the most important for the desire to participate in a cultural exchange?*

Based on the cultural impact model (see 2.2.4.) I have asked the respondents how important it is that the cultural values are similar to their own when traveling. In addition to that I have also asked how they rate the difference in cultural values from their last trip. My research question is asking for the most important factors (cultural values) for the desire to participate in a cultural exchange. Except for the obvious **questions number 11 and 28**, a willingness to participate in a cultural exchange could also be shown in **questions number 5, 18, 19 and 26**.

Indian respondents

Looking at the answers from question 11 it can be seen that most of the respondents do not think that any of the cultural values are that important for their choice of destination. When looking at question 28 the ratings are higher than on question 11. This could be because of the fact that the respondents think that the cultural values are not that important and therefore actively choose to travel to countries that are quite different from their own.

When starting to compare **question 11, question 5, question 28** and **question 19** with each other one can see some interesting results.

When looking at the individual cultural values (**question 11**) that has the most impact on the reasons for going on vacation (**question 5**), it seems like the religious beliefs and traditions are the values that have the most impact on the reasons for going on vacation. The reason for going on vacation that is affected the most depending on the different cultural values is "to experience different cultures". That is, the difference between the respondents who had low average on the cultural values versus high average on the cultural values for this question. For example, for the respondents that think religious beliefs are important, almost 22 percent fewer picked "to experience different cultures" as a top reason for going on vacation.

Based on the discussion in 1.3.1. and the theories and models in 2.2. the main reasons on question 5 associated to an interest in a cultural exchange can be said to be:

- To experience new and different surroundings
- To experience different cultures
- Adventures and experiences
- To see history and heritages

Overall the respondents who put less emphasis on the cultural values choose "to experience new and different surroundings" as a reason for vacation on question 5 more often. The cultural value that seems to have the biggest impact on the above is the "customs or what to

do and not to do in a country". The cultural values that seem to have the biggest impact on wanting to experience different cultures are "religious beliefs", "honoring the same traditions", "customs" and "attitude towards unknown people". Overall there is a big difference in whether the respondents choose "experiencing a different culture" as a reason for going on vacation or not. On average the respondents who put less emphasis on cultural values ranked this reason 14 percent higher.

Adventures and experiences are also preferred more often by the respondents who value the cultural differences lower, although the difference is not as big as for experiencing different cultures. When it comes to seeing history and heritages, especially "religious beliefs", "lifestyle match" and "behavioral patterns" have a big impact on this as a reason for going on vacation. The interesting thing here though is that the pattern is opposite to the other cultural values. Those who overall think that the cultural values are important more often choose to see heritages and history as a reason for their choice of trip.

Next step is to look at how the results above compare with the results from looking at **question 5** against **question 28**. The differences on question 5 between low rating and high rating of cultural differences is not as big as when comparing question 5 and 11. This could perhaps be explained by the fact that the respondents in the group that have gone abroad before generally rated the cultural differences lower, meaning they are less concerned with cultural differences.

When looking at how the respondents rated the cultural differences from their last trip (high rating means big cultural difference) and the reasons for traveling which have the biggest difference in percent, there are also some interesting results. "To experience different cultures" for example is more popular among the respondents who rated the cultural differences from their last trip as low. The two exceptions are "religious beliefs" and "sharing the same traditions" where the respondents who considered the cultural difference as high also more often chose to experience different cultures as a reason. It seems like the respondents who answered question 28 (meaning they have been abroad before) travelled to locations where religious views and traditions are different from their own (based on how they rate them) but where the other cultural values are not so different.

Also, when comparing **question 11** and **question 28** one can see that the respondents who think that it is important to share religious beliefs, traditions, and customs all rate the difference of these cultural values above 4 on a scale from 1-6 for their last visited destination. It also seems like the respondents overall rate the differences from their last destination as higher if they thought in question 11 that it was important not to have too big cultural differences (rated question 11 high).

Another comparison I wanted to do here was **question 19** against **question 28**. That is, what kind of trip it was that the respondents last did, compared to how they rated the cultural values at that location. The result shows that the variations are much smaller than in the other comparisons. All the cultural values seem to have fairly similar relation to why one went on a certain trip. The dependencies are varying a lot but there does not seem to be any pattern. The reason that varied the most was going for adventures and experiences where the respondents chose this alternative 9 percent more when they ranked the cultural differences as low at their last destination.

Lastly I looked at a comparison for **question 11** and **question 28** against **question 26**. The cultural value that has the biggest impact on what type of activities the respondents chose to do at their location was “religious beliefs” followed by “lifestyle match”, “same traditions etc” and “sharing the same values”. Also, the respondents who had high ranking on their cultural values on average chose to go mostly for special tourist activities 14 percent more than the respondents who had low values. Overall “religious beliefs” showed the biggest differences and for the respondents that chose to participate mostly or only in local activities, none of them considered “religious beliefs” as an important issue when choosing the destination.

Conclusions about Indian respondents

The cultural value that seems to have the biggest impact on the reasons for going on a vacation is the “religious views” which seems to have an impact in almost every comparison. The respondents who think “religious beliefs” is less important also seem to be more open to the kind of trip that would encourage a cultural exchange. Other cultural values that seem to have an impact are “sharing traditions” and “sharing the same values”. Respondents who rated these things as less important also chose to arrange their own activities or to go for mostly local activities during their last trip. They also seem to prefer the four reasons listed above more often than the other respondents.

Overall it seems like the cultural values have a big impact on the reasons for choosing a trip and there are a lot of more comparisons that can be done which I will not have the time and resources to do here.

Conclusions about Swedish respondents

When doing comparisons between the different questions I did find patterns in some cases. It seems like the Swedish respondents who rated cultural values low (less important) also rated these four reasons for going on vacation higher than the ones who rated cultural values high:

- To experience new and different surroundings
- To experience different cultures
- Adventures and experiences
- To see history and heritages

However, in many cases almost 100 percent of the respondents rated the cultural values as low and therefore it is not possible to compare. Also, my low response rate prevents me again from extracting any relevant results beyond occasional values which when put into context could be completely random.

6.4. Research question 4

RQ 4: *What are people’s level of satisfaction depending on different types of trips?*

Based on Cooper et al. (2005) I found a number of types of trips which I used for **question 18** in the questionnaire. The level of satisfaction is based on a number of questions regarding the respondents’ satisfaction with accommodation, food and activities. Those questions are **number 22, 24** and **27**. I can also use **question number 5** and **question number 19** which are dealing with the reasons for going on a trip.

Indian respondents

The results on **question 18** causes problems here because such a big part of the respondents (70 percent) answered the same thing, namely that their last trip was a sightseeing trip. Based on this my comparison with question 18 did not give any reliable results. Most other types of trips only received 2-5 percent and because of that I was unable to see any dependencies.

The other comparison I could do is the one between **question 5 and 19** versus **question number 22, 24 and 26**.

Looking at question 5 most of the respondents seem to be very happy with their accommodation and there doesn't seem to be any strong connection between the reasons for going on a trip compared to how satisfied they are with accommodation. There are however a few smaller but yet noticeable trends. The respondents wanting to travel mostly for religious purposes were less happy with the accommodation, while the respondents wanting to travel for adventures and experiences or to see history and heritages were most happy. When looking at the satisfaction with the food the result is almost the same where the respondents wanting to travel for religious purposes were less happy and the respondents wanting to travel for adventures and experiences or to meet new people were most happy. When looking at the satisfaction with the activities, the result is very similar to the results above where cultural experiences, adventures and meeting new people ranks highest while religious purposes and visiting relatives rank lowest.

When instead comparing with question number 19 (reasons for going on the latest trip) the rankings are much more even and it is hard to find any patterns at all. Most rankings are still high and between 4.5 and 5 on a scale from 1-6.

Conclusions about Indian respondents

The results here are not showing any trend or pattern. Most respondents seem to be very satisfied with their accommodation, food and activities during their last trip. It does seem like the type of trip does not have any effect on how satisfied the respondents were with their last trip.

Conclusions about Swedish respondents

Also for the Swedish respondents it is really hard to find any patterns. It does seem like the rankings for the activities are slightly higher than for accommodation and food but except for that there are no significant patterns. As mentioned before the number of Swedish respondents is overall too low to do any deeper comparisons.

6.5. **Research question 5**

RQ 5: *What energizers (motivators) exist for an allocentric tourist?*

The definition of an allocentric tourist is:

“People who seek cultural and environmental differences from their norm. They usually belong to higher income groups, are adventurous and require very little in the way of tourism plant”.

So what I want to know are possible motivators for respondents with high income, who like to go on “off-beat” trips, who are not afraid to use local facilities or participate in the local life and who put less importance in sharing cultural values with the locals.

The questions which I would like to look at for this are **questions number 5, 13, and 19**, regarding preference of type of trip, activities etc. Then I can compare with respondents who are showing an allocentric type of behaviour from **question 11, 26 and 28** to see if they have any special preferences compared to the other respondents. Other questions that can be interesting to look at for this are **question 6-9** and **questions 20, 21, 23 and 25**.

Indian respondents

To start with I looked at the respondents who ranked all the similar cultural values as less important, i.e. the respondents who answered either 1, 2 or 3 on **question 11**. These respondents were then compared with **question 26** and **28** to find the respondents with the most allocentric behaviour. Here the respondents who had a higher acceptance to cultural differences rated the cultural differences from their last trip higher than the average respondent. Strangely enough they also to a higher extent preferred tourist activities above local activities than the average respondent.

Then I also looked at the respondents who went mostly or only for local activities, or who arranged their own activities during the last trip (**question 26**) and compared with their rankings on cultural behaviour. For these respondents the rankings on cultural values from their last trip (**question 28**) are higher than the average respondent, meaning that they to a higher extent think that the cultural differences from their last trip were high.

When comparing these respondents with the answers on **question 11** it is also clear that they consider it less important that the cultural values are similar to their own than do the respondents on average. The exception is the sharing of attitude towards unknown people which is considered more important.

From the results in 5.12. one can see that the high income respondents are slightly more likely to prefer local activities than the low income respondents.

These results would suggest that since the respondents above think that sharing cultural values is less important and since they prefer local activities before tourist activities, they are actually *allocentric*. This is also supported by the fact that the respondents with these values have a much higher income than the respondent average.

When looking at a comparison between the allocentric respondents and the respondent average on **question 5** the main difference is that the allocentric respondents rank “to experience different cultures” as their number one reason for going on vacation. The other top reasons; “to rest and relax” and “to visit famous attractions”, as well as “to experience new

and different surroundings”, “for beauty, nature and natural parks” and “to see history and heritages”, are very similar to the respondent average.

Looking at **question 13** the allocentric respondents rank 3 types of destinations highest. The rainforest trip ranked highest by far (above 60 percent). The visiting of a small village as well as the beach vacation less than 5 hours away also ranked high. All the other alternatives received almost the same. When comparing this with the results from the average respondent it is hard to find any pattern that would suggest any other specific preference among the allocentric respondents. They rank some types of destinations higher while others are ranked lower than respondent average. They do however seem to more often prefer destinations that would encourage learning more about the culture at the destination, e.g. a week long cooking course for traditional food, visiting small villages and learning about them and a week long course in ancient medicine.

On **question 19** allocentric respondents have slightly different reasons for visiting the last destination compared to their answers on question 5. Visiting friends and relatives seem to have been much more important here while natural parks and adventures were less important.

Looking at **questions number 6, 7, 8 and 9** as well as **number 20, 21, 23 and 25** and comparing the allocentric respondents with the respondent average I got the following results. The allocentric respondents:

- less often choose luxury accommodation
- prefer booking most of their trip themselves
- usually plan less in advance
- and prefer local food when travelling

Conclusions about Indian respondents

The main motivators for my allocentric respondents from India to go on a trip seem to be to experience different cultures. They do however not seem to be very adventurous when it comes to the types of activities they choose. They seem to prefer to relax and to engage in activities that include learning about different aspects of other cultures such as food, history or ways of living, rather than thrilling adventures.

Conclusions about Swedish respondents

The Swedish respondents who can be considered allocentrics, i.e. they answered 1, 2 or 3 on **question 11** and they prefer local activities or arranging their own, are similar to the Indian respondents in many ways. For example the top three reasons for going on a trip (**question 5**) are to experience new surroundings, to rest and relax and to experience new and different cultures. When it comes to **question 13** the allocentric respondents rank the 11-day mountain trek, a city weekend and the rainforest trip highest. The average Swedish respondents' answers follow the same pattern but they are more spread out. The only exception is the city weekend which received 70 percent of the responses while most of the other choices received between 20 and 30 percent of the responses.

Looking at **questions 6, 7, 8 and 9** as well as **question number 20, 21, 23 and 25** there is a small trend towards staying in simpler accommodation, eating more local food and to plan less.

Again, all of these results are very uncertain because of the fact that the number of respondents was so low and that the demographic selection did not completely match my

requirements. **Question 28** for example did not give me any results for allocentric respondents since the number of respondents was so low. The results from most of the questions above **question number 14** give very limited results because of the decrease in the number of respondents the further you come in the questionnaire.

Overall the Swedish respondents seem to be having a more allocentric behaviour, also when disregarding demographic variables like age or income. They seem to prefer booking and arranging the trips themselves, like either relaxing trips or adventurous ones and to take part of what the local environment has to offer.

I can however not come to any conclusion when it comes to the research question above because of the lack of respondents mentioned above.

6.6. Research question 6

RQ 6: *How are the different parts of the consumer decision making framework ranked for an allocentric respective a psychocentric person?*

To be able to answer this question I had to look at the definitions of both an *allocentric* and a *psychocentric* type of tourist (see Plog's model in chapter in 2.2.1.) and then try to divide my respondents into two groups that can each represent one type. Unfortunately the representation of allocentric respondents that I used in research question number 5 (respondents who rank cultural values low and mostly prefer local activities instead of tourist activities) does not work for a psychocentric selection among my respondents. When I did a corresponding selection (respondents who rank cultural values as very important and who prefer tourist activities) the number of respondents was too low to use. In order to keep a consistent approach I will not be able to answer the second part of this research question, i.e. how psychocentric persons would rank the decision making framework. Instead I will only concentrate on answering the first part where I have enough data to come to some sort of conclusion.

The decision making framework (see 2.2.7.) consists of four parts. The question which I primarily would like to look at here to rank the importance of the different parts in the decision making framework is **question number 12**. **Question number 10** and **17** could also give some suggestion. Below is a list with the parts of the decision framework from question 12, something which can help me rank the different parts of the decision making framework.

- Socio-economic influences like motivation or energizers – will depend on how the respondents have ranked things like income and time available.
- Cultural influences like perception – will be depending on the ranking of their how important their own knowledge is for the choice of destination, as well as facts about the destination such as tourist brochures or official websites.
- Reference group influence that will affect personality and attitude – will depend on how they ranked their friends' opinions and knowledge as well as media and other information available.
- Family influence – is very similar to reference group influence and will depend on how the family's opinion and knowledge is ranked.

Indian respondents

When looking at **question number 12** the allocentric respondents overall answered quite differently compared to the average respondent. However, when it comes to socio-economic

factors they are overall very important for the choice destination and not that different depending on whether the respondent is allocentric or not. For the allocentric respondents the economic situation ranked at 5 and the amount of time available at 5.3. This is only slightly higher than the respondent average.

For cultural influences like perception, the allocentric respondents rank their own knowledge about the destination higher than average respondent does. When it comes to official facts or information they are however less influent.

Reference group information is what matters the least to the allocentric group. This is also what differentiates the most compared to the respondent average. What is absolutely least important for the allocentric respondents' choice of trip is their friends' opinions and knowledge about the destination.

The family's opinion and knowledge is also quite low and also much lower than respondent average.

Question 10 suggests that the allocentric respondents travel less with family and more with their partner or friends. **Question 17** does not completely support that suggestion but there is a similar indication of allocentric respondents travelling more with their partner instead of with the family.

Conclusions about Indian respondents

The allocentric part of the Indian respondents seems to think that the economic situation and the ability to take time off are the most important things to take into consideration when choosing a trip. These two things outrank the opinions of family and friends by far which are considered the least important things while their own perceptions and official facts about the destination are a little bit more important.

The ranking of the different parts of the decision making framework is therefore puts the socio-economic influences as the most important. After that come the cultural influences and least important are reference groups and the family's influence.

It is also interesting to note that allocentric respondents seem to be traveling with their family less often and instead travel with their partner or their friends. One possible reason could be that they actually do not have any kids. However, when looking at the average age for the allocentric respondents it just above 39 while the average age for respondents overall is only almost 38.

Conclusions about Swedish respondents

The Swedish respondents have similar view as the Indian respondents when it comes to the importance of the different parts in the decision making framework. The Swedish respondents also rank the socio-economic influences as absolutely most important when choosing destination. Cultural influences are next most important and after that comes the family's influence. Absolutely least important is the reference group's influence, such as friends or media.

Noticeable here is also that the Swedish allocentric respondents ranks their own knowledge as next most important while the overall Swedish respondents only put it as number 3. The

allocentric respondents are also ranking the family's and friends opinions and knowledge lower than the overall respondents do.

Like with the rest of the responses from the Swedish survey the results are very uncertain since the number of respondents here is very low.

7. Conclusions and discussion

In this chapter I will try to summarize the conclusions from all the research questions and tie them back to the research problem. I will also discuss the differences and similarities between the Swedish and the Indian respondents. I will also add a short section where I will discuss my results and the possible reasons for their existence or non existence as well as other ideas for future reference.

The main research problem which I wanted to find an answer to was formulated as:
How can people who are interested in an Indian-Swedish cultural exchange be characterized?

From that very general question I created 6 research questions which each would try to answer a part of the research problem so that I eventually would be able to characterize the kind of tourist who would choose to go for a *cultural tourist exchange*.

One of the first things that I discovered when I started to analyze my results was that it was going to be very hard to fit them into the models I had been using. Most of the research within the tourism area is fairly new and some of the models (e.g. Plog's model) are taken from other fields of research such as psychology or economy. The result is that some of these models are still questioned, mostly because of the fact that many of them have never been proved or disproved.

7.1. Conclusions about the Indian results

One thing that I never considered when I started this project was the fact that most of the models available are only verified on Westerners. That is, the very things that they are trying to prove or disprove have seldom been verified with larger populations outside of what we call the Western world. Some of the models fit well, for example in the cases where very poor people cannot afford to travel and therefore obviously try to fulfil more basic needs before considering tourism. What much of the research seem to have neglected though is the fact that some of the developing economies have now developed so much that they are producing a considerable amount of tourism outside of their own borders. India is an example of that and one of the reasons for choosing this project.

The Indian survey turned out to be very interesting. Not only because of the fact that I had no idea what the result would be but also because of what the result was.

It turned out so that many of the models were not completely applicable on my respondents. The reasons can be many but I choose to mention two:

- The respondents in my survey are not all representative for the population that I was looking for.
- The models and theories that I am using are not all applicable to the behaviour of an Indian tourist.

I will come back to this discussion later on in this chapter.

When comparing the result to the *first research question* I could see that the model I used, Plog's psychographic analysis, did not fit as well with the respondents as I would have hoped. If the respondents that I chose were indeed mostly allocentric according to Plog's model, their responses would have had to align better with the description of an allocentric tourist. The results showed some tendencies towards allocentric behaviour but the respondents did for example not prefer adventurous trips and they did require quite a lot in the form of tourism plant (Indian food, high-end accommodation etc.).

On the *second research question* the conclusions pretty much followed the conclusions from research question 1. The respondents do not seem to be homogenous (mostly *explorers* or *drifters*) based on the theories presented and are generally not too keen about "getting off the beaten track". The higher income respondents are however showing indications of to a larger extent being *explorers* or *drifters*.

The first and the second research questions are based on theories that identify a group of tourists (*allocentrics* or *explorers* and *drifters*) who are quite uncommonly seen and maybe my demographic selection was too broad or the group of respondents simply too small.

Research question 3 aimed to find out the cultural value that seems to have the biggest impact on the reasons for going on a vacation. On this question the result is quite clear and "religious views" seems to have an impact on almost every comparison. The respondents who think "religious beliefs" is less important also seem to be more open to the kind of trip that would encourage a cultural exchange and vice versa.

The results from *research question number 4* did not give me any interesting connection between satisfaction and type of trip. Most respondents were very happy with their activities, accommodation, and food during their last trip.

Since the result on research question number 1 showed that the respondents are not mostly allocentric I had to choose a way to select the allocentric part of the respondents for the *fifth research question*. The respondents showing allocentric behaviour would then be respondents with high income, who likes to go on "off-beat" trips, who are not afraid to use local facilities or participate in the local life and who put less importance in sharing cultural values with the locals.

Looking at the respondents who ranked all the cultural values as less important, i.e. the respondents who answered either 1, 2 or 3 on **question 11** and comparing the results with **question 26** and **28** gave me a group of respondents with allocentric behaviour. The main motivator for these respondents to go on a trip seems to be to experience different cultures. They do however not seem to be very adventurous when it comes to the types of activities they choose and they seem to prefer to relax and to engage in activities that include learning about different aspects of other cultures such as food, history or ways of living rather than thrilling adventures.

To be able to get an answer to *research question number 6* I had to use the same definition of allocentric respondents as in research question number 5. For a psychocentric selection however, i.e. respondents who rank cultural values as very important and who prefer tourist

activities, the number of respondents was too low to use. Therefore I chose to analyze only the allocentric respondents.

The analysis showed that they seem to consider the economic situation and the ability to take time off as the most important things to take into consideration when choosing a trip. These two things outrank the opinions of family and friends by far which are considered the least important things while their own perceptions and official facts about the destination are a little bit more important.

The conclusion is therefore that they seem to regard the socio-economic influences as the most important. After that comes the cultural influences and least important are reference groups and the family's influence.

Allocentric respondents also seem to be traveling with their family less often and instead travel with their partner or their friends. One possible reason could be that they actually do not have any kids. Average age for the allocentric respondents however almost exactly the same as for respondents overall.

7.2. Conclusions about the Swedish respondents

Overall the results from the Swedish survey are very thin because of the poor response rate (and wrong types of respondents). I have not been able to analyze the results properly because of that and my conclusions are therefore very scarce.

For *research question 1* the Swedish answers are overall quite diverse where some fit well with Plog's model and some do not. Most of the respondents are not too bothered about cultural differences and they do not require too much in form of tourism plant. On the other hand they have not gone to any unusual destinations and their main preference for a trip was a city weekend which would not be classified as a first choice for an allocentric tourist.

The *second research question* shows that the Swedish respondents do not require much in the form of tourism plant and they travel mostly to experience new and different surroundings as well as to relax and experience adventures. About half of the respondents went on trips that would suit an *explorer* or a *drifter* while the other half went on trips that would not fit the description of an *explorer* or *drifter*.

Research question number 3 does show patterns in some cases where it seems like the Swedish respondents who rated cultural values lower (less important) also rated these four reasons for going on vacation higher:

- To experience new and different surroundings
- To experience different cultures
- Adventures and experiences
- To see history and heritages

However, in many cases almost 100 percent of the respondents rated the cultural values as low and therefore I cannot compare to anything. Also, my low response rate and poor sample prevents me again from drawing conclusions.

Like in the case of the Indian respondents it is hard to find any patterns on *research question 4*. It does seem like the ranking for the activities is slightly higher than for accommodation and food.

Also like with the Indian respondents, *research question number 5* required me to identify Swedish respondents who can be considered allocentrics, i.e. they answered 1, 2 or 3 on **question 11** and they prefer local activities or arranging their own. The top three reasons for going on a trip are to experience new surroundings, to rest and relax and to experience new and different cultures. They also rank the 11-day mountain trek, a city weekend and the rainforest trip highest. The average Swedish respondents' answers follow the same pattern but they are more spread out. There is also a small trend for allocentric respondents towards staying in simpler accommodation, eating more local food and to plan less.

The Swedish respondents have a similar view to the Indian respondents on *research question number 6*. The Swedish respondents rank the socio-economic influences as absolutely most important when choosing destination. Cultural influences are next most important and after that comes the family's influence. Absolutely least important is the reference group's influence, such as friends or media. Allocentric Swedish respondents also rank their own knowledge as next most important while the overall Swedish respondents only put it as number 3 and they rank the family's and friends' opinions and knowledge lower than the overall respondents do.

7.3. Differences and similarities between the populations

I cannot draw any bigger conclusions about the differences in the responses between the Swedish and the Indian populations. This is mainly because of the fact that I had such a poor response rate on the Swedish survey. A couple of things that can be seen however are that the Swedish respondents are more tolerant to cultural differences and generally require less in the form of tourism plant than the Indian respondents do. Overall the Swedish respondents seem to have a more allocentric behaviour, also when disregarding demographic variables such as age or income. They seem to prefer booking and arranging the trips themselves, like either relaxing trips or adventurous ones and to take part of what the local environment has to offer.

The Indian respondents are generally showing the same pattern in behaviour as the Swedish respondents but to a lesser extent. One interesting thing that can be seen is that the highest income respondents in the Indian population have answered quite similar to the overall Swedish respondents. For example the top three reasons for going on a trip are to experience new surroundings, to rest and relax and to experience new and different cultures. They also rank the 11-day mountain trek, a city weekend and the rainforest trip highest. The average Swedish respondents' answers follow the same pattern but they are usually more diverse. Another similarity between the high income Indian respondents and the Swedish 1 respondents is that they rank the socio-economic influences highest when it comes to choosing a destination.

The reasons for these similarities can be many but there are a few possible explanations that I can see. One is for example the fact that many of the Indian high income respondents seem to be living abroad. Another reason could be that Indians with high income automatically get a spending capacity and consumer patterns similar those of the majority of the Swedish population, something which usually means that they have been abroad before, have travelled to several diverse destinations and therefore see things a little more like Westerners do.

7.4. Overall Conclusions

How can people who are interested in an Indian-Swedish cultural exchange be characterized?

I cannot give a complete answer to my research problem for a number of reasons. Firstly, the results from the Swedish survey are too few to draw any specific conclusions from. Secondly the Indian respondents do not seem to fit into some of the models I chose to look at. Whether it is because my target population is not correct or because the Indian behaviour does actually not fit with the models I do not know.

What I can present is an idea about what characterizes an Indian respondent who is showing an interest in participating in a cultural tourist exchange. The following are characteristics for such an Indian tourist:

- They require quite a lot in the form of certain types of tourism plant, such as high-end accommodation. When it comes to other types of tourism plant they are however less demanding and most of them can do without e.g. Indian food.
- They are not too keen on going on adventurous trips. Instead they prefer staying in the city or other calmer places. They also prefer experiencing other cultures in the form of new food, history or lifestyle.
- Sharing cultural values is generally not too important and the sharing of religious views is the least important one. Respondents who are interested in a cultural exchange generally rank religious views as the least important.
- High-income respondents are more interested in participating in a cultural exchange
- They rank the socio-economic situation as most important when deciding a trip while family and reference group influence is less important.
- They travel less often with their family than the average Indian tourist.

7.5. Discussion

There are a number ways in which this research could have been done and an infinite number of more research to be done within this area. One of the first things I had to do was to limit myself to this research problem and the research questions related to that. My first intention was to cover a much broader subject than this but I soon realized that it would be too much work for a project like this.

The result was also affected by a number of things which I had more or less control over. One thing that probably affected the quality of the result is that I had very limited resources to do this. I had to find a sufficient number of respondents to answer my questionnaire, both in India and Sweden and this resulted in that one of the questionnaires (the Swedish one) got poor response rate.

Also, when considering the actual size of the populations that I was trying to reach (according to calculations, around 50 million Indians and around 1 million Swedes) it is very hard to determine how many respondents I would need to get a representative population.

I mentioned in the beginning of chapter 7 that I discovered when I started to analyze my results was that it was going to be very hard to fit the Indian respondents into the models I had been using. Most of the research within the tourism area is fairly new and has been done on a Western population, although in many cases for natural reasons. It is not more than 10-15

years ago that the economy really started to grow in countries like India and China, and without economic growth there will not be much tourism. Some of the models (e.g. Plog's model) are also taken from other fields of research such as psychology or economy. Therefore some of these models are still questioned even though they are used frequently in research, mostly because of the fact that many of them have never been proved or disproved.

It turned out that many of the models were not completely applicable on my (Indian) respondents. The reasons can be many but I choose to mention the two seemingly most probable:

- The respondents in my survey are not completely representative for the population that I trying to research.
- The models and theories that I am using are not completely applicable to the behaviour of an Indian tourist.

If the (Indian) respondents are not representative for the population that I was looking for the results will have been skewed. For example, it seems like the respondents are not mostly allocentric, which they in theory should be. Maybe my sample was simply not big enough to gather enough allocentric respondents. In that case I would have to ask the same questions to a bigger group of respondents in order to get confirmed answers on my questions.

If instead some of the models and theories that I am using are not applicable to the behaviour of Indian tourists I would still require a bigger sample to be able to prove or disprove anything. The most probable explanation is that both reasons have had an impact on the result. This would mean that I did not have respondents who are completely representative for the population I was researching on, but also that that some of the models are not completely applicable on the kind of behaviour that Indian tourists are showing.

I also chose to look at only a handful of theories and models in this research but there are several other models which could be interesting to look at. A couple of examples are the cultural penetration model (2.2.5), Hofstede's cultural dimensions (2.4.1) and the cultural map (2.4.2).

I would also like to add a short discussion based on an article about Plog's model written by Litvin (2006). Litvin discusses the fact that Plog's original model is very focused on the behaviour of Westerners (and Americans especially).

Plog's model divides all tourists into five categories, from allocentrics to psychocentrics. These respondents are arranged along a normal distributed curve (see 2.2.1.) based on their preference of vacation location. Litvin (2006) however points out a number of points for criticism with Plog's model, whereof I am presenting a few below:

- Plog's model has been subject very little empirical verification
- Allocentric travellers can also choose to go to a psychocentric type of destination
- The theory was designed for U.S. based travellers and does therefore not work very well with other nationalities

Litvin (2005) mentions several other things as well but I will not discuss them here. The conclusion of the article is that Plog's model cannot be used to predict the traveller's next destination. If, however, used on looking at the travellers' attitude as a reflection of their ideals, then Plog's model can be useful.

Appendix 1

Average spending for Indians in Spain is almost 570 Euros per visit. According to FÖRST, Föreningen Sverigeturism (Rencke, no date) tourism in Sweden is between 20 and 30 percent more expensive than the rest of EU. Taking the Spain example from above the same spending pattern in Sweden would cost:

$570 * 1.25 = 712$ Euros.


This is based on that the prices are on average 25 percent higher in Sweden than in Spain.

Calculating this into rupees gives with the exchange rate from 07-04-19:

43,355 rupees.

Including the airplane ticket:

40,962.00INR 02:15 25 May 07:35 25 May Mumbai (Bombay) Heathrow (London)

 13:45 25 May 17:15 25 May Heathrow (London) Arlanda (Stockholm)

Option 18:35 16 Aug 20:15 16 Aug Arlanda (Stockholm) Heathrow (London)

1 of 9 21:50 16 Aug 11:15 17 Aug Heathrow (London) Mumbai (Bombay)

Details taken from British Airways homepage (British Airways)

And adding it to the calculation:

$43,355 + 40,962 = 84,317$ rupees

Average household size in India is 5.3 (Jean-Marie Baland, Pranab Bardhan, Sanghamitra Das, Dilip Mookherjee, Rinki Sarkar, 2006) . Choosing to round the number to five that gives an average spending of:

$84,317 * 5 = 421,585$ rupees.

This can be considered a rough estimate of what a trip to Sweden would cost for 5 members an Indian household including everything.

An estimate of how much the income would have to be for any person to go with family can be calculated like this (assumed that two people in the household have disposable income):

$421,585 / 2 = 210,792$

Savings required per month:

$210,792 / 12 = 17,566$

Assuming again that it is only possible to save 1/5 of the income every month the monthly income has to be $17,566 * 5 = 87,830$, or about US\$ 2100 per month or US\$ 25000 per annum.

Appendix 2

The Indian answers:

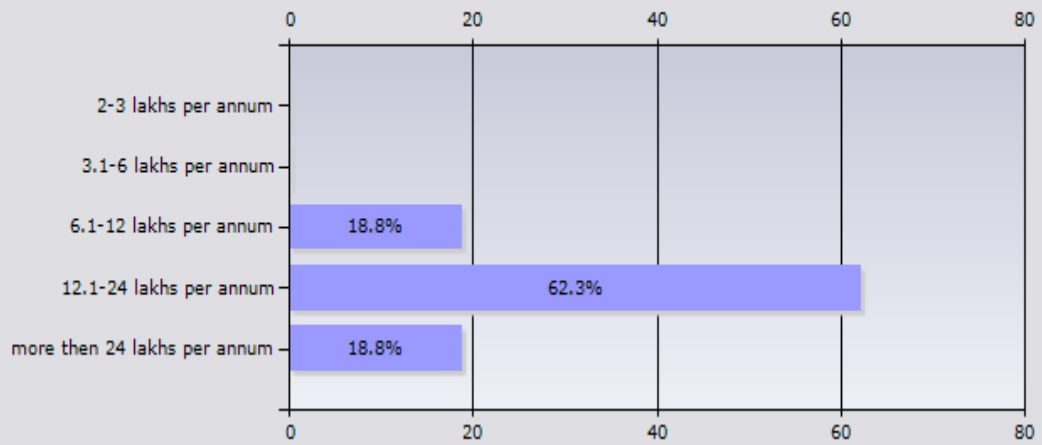


Survey on cultural perceptions

Standard report

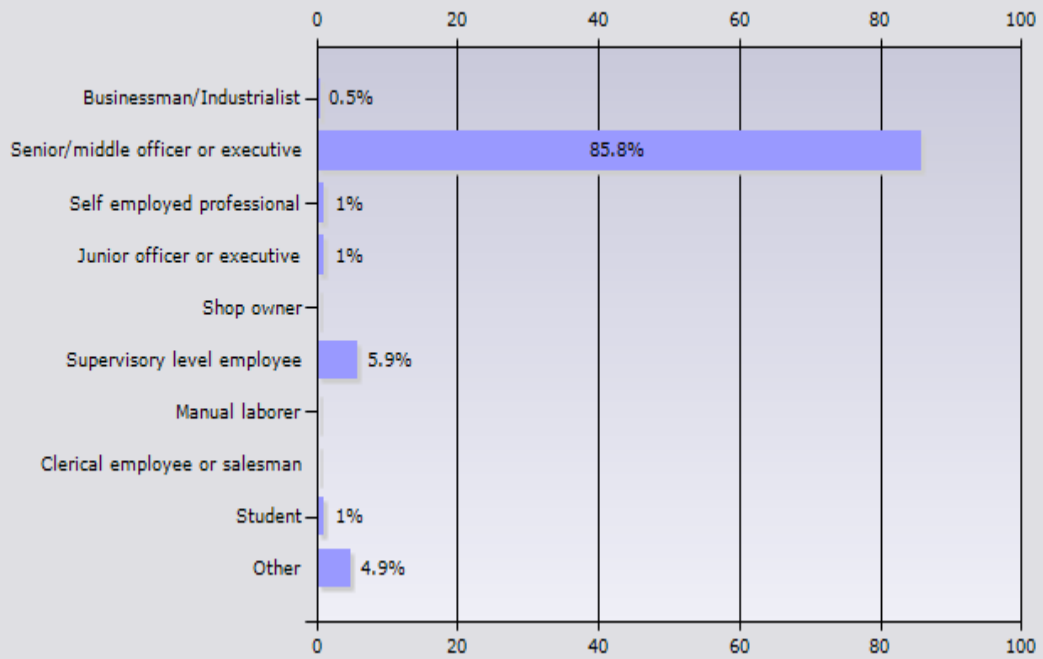
2. 2/30

What is your approximate ANNUAL income? The amounts are in Indian rupees.



	Percentage	Count
2-3 lakhs per annum	0%	0
3.1-6 lakhs per annum	0%	0
6.1-12 lakhs per annum	18.8%	39
12.1-24 lakhs per annum	62.3%	129
more than 24 lakhs per annum	18.8%	39
Respondents		207
No response		0

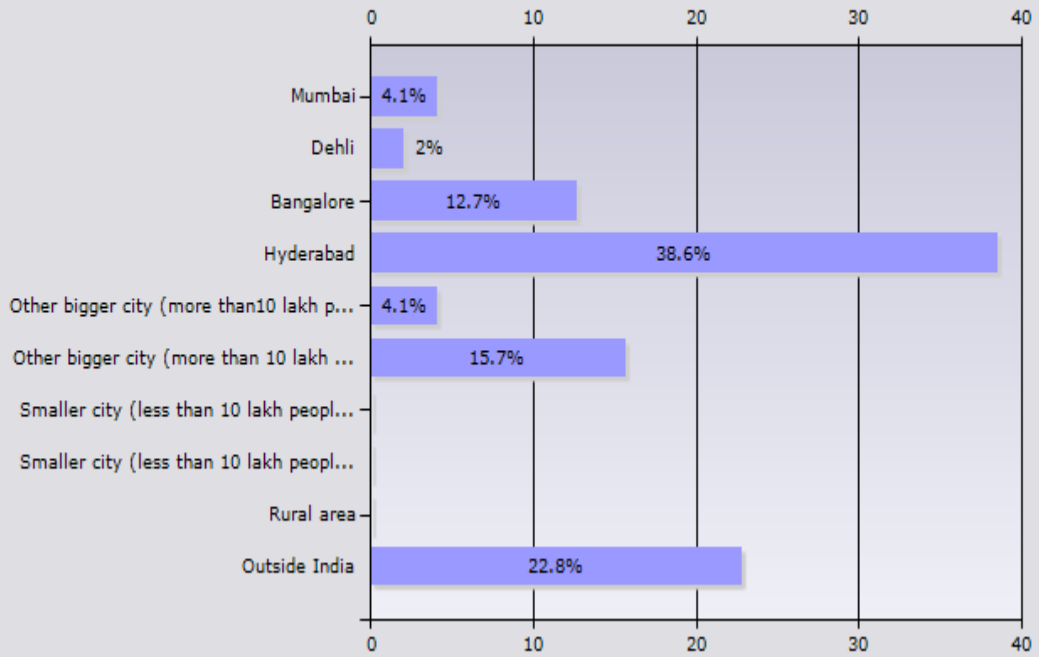
3. 3/30
What is your profession?



	Percentage	Count
Businessman/Industrialist	0.5%	1
Senior/middle officer or executive	85.8%	175
Self employed professional	1%	2
Junior officer or executive	1%	2
Shop owner	0%	0
Supervisory level employee	5.9%	12
Manual laborer	0%	0
Clerical employee or salesman	0%	0
Student	1%	2
Other	4.9%	10
Respondents		204
No response		3

Comment
Consultant
consultant
Consultant
Consultant
Director
IT
IT Professional
Mainframe Technical Consultant
professional Engineer
Software
teaching

4. 4/30
Where do you live?

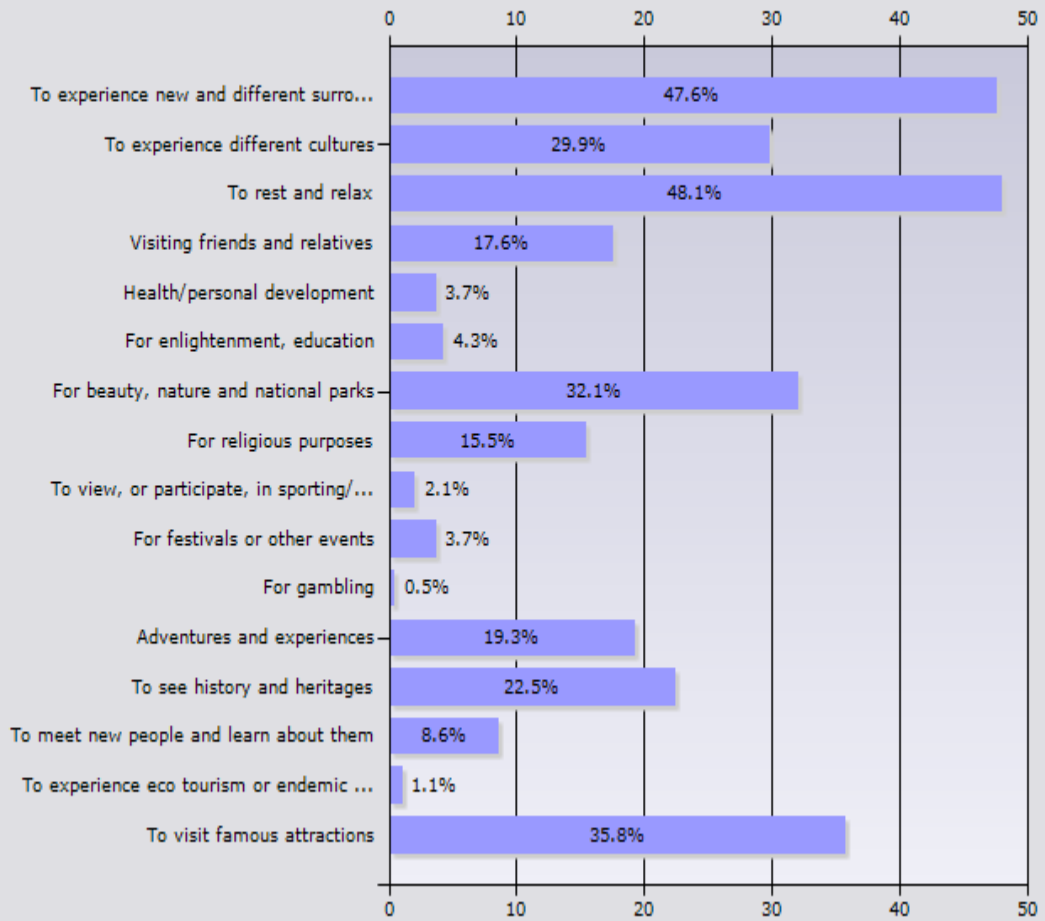


	Percentage	Count
Mumbai	4.1%	8
Delhi	2%	4
Bangalore	12.7%	25
Hyderabad	38.6%	76
Other bigger city (more than 10 lakh people) in north India	4.1%	8
Other bigger city (more than 10 lakh people) in south India	15.7%	31
Smaller city (less than 10 lakh people) in north India	0%	0
Smaller city (less than 10 lakh people) in south India	0%	0
Rural area	0%	0
Outside India	22.8%	45
Respondents		197
No response		10

Comment
Australia
Australia
Australia
Belgium
Canada
Canada
Germany
INDIA
India
India
India
India
Japan
Singapore
Singapore
sweden
UK
UK
UK
UK
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USA

5. 5/30

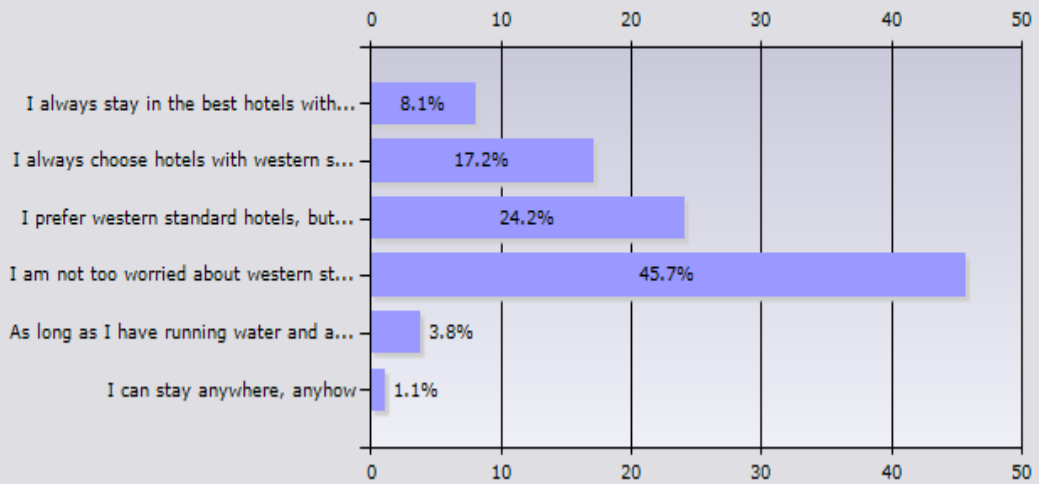
Pick the THREE most important reasons for going on vacation.



	Percentage	Count
To experience new and different surroundings	47.6%	89
To experience different cultures	29.9%	56
To rest and relax	48.1%	90
Visiting friends and relatives	17.6%	33
Health/personal development	3.7%	7
For enlightenment, education	4.3%	8
For beauty, nature and national parks	32.1%	60
For religious purposes	15.5%	29
To view, or participate, in sporting/recreational activities	2.1%	4
For festivals or other events	3.7%	7
For gambling	0.5%	1
Adventures and experiences	19.3%	36
To see history and heritages	22.5%	42
To meet new people and learn about them	8.6%	16
To experience eco tourism or endemic tourism	1.1%	2
To visit famous attractions	35.8%	67
Respondents		187
No response		20

6. 6/30

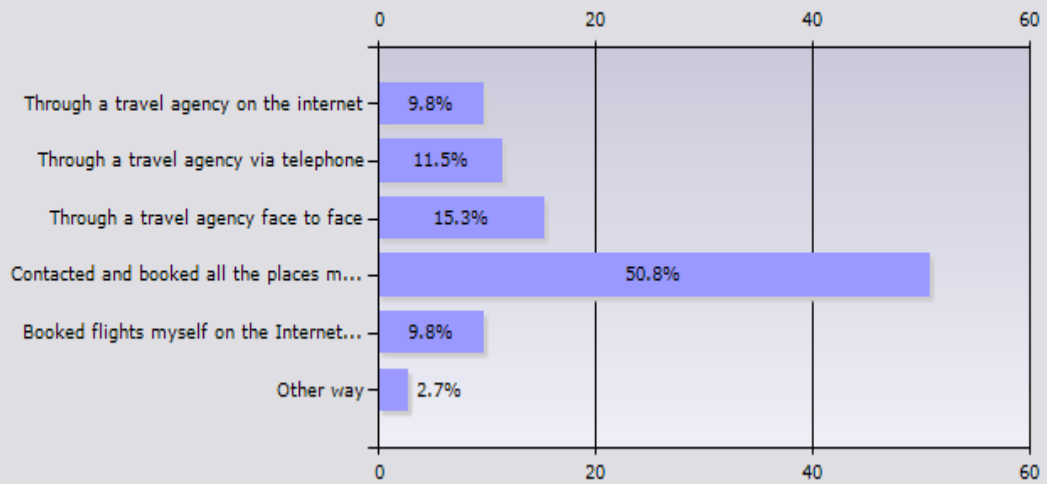
How do you prefer your accommodation when you travel?



	Percentage	Count
I always stay in the best hotels with all inclusive	8.1%	15
I always choose hotels with western standard (water closet, hot and cold water, AC etc)	17.2%	32
I prefer western standard hotels, but I can manage with a little less	24.2%	45
I am not too worried about western standard as long as its clean and good service	45.7%	85
As long as I have running water and a roof over my head I am okay	3.8%	7
I can stay anywhere, anyhow	1.1%	2
Respondents		186
No response		21

7.7/30

How do you usually book your trip?

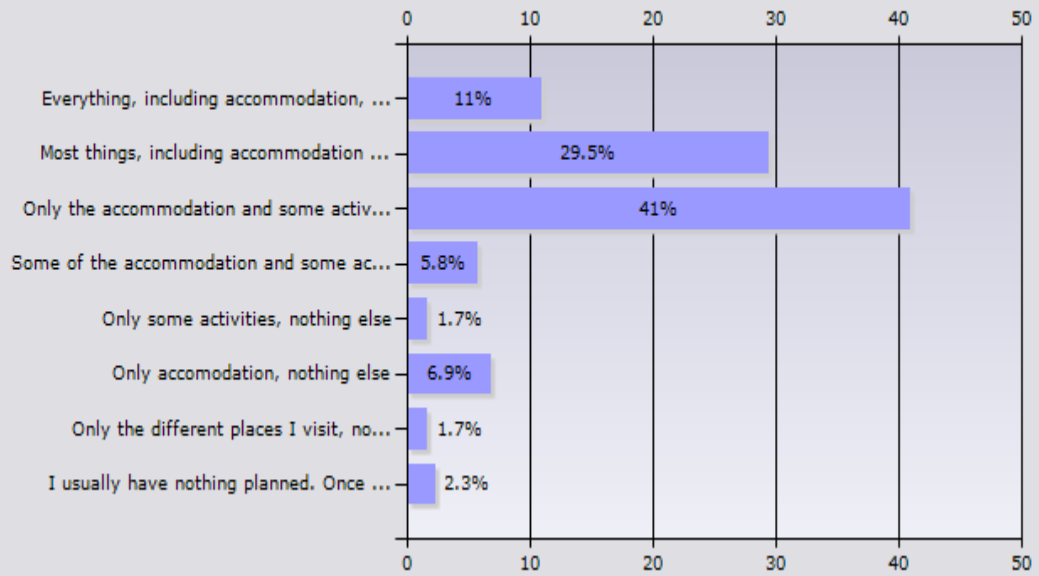


	Percentage	Count
Through a travel agency on the internet	9.8%	18
Through a travel agency via telephone	11.5%	21
Through a travel agency face to face	15.3%	28
Contacted and booked all the places myself through the internet and phone	50.8%	93
Booked flights myself on the Internet but contacted a travel agency for the rest	9.8%	18
Other way	2.7%	5
Respondents		183
No response		24

Comment
COMPANY BOOKED
Do the booking on my own, though scout for information on the net.
Flight / train tickets through internet by myself. Accomodation after reaching to destination.
Others booked it for me

8. 8/30

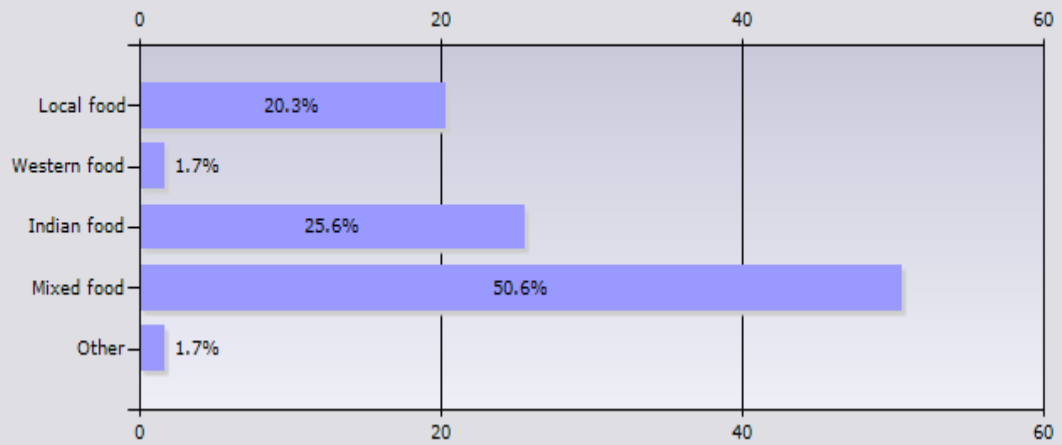
How much of your trip do you usually plan in advance?



	Percentage	Count
Everything, including accommodation, meals and all activities	11%	19
Most things, including accommodation and all activities	29.5%	51
Only the accommodation and some activities	41%	71
Some of the accommodation and some activities	5.8%	10
Only some activities, nothing else	1.7%	3
Only accommodation, nothing else	6.9%	12
Only the different places I visit, no accommodation or anything else planned.	1.7%	3
I usually have nothing planned. Once I get to the country I decide what to do.	2.3%	4
Respondents		173
No response		34

9. 9/30

What kind of food do you usually eat when travelling?

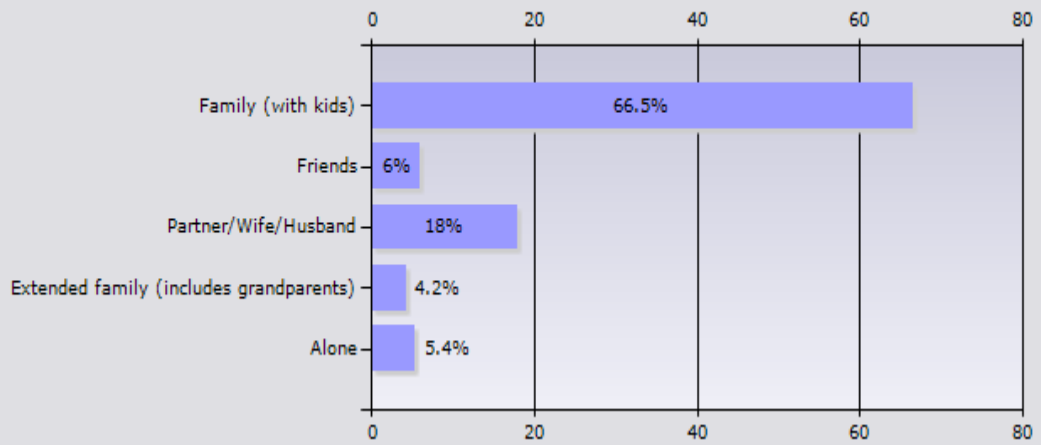


	Percentage	Count
Local food	20.3%	35
Western food	1.7%	3
Indian food	25.6%	44
Mixed food	50.6%	87
Other	1.7%	3
Respondents		172
No response		35

Comment
Asian Vegetarian
but strictly vegetarian
combination of Indian,local and western
eat only strict vegeterian food

10. 10/30

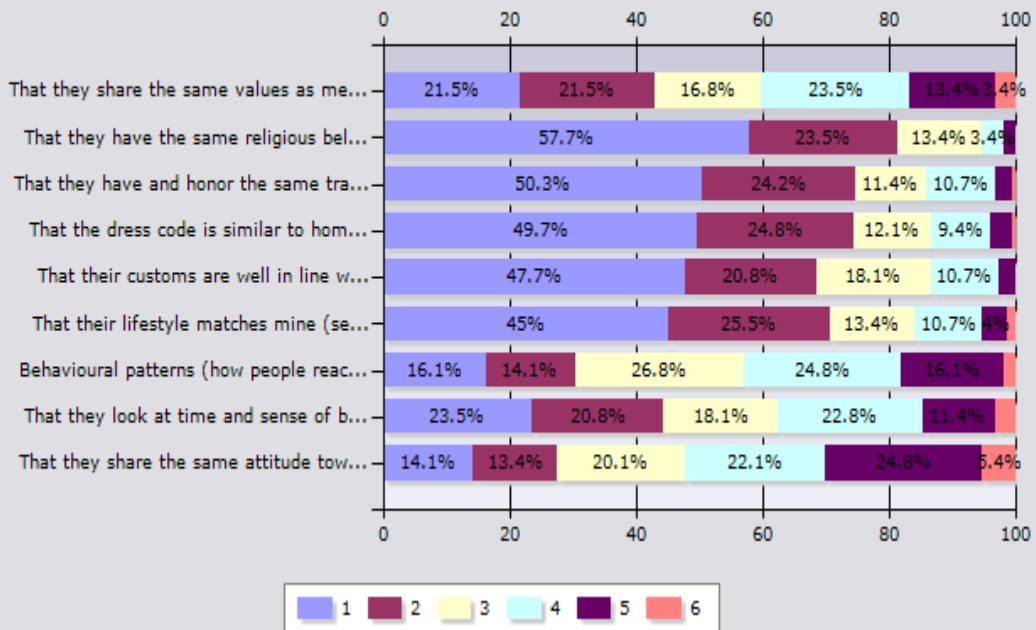
Who do you mostly travel with?



	Percentage	Count
Family (with kids)	66.5%	111
Friends	6%	10
Partner/Wife/Husband	18%	30
Extended family (includes grandparents)	4.2%	7
Alone	5.4%	9
Respondents		167
No response		40

11. 11/30

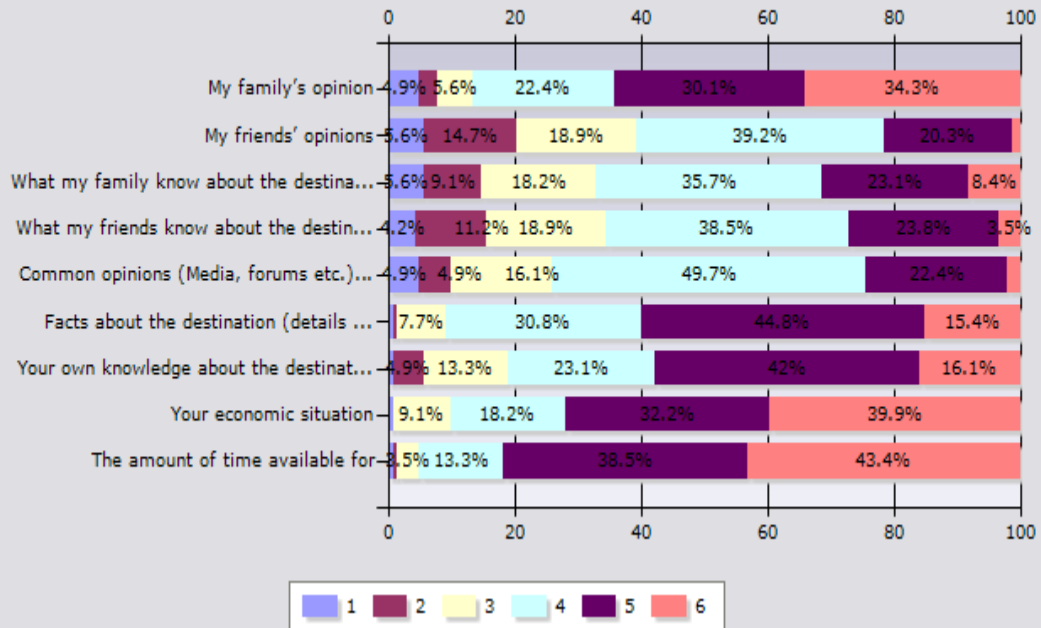
How important is it that, when choosing a destination, the locals will share the following cultural values with



	Not important at all			Very important			Average	Response	No response
	1	2	3	4	5	6			
That they share the same values as me (right/wrong, mine/yours, polite/impolite)	21.5%	21.5%	16.8%	23.5%	13.4%	3.4%	2.96	149	58
That they have the same religious beliefs as me	57.7%	23.5%	13.4%	3.4%	2%	0%	1.68	149	58
That they have and honor the same traditions (Christmas, Easter, Diwali or other traditions that are important for you)	50.3%	24.2%	11.4%	10.7%	2.7%	0.7%	1.93	149	58
That the dress code is similar to home (western/Indian/not muslim burka etc)	49.7%	24.8%	12.1%	9.4%	3.4%	0.7%	1.94	149	58
That their customs are well in line with my country's (what to do and no to do in a country)	47.7%	20.8%	18.1%	10.7%	2.7%	0%	2	149	58
That their lifestyle matches mine (self identity like how the way you dress, look and present yourself)	45%	25.5%	13.4%	10.7%	4%	1.3%	2.07	149	58
Behavioural patterns (how people react to their surroundings)	16.1%	14.1%	26.8%	24.8%	16.1%	2%	3.17	149	58
That they look at time and sense of budgeting like me (scheduled time, share bills, time is money, waiting time etc)	23.5%	20.8%	18.1%	22.8%	11.4%	3.4%	2.88	149	58
That they share the same attitude towards unknown people as I do (open/sceptical/caustious/shy)	14.1%	13.4%	20.1%	22.1%	24.8%	5.4%	3.46	149	58
Total							2.46	149	58

12. 12/30

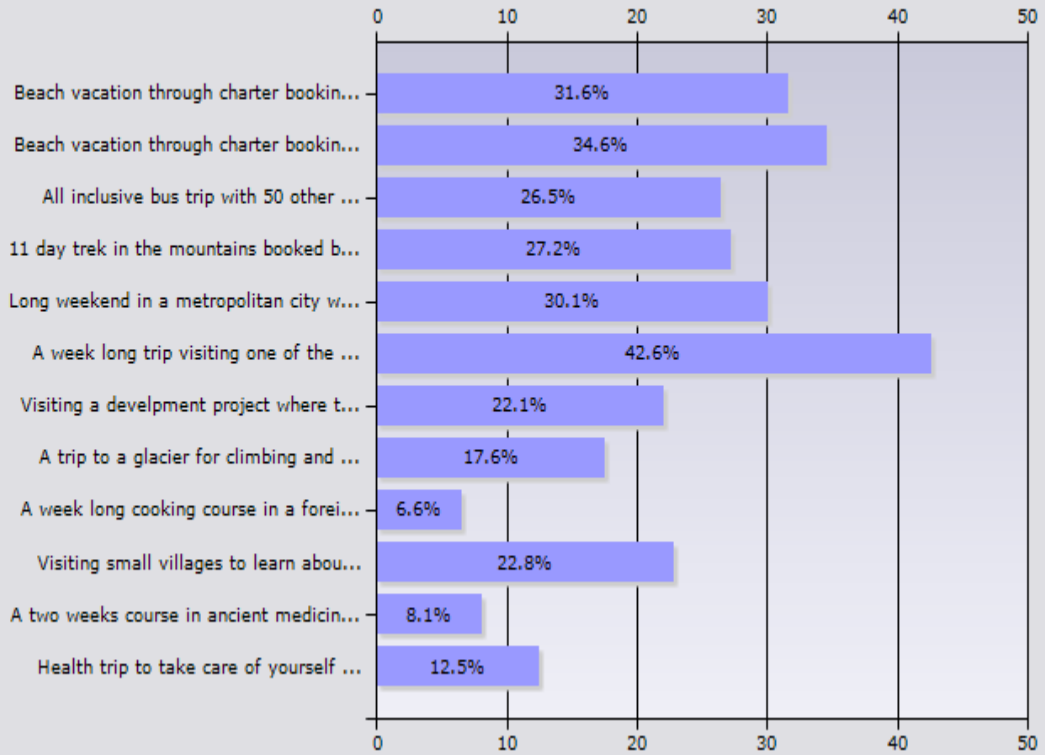
Grade the following things after how important they are for your choice of destination



	Not important at all			Very important			Average	Respondents	No response
	1	2	3	4	5	6			
My family's opinion	4.9%	2.8%	5.6%	22.4%	30.1%	34.3%	4.73	143	64
My friends' opinions	5.6%	14.7%	18.9%	39.2%	20.3%	1.4%	3.58	143	64
What my family know about the destination (what they know from experience)	5.6%	9.1%	18.2%	35.7%	23.1%	8.4%	3.87	143	64
What my friends know about the destination (what they know from experience)	4.2%	11.2%	18.9%	38.5%	23.8%	3.5%	3.77	143	64
Common opinions (Media, forums etc.)	4.9%	4.9%	16.1%	49.7%	22.4%	2.1%	3.86	143	64
Facts about the destination (details from tourist brochures, official websites etc)	0.7%	0.7%	7.7%	30.8%	44.8%	15.4%	4.64	143	64
Your own knowledge about the destination	0.7%	4.9%	13.3%	23.1%	42%	16.1%	4.49	143	64
Your economic situation	0.7%	0%	9.1%	18.2%	32.2%	39.9%	5.01	143	64
The amount of time available for	0.7%	0.7%	3.5%	13.3%	38.5%	43.4%	5.18	143	64
Total							4.35	143	64

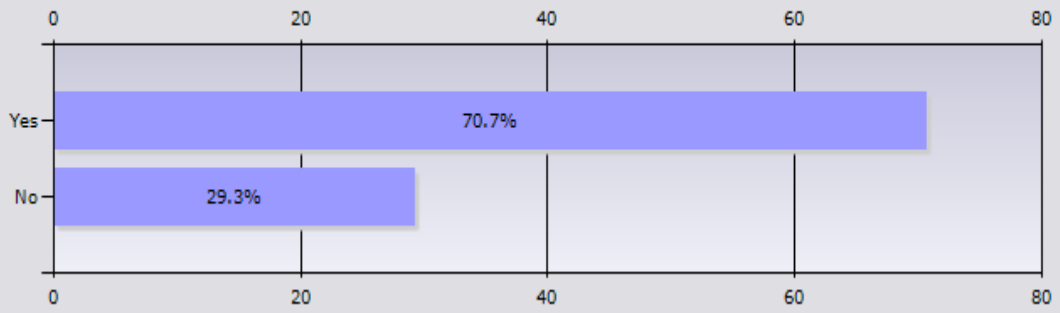
13. 13/30

Pick the THREE most interesting types of destinations for you to visit



	Percentag	Coun
	e	t
Beach vacation through charter booking with all inclusive within short range (less than 5 hours away).	31.6%	43
Beach vacation through charter booking with all inclusive within long range (more than 5 hours away).	34.6%	47
All inclusive bus trip with 50 other people, with all sites and stops planned (7 days).	26.5%	36
11 day trek in the mountains booked by yourself but with a guide	27.2%	37
Long weekend in a metropolitan city with one or two concerts booked.	30.1%	41
A week long trip visiting one of the biggest rainforests in the world and the tribes living there	42.6%	58
Visiting a develpment project where the village together own a small resort with modest ammenities	22.1%	30
A trip to a glacier for climbing and skiing	17.6%	24
A week long cooking course in a foreign country where you learn all the traditional food	6.6%	9
Visiting small villages to learn about the people, how they live and why they live like they do	22.8%	31
A two weeks course in ancient medicine and health	8.1%	11
Health trip to take care of yourself or to get quality foreign healthcare, visiting a SPA or similar	12.5%	17
Respondents		136
No response		71

14. 14/30
Have you ever gone abroad on vacation?



	Percentage	Count
Yes	70.7%	99
No	29.3%	41
Respondents		140
No response		67

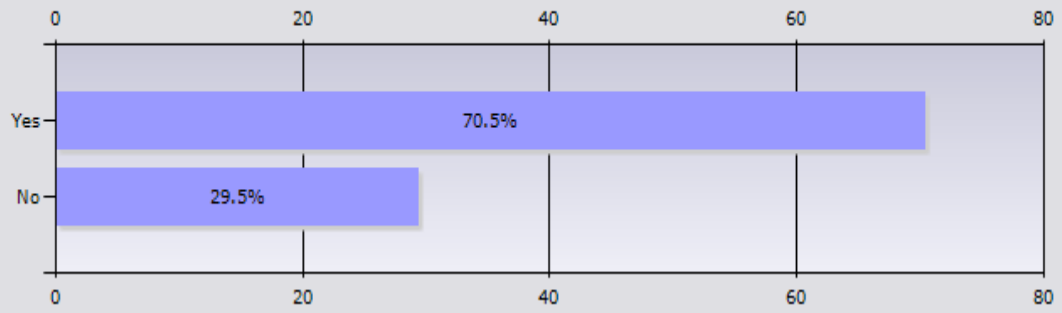
15. 15/30

Where did you go for your last vacation?

Response
Amsterdam
Australia
Australia, Melbourne
Australia, Sydney
Australia, Sydney
Australia-Sydney
BANGKOK, THAILAND
Bangkok, Thailand
Bluebay, Mauritius
BRazil
Cairns, Gold Coast and Sydney
Canada
Colombo,Sri Lanka
Detroit, USA
dubai
East Asia
Egypt
Florid US
Florida, Niagara Falls USA
Florida, US
France
France - paris
France, Belgium, Holland, Germany, Italy, Switzerland.
France, Paris
Germany
Germany, Fuessen
Goa, India
Honkkong
India
Italy
Italy, Venice
Kuwait, Kuwait City
London
London, UK
Paris, France
London,Paris and Rome
Luxumbourg
Malaysia
Maldives
mauritius
norway
paris
Paris
Paris, France
Koln, Dusseldorf, Germany
Paris, France
Rome, Italy
Capri, Italy
Penand, Malaysia and Bangkok, Thailand
Phoket, Thailand
Quebec City, Canada
Rome, Italy
ROme, Italy
Scotland (Edinburgh, Perth, Ardlui)
Several places in US
Sikkim, India & New Zealand(Auckland, Christchurch, Queenstown, Fox Glacier,etc)
Singapor
Singapore
Singapore
Singapore
Singapore
Singapore
Singapore
Singapore
Singapore and Malaysia
Singapore
Malaysia - KL, Genting
Thailand - Pattaya, Bangkok
Sri Lanka, Bentota, Colombo
srilanka - colombo other places do not remember
Switzerland
Switzerland, Interlaken
Switzerland, Interlaken

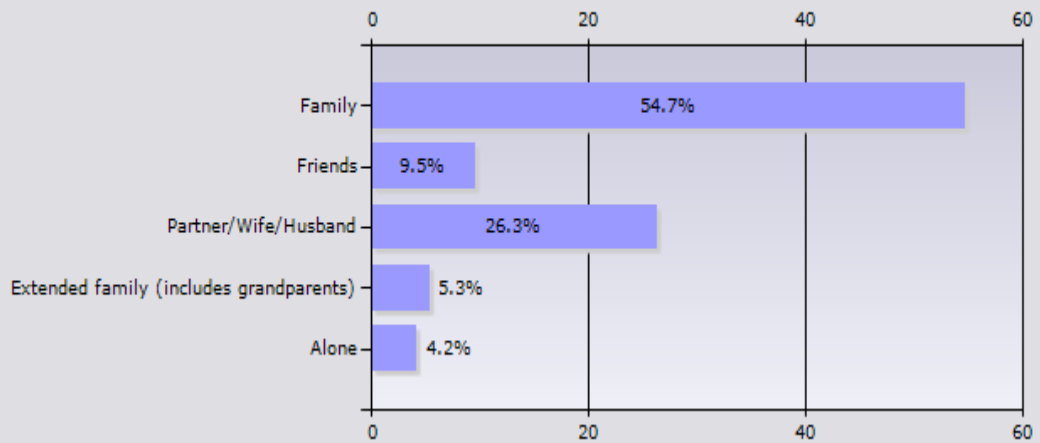
Switzerland, Lucerne, Interlaken and Zurich
and England, London, Liverpool, Lake District
Switzerland, Grindelwald
Switzerland, Interlaken
Thailand
Thailand
Thailand, Bangkok, Pattaya
Thailand, Bangkok-Pattaya
Thailand, Phuket
UK
UK, Switzerland, Holland, Germany
United States
US
US
US - Las Vegas, New York, Baltimore, Washington, Niagra Falls, Mammoth Cave, Nashville, Atlanta, Cincinnati
US and Singapore
USA
USA
USA
USA
USA
USA - Niagara Falls, World Trade Center, NASA, Disney World, Smokey mountains etc.
USA / Virginia
USA, California
USA, Netherlands, Germany, Italy, Belgium,
USA, Orlando
USA, Orlando, National Parks - Yosemite, Yellow Stone
USA-California
While I was living in the US, I visited India to be with my family
With USA lots of places

16. 16/30
Was it your first visit to that destination?



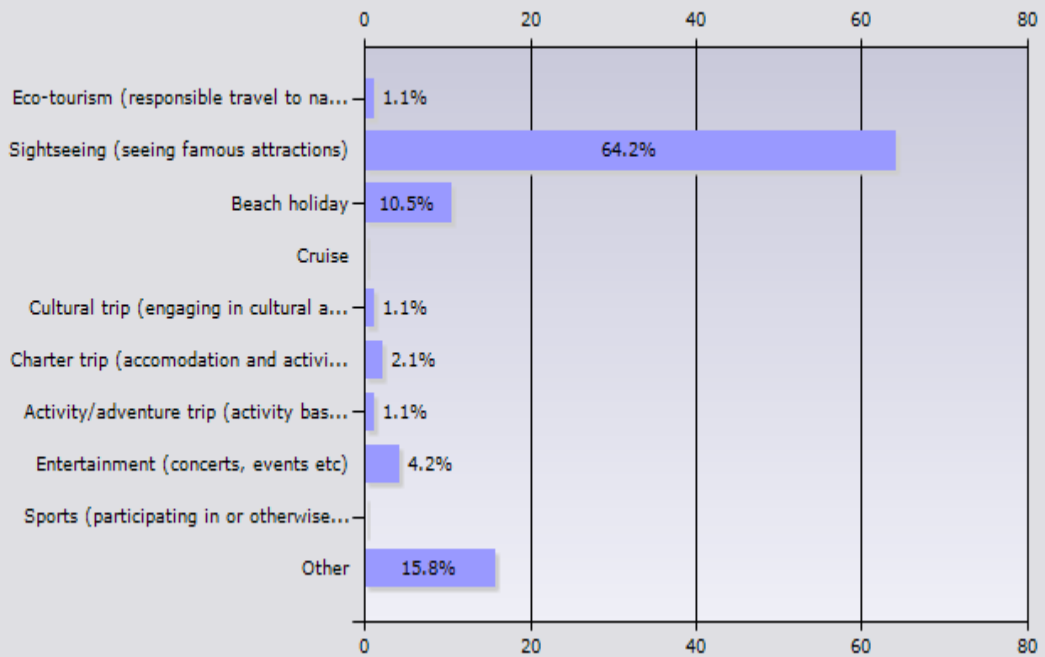
	Percentage	Count
Yes	70.5%	67
No	29.5%	28
Respondents		95
No response		71

17. 17/30
Who did you travel with?



	Percentage	Count
Family	54.7%	52
Friends	9.5%	9
Partner/Wife/Husband	26.3%	25
Extended family (includes grandparents)	5.3%	5
Alone	4.2%	4
Respondents		95
No response		71

18. 18/30
 What type of trip was it?

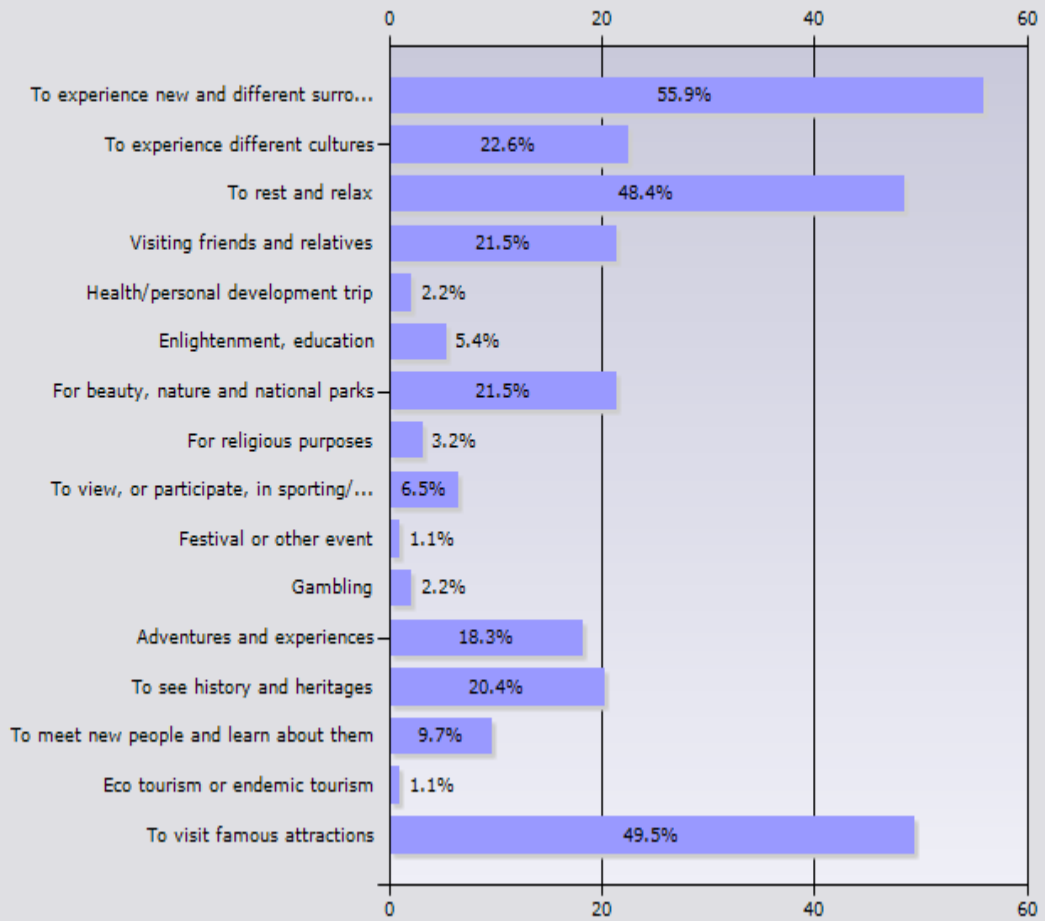


	Percent age	Coun t
Eco-tourism (responsible travel to natural areas which conserves the environment and improves the welfare of the local people)	1.1%	1
Sightseeing (seeing famous attractions)	64.2%	61
Beach holiday	10.5%	10
Cruise	0%	0
Cultural trip (engaging in cultural activities)	1.1%	1
Charter trip (accommodation and activities)	2.1%	2
Activity/adventure trip (activity based trip such as climbing, kayaking or similar)	1.1%	1
Entertainment (concerts, events etc)	4.2%	4
Sports (participating in or otherwise engaging in sports)	0%	0
Other	15.8%	15
Respondents		95
No response		71

Comment
8
A holiday
Driving around Scotland, staying in small B&Bs and experiencing culture and natural beauty of the country
Eco-tourism coupled with Sightseeing
Enjoying Natural beauty
Relaxation in nature, attending a breathing course
Vacation with Relatives
Visit friends, sightsee
visiting family

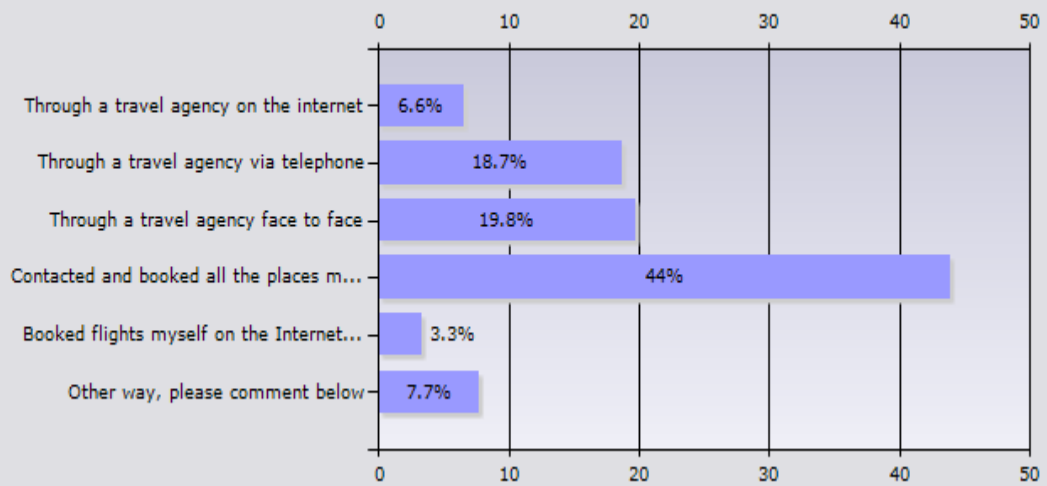
19. 19/30

What were THREE most important reasons for going there?



	Percentage	Count
To experience new and different surroundings	55.9%	52
To experience different cultures	22.6%	21
To rest and relax	48.4%	45
Visiting friends and relatives	21.5%	20
Health/personal development trip	2.2%	2
Enlightenment, education	5.4%	5
For beauty, nature and national parks	21.5%	20
For religious purposes	3.2%	3
To view, or participate, in sporting/recreational activities	6.5%	6
Festival or other event	1.1%	1
Gambling	2.2%	2
Adventures and experiences	18.3%	17
To see history and heritages	20.4%	19
To meet new people and learn about them	9.7%	9
Eco tourism or endemic tourism	1.1%	1
To visit famous attractions	49.5%	46
Respondents		93
No response		73

20. 20/30
How did you book your trip?

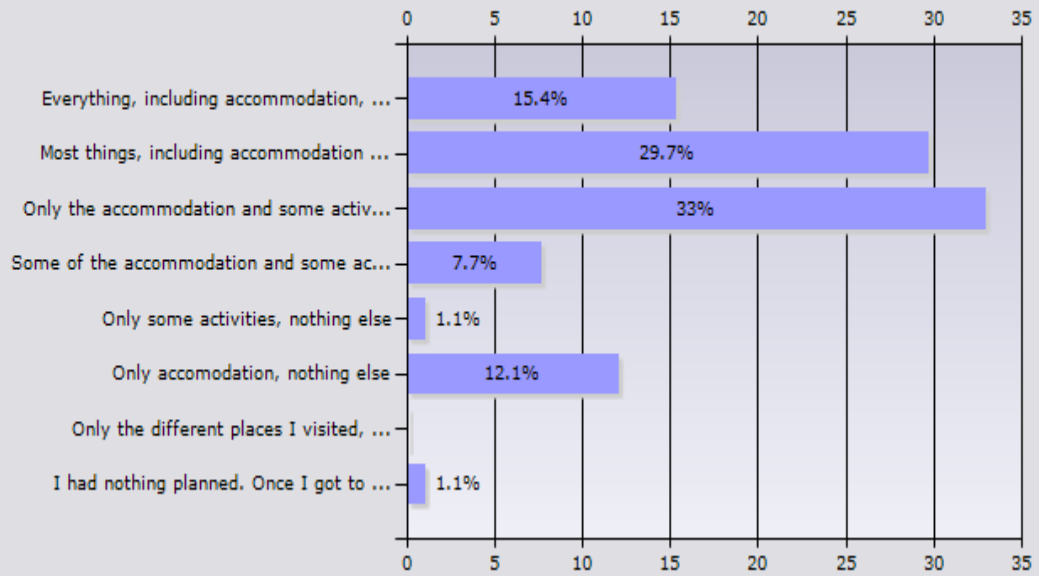


	Percentage	Count
Through a travel agency on the internet	6.6%	6
Through a travel agency via telephone	18.7%	17
Through a travel agency face to face	19.8%	18
Contacted and booked all the places myself through the internet and phone	44%	40
Booked flights myself on the Internet but contacted a travel agency for the rest	3.3%	3
Other way, please comment below	7.7%	7
Respondents		91
No response		75

Comment
Booked by friends, except for my travel
Drove down with friends
My cousin as lining there and helped in booking and planning everything
organizers booked for me
travel agency for tickets, rest myself
travel agent for flight and family for rest

21. 21/30

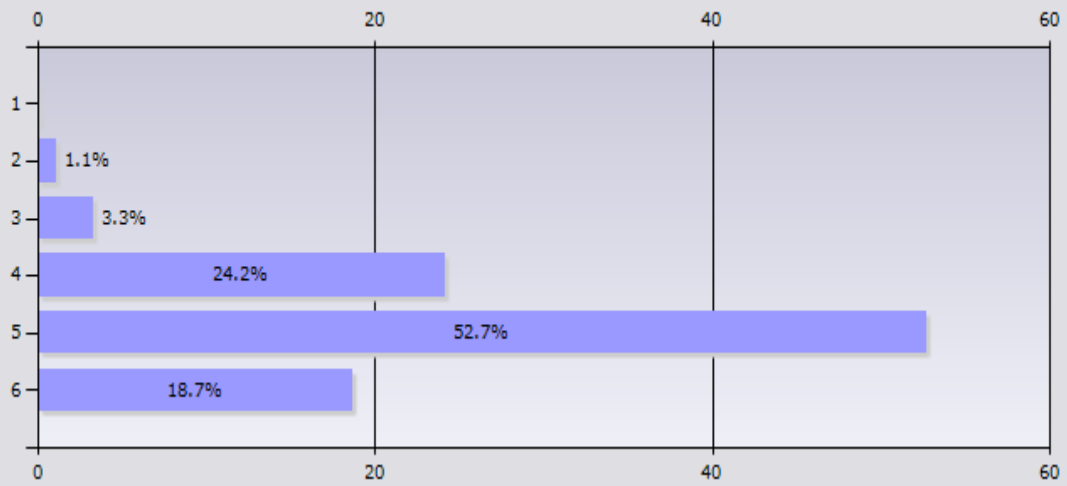
How much of your trip was planned before?



	Percentage	Count
Everything, including accommodation, meals and all activities	15.4%	14
Most things, including accommodation and all activities	29.7%	27
Only the accommodation and some activities	33%	30
Some of the accommodation and some activities	7.7%	7
Only some activities, nothing else	1.1%	1
Only accommodation, nothing else	12.1%	11
Only the different places I visited, no accommodation or anything else planned.	0%	0
I had nothing planned. Once I got to the country I decided what to do.	1.1%	1
Respondents		91
No response		75

22. 22/30

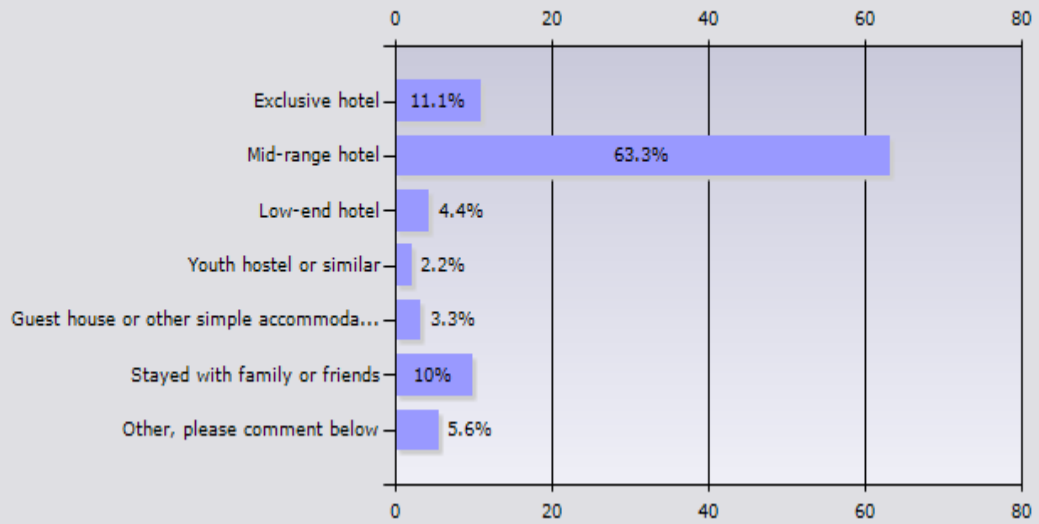
How satisfied were you in total with the accommodation during your trip?



	Percentage	Count
1	0%	0
2	1.1%	1
3	3.3%	3
4	24.2%	22
5	52.7%	48
6	18.7%	17
Average		4.85
Respondents		91
No response		75

23. 23/30

What kind of accommodation did you mostly use?

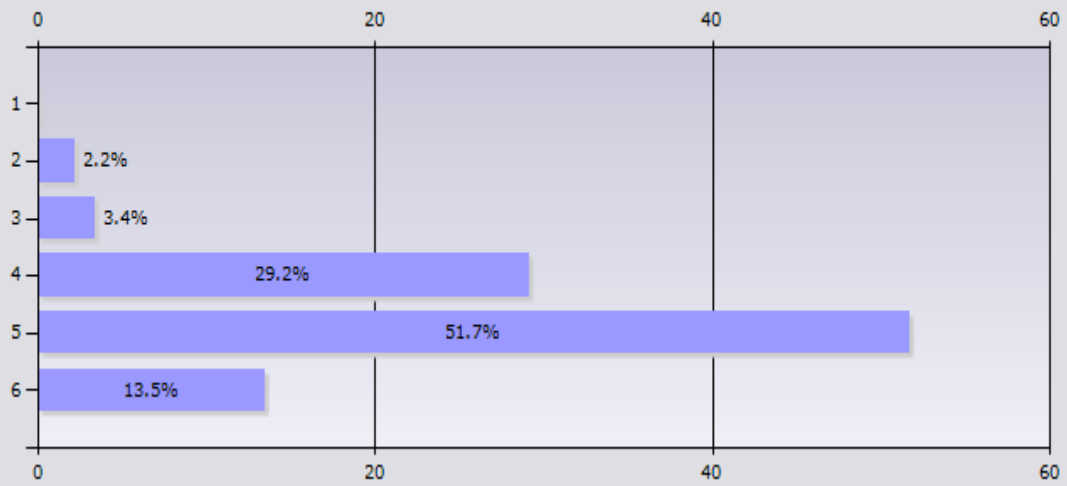


	Percentage	Count
Exclusive hotel	11.1%	10
Mid-range hotel	63.3%	57
Low-end hotel	4.4%	4
Youth hostel or similar	2.2%	2
Guest house or other simple accommodation	3.3%	3
Stayed with family or friends	10%	9
Other, please comment below	5.6%	5
Respondents		90
No response		76

Comment
Ashram, similar to a guesthouse in nature
Bed and Breakfasts
Furnished apartment
Holiday resort in a farm house which was low-end but very beautiful (totally different experience)
Serviced Apartment

24. 24/30

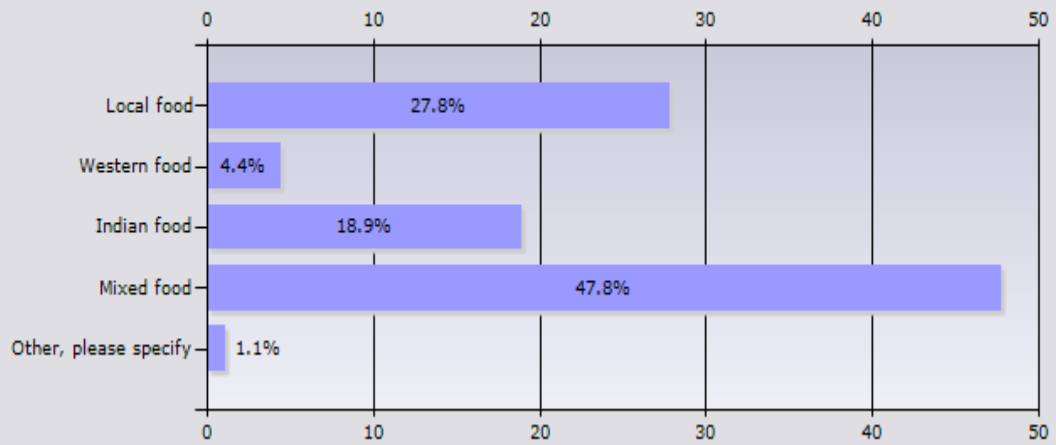
How satisfied where you with the food during your trip?



	Percentage	Count
1	0%	0
2	2.2%	2
3	3.4%	3
4	29.2%	26
5	51.7%	46
6	13.5%	12
Average		4.71
Respondents		89
No response		77

25. 25/30

What kind of food did you mostly eat?

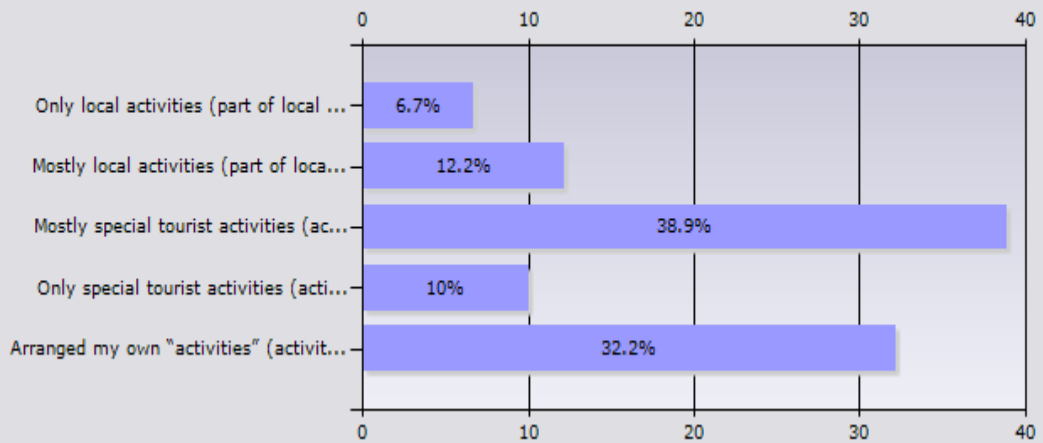


	Percentage	Count
Local food	27.8%	25
Western food	4.4%	4
Indian food	18.9%	17
Mixed food	47.8%	43
Other, please specify	1.1%	1
Respondents		90
No response		76

Comment
ate only strict vegetarian food
but vegetarian
Indian and western food
Self prepared Asian vegetarian food

26. 26/30

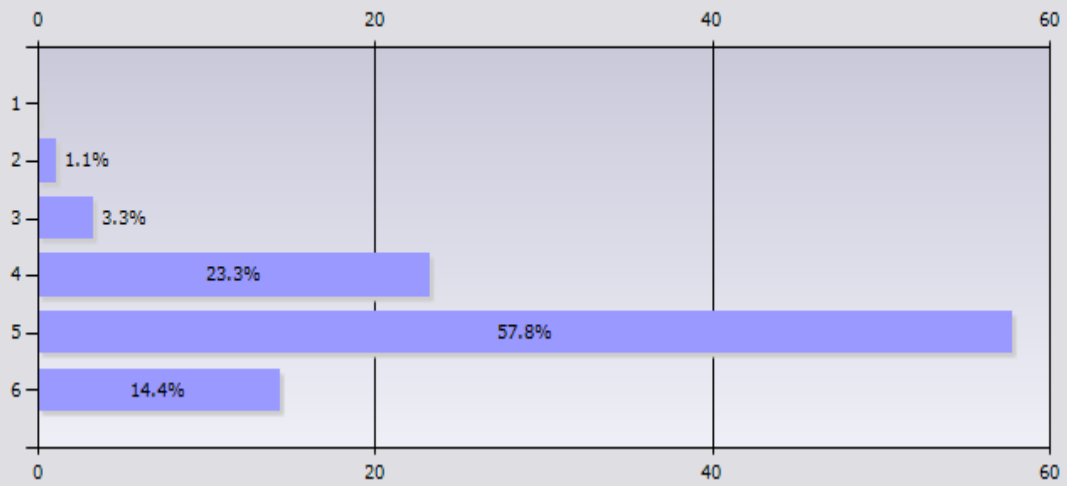
What kind of activities were you involved in during your trip?



	Percentage	Count
Only local activities (part of local festivals, celebrations or other activities together with the local population)	6.7%	6
Mostly local activities (part of local festivals, celebrations or other activities together with the local population), but also some tourist activities (without participating locals)	12.2%	11
Mostly special tourist activities (activities arranged specifically for tourists and without any participating locals), but also some local activities (arranged by and with participating locals)	38.9%	35
Only special tourist activities (activities arranged specifically for tourists and without any participating locals)	10%	9
Arranged my own "activities" (activities taken and arranged on your own initiative without involvement by agencies or similar)	32.2%	29
Respondents		90
No response		76

27. 27/30

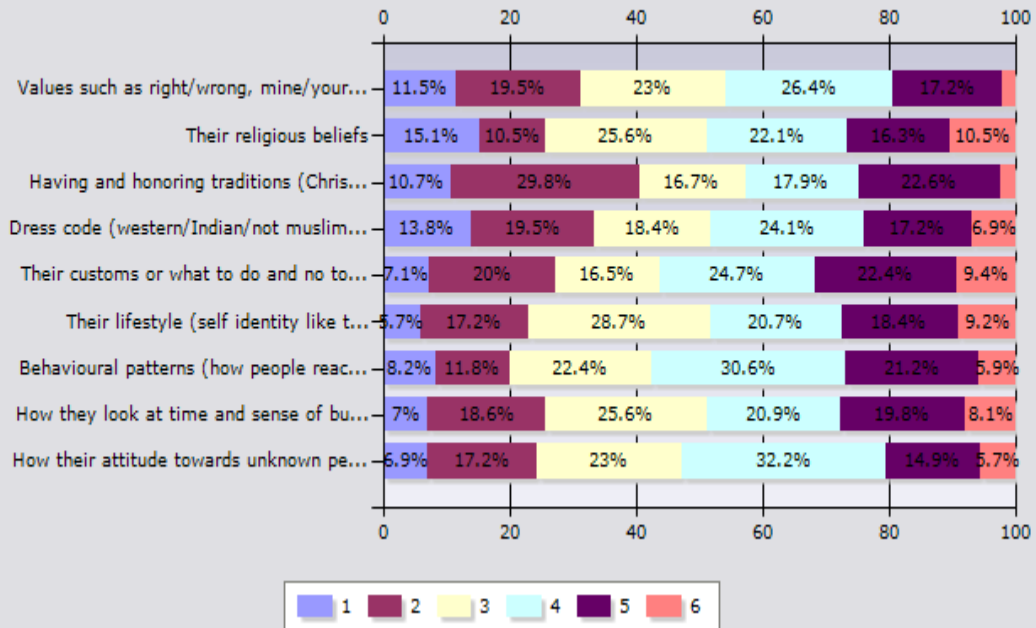
How satisfied were you with the activities during your trip?



	Percentage	Count
1	0%	0
2	1.1%	1
3	3.3%	3
4	23.3%	21
5	57.8%	52
6	14.4%	13
Average		4.81
Respondents		90
No response		76

28. 28/30

How would you rate the following things about your last destination?



	Same as home			Completely different from home			Average	Respo ndents	No respon se
	1	2	3	4	5	6			
Values such as right/wrong, mine/yours, polite/inpolite	11.5%	19.5%	23%	26.4%	17.2%	2.3%	3.25	87	79
Their religious beliefs	15.1%	10.5%	25.6%	22.1%	16.3%	10.5%	3.45	86	80
Having and honoring traditions (Christmas, Easter, Diwali or other traditions that are important for you)	10.7%	29.8%	16.7%	17.9%	22.6%	2.4%	3.19	84	82
Dress code (western/Indian/not muslim burka etc)	13.8%	19.5%	18.4%	24.1%	17.2%	6.9%	3.32	87	79
Their customs or what to do and no to do in a country	7.1%	20%	16.5%	24.7%	22.4%	9.4%	3.64	85	81
Their lifestyle (self identity like the way you dress, look and present yourself)	5.7%	17.2%	28.7%	20.7%	18.4%	9.2%	3.56	87	79
Behavioural patterns (how people react to their surroundings)	8.2%	11.8%	22.4%	30.6%	21.2%	5.9%	3.62	85	81
How they look at time and sense of budgeting (scheduled time, share bills, time is money, waiting time etc)	7%	18.6%	25.6%	20.9%	19.8%	8.1%	3.52	86	80
How their attitude towards unknown people is (open/sceptical/cautious/shy)	6.9%	17.2%	23%	32.2%	14.9%	5.7%	3.48	87	79
	Total						3.45	88	78

29. 29/30

What was the worst experience during your trip?

Response
-
(a) racist comments and racial discrimination (b) was served meat even though the food ordered was for strict vegetarian food. There is lack of awareness/understanding on vegetarian food in USA and europe
A possible pickpocketing
Airports
ASKING A RIVER TAXI PERSON FOR DIRECTIONS, HE TRYING TO PUSH AN EXPENSIVE TOUR AND THEN HE ASKING ME TO SWIM IN THE RIVER WHEN I STARTED NEGOTIATING. I WOULD HAVE BEATEN HIM UP IF IT HAD BEEN MY COUNTRY!
attitude of people
Availability of Vegetarian food
Being stranded with a flat tire and reaching the airport in the nick of time, then arriving late due bad weather while landing
Could not check in to the hotel till 03:00PM where as I was looking for an early checkin.
The hotel people didnt ring the room on the final day which could have resulted in missing flight
Delayed train journey from KL to Singapore
Drunken Locals walking up to the visitors during evenings on weekends throwing abuses for certain disasters hapening world wide
ethnic issues
fdsf
Fear of theft due to all the stories of things being stolen.
flat tire, waited outside disney land for 2 hours, but AAA helped a lot
Flight was bad
Food at some places
Forgetting the parking lot number in a 125 acre parking lot full of vehicles
getting fever two days into the trip
getting struck in niagra in the middle of the night with a flat tyre till help arrived. Other than the cold weather and hunger and the wait the travel mode was dampened
good
Immigration at airports
In flight
Losing money at the Bellagio
lost money
my airline messed up our return travel
needing to cut short the vacation due to a personal reason
NIL
nil
No bad experiences really ...
None
None
None
None
none
None
none
None
None
none
none - wrt the cultural angle
None as such
None really
None that I am able to recall
None that I can think of
None.
Not anything significant. Since aware of the whole situation, did not face any problems
Not applicable
Not being able to go to some islands
not being welcomed at some place.
Not really
Nothing
Nothing
nothing
nothing as such
nothing as worst
Nothing I can think of
Nothing noticable
Nothing particular.
Nothing...
Open prostitution in Bangkok. It is very depressing that such a culturally richcountry such debase itself in this manner.
Our Car met with an Accident
our passports were stolen
Racial remarks in one of the public place
Rainy weather
Some of the locals cheating/fleecing mentality

Spending 10 Euros in Paris museum for Pizza Slice :)
Staying in the Colombo city for a night without anything to do
stupid guide when we were touring Capri
Sunburn
That it ended
The smell in Malaysia
The spa experience when a booking had to be rescheduled....some miscommunication in the approach to handling it.
The trip to Malaysia from Singapore. The experience at the immigration office.
Trying to get proper vegetarian food was difficult.
Unable to get tkts to travel to Sydney with a very short notice, hence our wish to visit Sydney remained unfulfilled.
Very good
Waiting at the airport as the hotel entered wrong date of arrival
We had not done our homework ,hence we were not aware it would be so cold at Naigara falls and had no jackets with us.could not stand there for long time evne though we wnated to.(at night veiw)
We landed for a day trip in a small town of Scotland on the day after Christmas and I could not find any place open with a restroom. The Public restroom around the beach was also locked.
Weather - Fog on mountain tops reducing visibility
weather was not kind
you cannot hail a cab even if he is empty, you have to call for one - that way he makes more money

30. 30/30

What was the best experience during that trip?

Response
all
beautiful place
beeches and quality of tourism.
Drive on the Glod Coast Rd.
Every night, dinner at the resort along with my husband and friends went on till late in the night and the fun we had together will remain as forever memories.
Every thing
Everything
Everything going perfectly as planned and surprise, surprise - finding an Indian restaurant right opposite the hotel where we were staying - one good vegetarian meal a day keeps you strong for the next day
everything was good
Experiencing new surroundings and new attractions
Experiencing new year at Opera House
Food
Food !
Food and location
Friendly and helpful nature, helping in understanding the culture
fsd
going up the eiffer tower
Good help by a Railway staff in helping to reduce my travel cost significantly by indicating some attractive offers (which i would have missed otherwise) and the sight seeing tours were excellent
good sight seeing
Good time with my family
Great places and culture to see
Had good time, Nice tourist activities such Para sailing, Tower Jump, undersea walking, speed boat rides, Foot & Body massage etc.,
Many local people giving special attention and favoured treatment to us.
many
MASSAGES!
Meeting local people and experiencing new culture and traditions
Meeting new people and feeling completely with people even in a large crowd and enjoying new places
Meeting nice people
More bonding with family due to the time spent
Most of the sight-seeing and activities
Mountain trekking to see a remote lake and spending time with my family
nature
Nature and new people
New year celebrations at disney land
nice place
NIL
Nothing
People were friendly, was able to get good guide on hotels and eating places.
performing on stage to an alien audience !
Rest
Rest and relaxation
Resting on the beach in Thailand
Saint Peters
Seeing my wife visit another country for the first time and enjoy it.
Seeing the cultural works of the Thais
Site seeing
spending time in Disney land, universal studios, hollywood, had fun
Temples and other visiting places, food
the amazing nature and equally making a whole set of friends
The ambience, the easy access and information for going around. Hygiene etc were good. Nature of people was good.
Overall good experince
The drive and the experience of seeing the new places.
The entire trip was great. We did some water sports in Malaysia. We travelled by bus, train and walked a lot in Singapore. We enjoyed the entire trip.
The Entire trip. The country is beautiful. The people are extremely friendly. The sights at Ardlui were unbelievable. Its a gorgeous place
The local hospitality, the nature around and interacting with all the people who had come from all over thw world
The professionalism shown by the brits was quite good. The way they maintain Londons heritage - architecture, history, etc. is also very good.
The quality of time i spend with my family
the relaxation on the beaches and trying the local food
The relaxed atmosphere at Bentota beach resort
The Sentosa Island laser show
The surroundings, cleanliness, progress, planning was amazing.
The Swiss way of life
the time i spent with all the people and places.
The travel to small islands around the island nation and the use of public transport system - live like the locals live.
The trip itself
The visit to the Sydney Opera house and the Rocks
Thoroughly enjoyed the trip.

Time I spent with my best mates
To see the falls from the Maid of mist ferry ride was out of this world,it felt ,still feels one of the best we have seen so far.
Top of europe
Treated like guests
variety, convenience, colour
Very good
Visit to Legoland
visit to sistine chapel
Visit to the Dunes
Visit to various attractions
Visiting Jurong Bird Park and the Night Safari
Visiting the best place in the world
walking along fabulous beaches and visiting historical sites; the food; the time spent with my family
Whole trip is really enjoyable.
Winning it back at MGM :-)

31. Why did you never go on vacation abroad?

Response
1. Cost is very high for me.
2. Very busy at work
because my work sometime takes me abroad and it is expensive to afford a holiday abroad
Because there lot of places yet to be seen in My own Country.
Cost Factor
could not manage time
Did go to visit places during weekends of onsite assignments
Dont have enough money yet and also dont have so much leave
Economic
Economic constraints
Economic Reasons
expensive
Financial constraints
financial constraints
I have been on vacation while abroad.
I have gone abroad & lived there in few countries as part of my job
I normally get opportunity to go abroad on my official trips, so did not try to go specifically on vacation
India is good enough It has fantastic variety
It is more on Official travel till now and my kid is very small.
Its too expensive for us to travel abroad for vacation.
Ive gone abroad for work and visited places but never gone abroad for vacation.
Lack of time (and economics)
Lack of Time and enormous money involved with international travel
Monetary constraint
My country offers me enough
never had a chance
Never planned for it
no money
No money then
No opportunity yet
none
None
Not had the time. Planning one now with family for 2008 summer
Not sufficient time ...
nothing specific, planning to visit in near future
Opportunity to travel and work abroad as part of job, and taking breaks as part of this. Did not travel abroad specifically for a vacation.
Planned but every time some structural tangles such as new arrival in the family, Job changes, Ailing parents, proper season etc.
singapore
Still lot of places to be covered within india
There are so many diverse and exciting things to see in my country itself and also to be more cost effective
Too expensive

Appendix 3

The Swedish answers:

Undersökning om kulturella värderingar

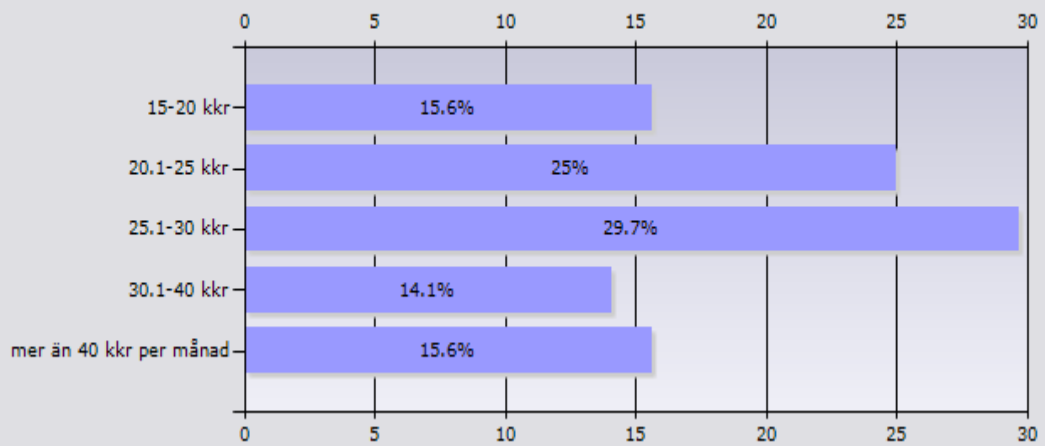
Standard report

1. 1/30
Hur gammal är du?

Response
21
24
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36
36
38
38
40
40
41
41
41
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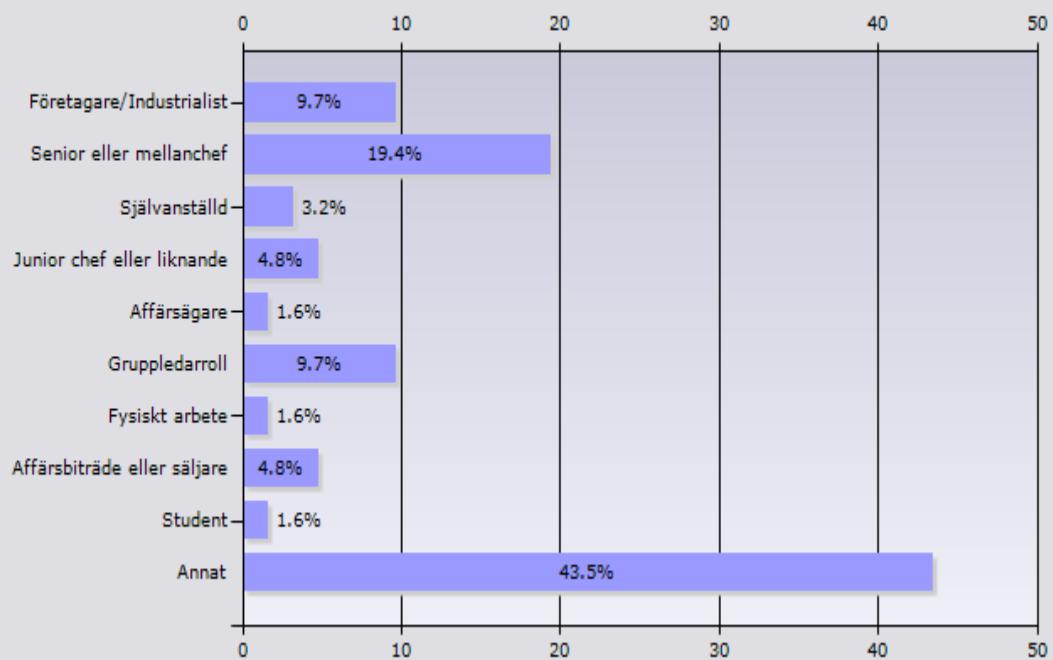
2. 2/30

Vad är din månadsinkomst? Svaren är i tusental svenska kronor.



	Percentage	Count
15-20 kkr	15.6%	10
20.1-25 kkr	25%	16
25.1-30 kkr	29.7%	19
30.1-40 kkr	14.1%	9
mer än 40 kkr per månad	15.6%	10
	Respondents	64
	No response	1

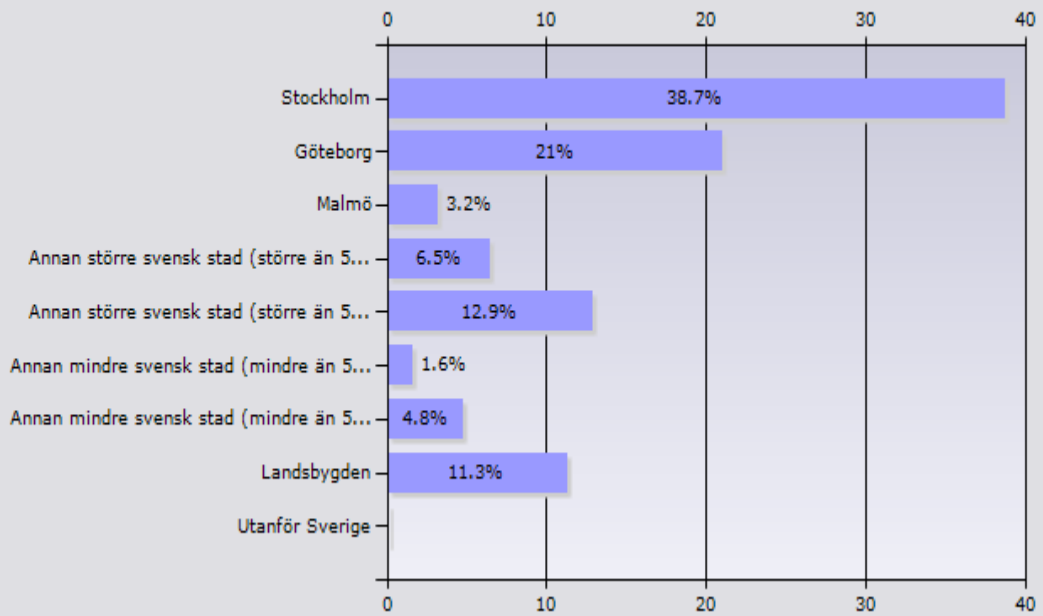
3. 3/30
Vad jobbar du med?



	Percentage	Count
Företagare/Industrialist	9.7%	6
Senior eller mellanchef	19.4%	12
Självständig	3.2%	2
Junior chef eller liknande	4.8%	3
Affärsägare	1.6%	1
Gruppledarroll	9.7%	6
Fysiskt arbete	1.6%	1
Affärsbiträde eller säljare	4.8%	3
Student	1.6%	1
Annat	43.5%	27
Respondents		62
No response		3

Comment
Administratör
Assistent
Desk Officer
director of studies
distriktssköterska
Ekonomi
Försäkringstjänsteman
Forskare på ett universitet
Handläggare
Lärare
Market assistant
pedagog
programassistent
programmerare
Registrator
Systemutvecklare
SYV
TA-personal
tekniker
Tjänsteman
utredare på myndighet

4. 4/30
Vart bor du?

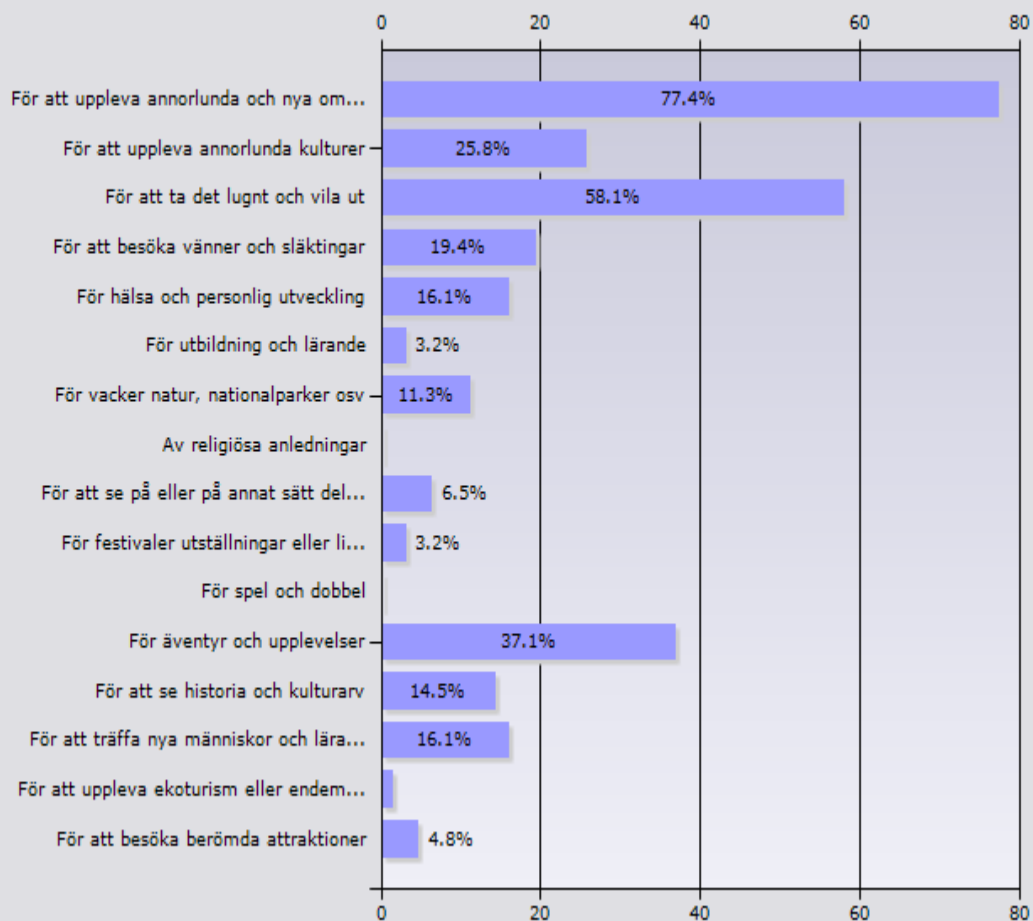


	Percentage	Count
Stockholm	38.7%	24
Göteborg	21%	13
Malmö	3.2%	2
Annan större svensk stad (större än 50000) norr om Gävle	6.5%	4
Annan större svensk stad (större än 50000) söder om Gävle	12.9%	8
Annan mindre svensk stad (mindre än 50000) norr om Gävle	1.6%	1
Annan mindre svensk stad (mindre än 50000) söder om Gävle	4.8%	3
Landsbygden	11.3%	7
Utanför Sverige	0%	0
Respondents		62
No response		3

Comment
Sverige

5. 5/30

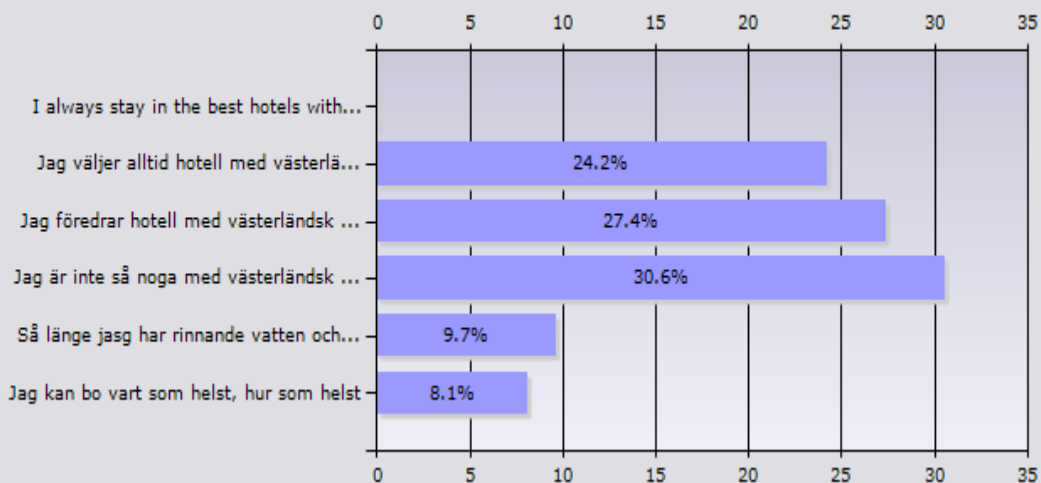
Välj de TRE viktigaste anledningarna till att åka på semester.



	Percentage	Count
För att uppleva annorlunda och nya omgivningar	77.4%	48
För att uppleva annorlunda kulturer	25.8%	16
För att ta det lugnt och vila ut	58.1%	36
För att besöka vänner och släktingar	19.4%	12
För hälsa och personlig utveckling	16.1%	10
För utbildning och lärande	3.2%	2
För vacker natur, nationalparker osv	11.3%	7
Av religiösa anledningar	0%	0
För att se på eller på annat sätt delta i sportevenemang	6.5%	4
För festivaler utställningar eller liknande	3.2%	2
För spel och dobbel	0%	0
För äventyr och upplevelser	37.1%	23
För att se historia och kulturarv	14.5%	9
För att träffa nya människor och lära om dem	16.1%	10
För att uppleva ekoturism eller endemisk (turism på naturens villkor) turism	1.6%	1
För att besöka berömda attraktioner	4.8%	3
Respondents		62
No response		3

6. 6/30

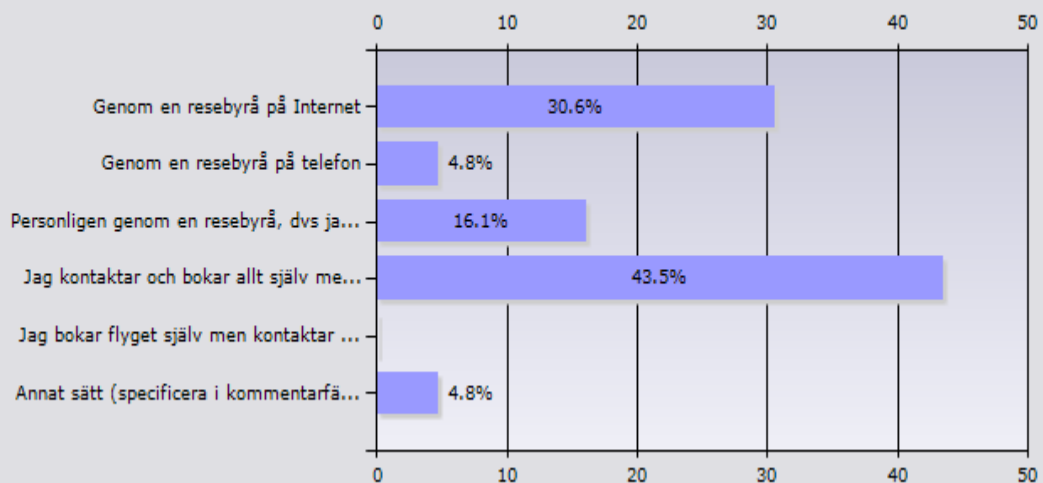
Hur föredrar du att bo när du åker på semester?



	Percentage	Count
I always stay in the best hotels with all inclusive	0%	0
Jag väljer alltid hotell med västerländsk standard (WC, varm och kallvatten, AC etc)	24.2%	15
Jag föredrar hotell med västerländsk standard men jag kan klara mig med lite mindre	27.4%	17
Jag är inte så noga med västerländsk standard så länge det är rent och de har bra service	30.6%	19
Så länge jasn har rinnande vatten och tak över huvudet är jag nöjd	9.7%	6
Jag kan bo vart som helst, hur som helst	8.1%	5
Respondents		62
No response		3

7.7/30

Hur bokar du oftast din resa?



	Percentage	Count
Genom en resebyrå på Internet	30.6%	19
Genom en resebyrå på telefon	4.8%	3
Personligen genom en resebyrå, dvs jag går dit	16.1%	10
Jag kontaktar och bokar allt själv med hjälp av Internet och telefon	43.5%	27
Jag bokar flyget själv men kontaktar en resebyrå för resten	0%	0
Annat sätt (specificera i kommentarfältet)	4.8%	3
Respondents		62
No response		3

Comment

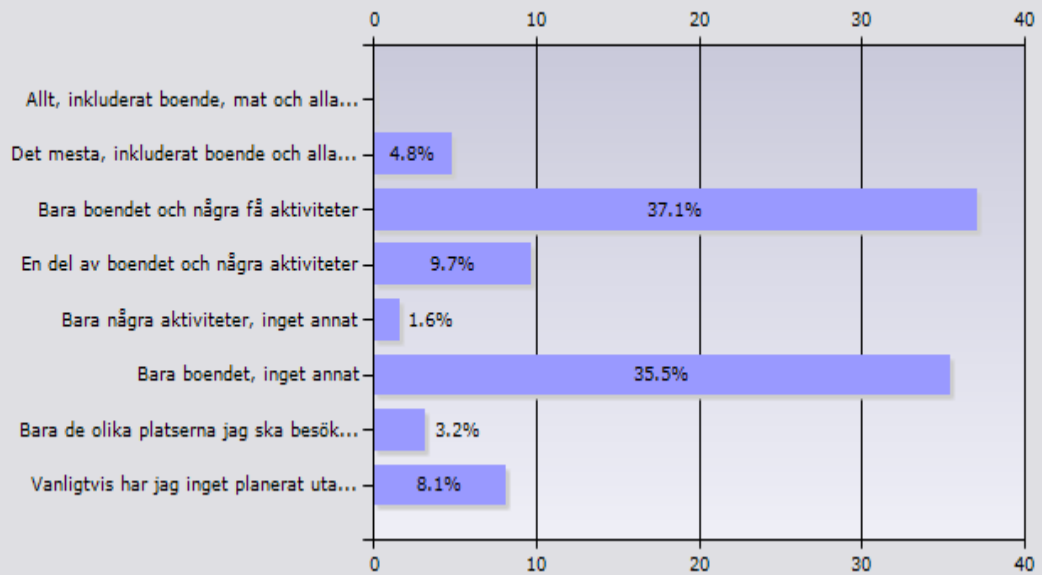
Bilar i Europa utan några förbokningar överhuvudtaget.
--

Bokar själv då jag jobbar på resebyrå

En god vän har resebyrå så vi gör det tillsammans

8. 8/30

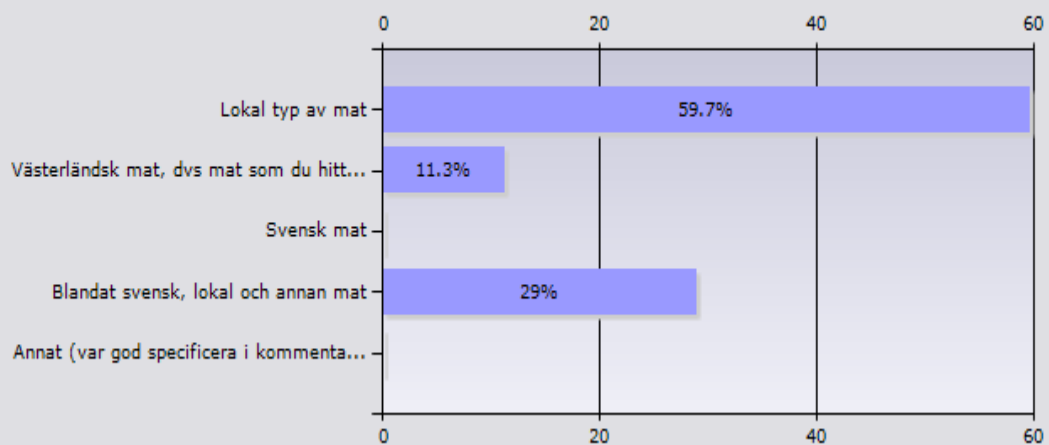
Hur mycket av din resa planerar du vanligen i förväg?



	Percentage	Count
Allt, inkluderat boende, mat och alla aktiviteter	0%	0
Det mesta, inkluderat boende och alla aktiviteter	4.8%	3
Bara boendet och några få aktiviteter	37.1%	23
En del av boendet och några aktiviteter	9.7%	6
Bara några aktiviteter, inget annat	1.6%	1
Bara boendet, inget annat	35.5%	22
Bara de olika platserna jag ska besöka, inget annat	3.2%	2
Vanligtvis har jag inget planerat utan tar dagen som den kommer när jag kommer dit	8.1%	5
Respondents		62
No response		3

9. 9/30

Vilken typ av mat äter du vanligtvis när du är på semester?

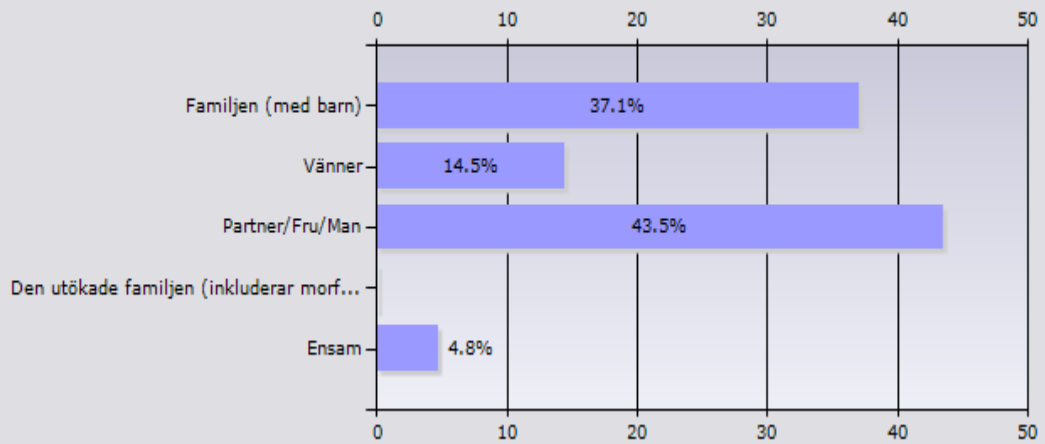


	Percentage	Count
Lokal typ av mat	59.7%	37
Västerländsk mat, dvs mat som du hittar överallt i västvärlden	11.3%	7
Svensk mat	0%	0
Blandat svensk, lokal och annan mat	29%	18
Annat (var god specificera i kommentarfältet)	0%	0
Respondents		62
No response		3

Comment

10. 10/30

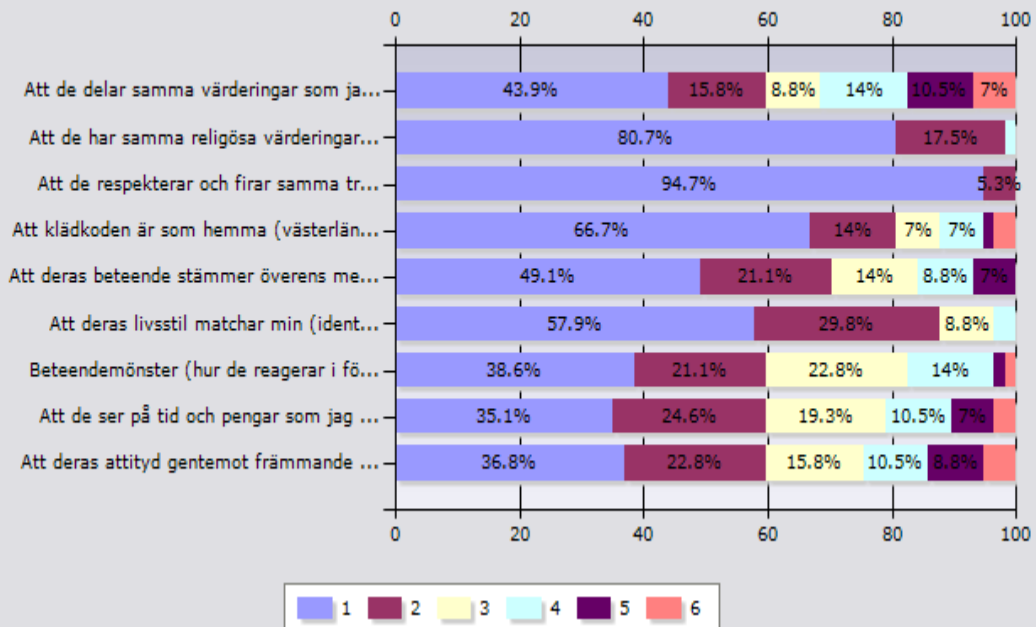
Vem reser du oftast med?



	Percentage	Count
Familjen (med barn)	37.1%	23
Vänner	14.5%	9
Partner/Fru/Man	43.5%	27
Den utökade familjen (inkluderar morfö...)	0%	0
Ensam	4.8%	3
Respondents		62
No response		3

11. 11/30

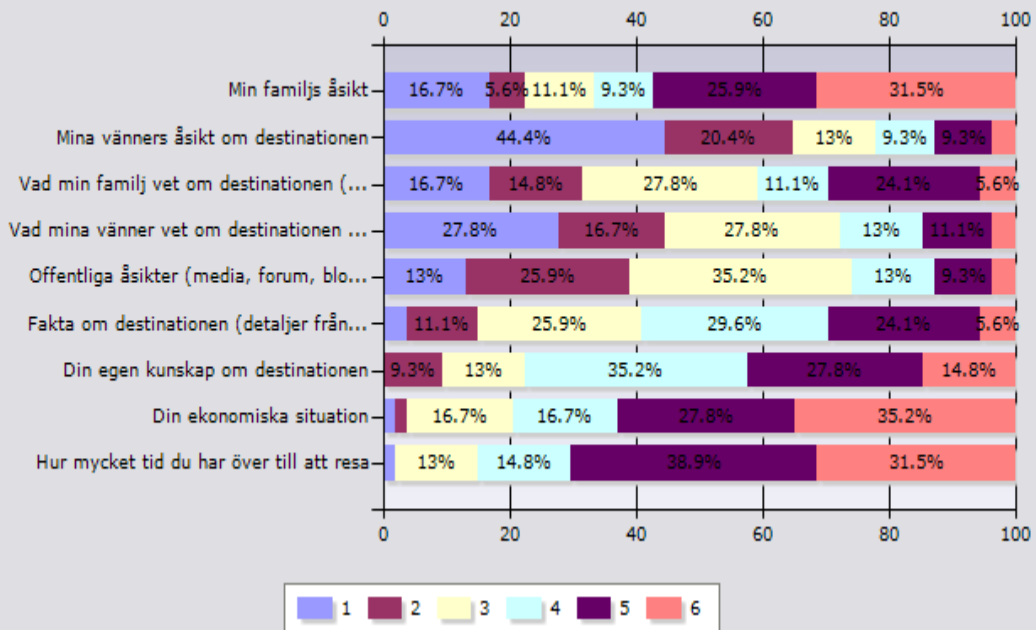
Hur viktigt är det när du väljer destination att lokalbefolkningen delar följande värderingar med dig?



	Not important at all			Very important			Average	Respondents	No response
	1	2	3	4	5	6			
Att de delar samma värderingar som jag (rätt/fel, mitt/ditt, vad som är artigt vs. inte artigt osv)	43.9%	15.8%	8.8%	14%	10.5%	7%	2.53	57	8
Att de har samma religiösa värderingar som jag (Jul, Påsk, Midsommar osv)	80.7%	17.5%	0%	1.8%	0%	0%	1.23	57	8
Att de respekterar och firar samma traditioner som jag (Jul, Påsk, Midsommar osv)	94.7%	5.3%	0%	0%	0%	0%	1.05	57	8
Att klädkoden är som hemma (västerländsk stil, inte har t.ex. tvång på burka eller mer heltäckande kläder t.ex.)	66.7%	14%	7%	7%	1.8%	3.5%	1.74	57	8
Att deras beteende stämmer överens med Sveriges (t.ex. vad man inte bör göra och inte bör göra)	49.1%	21.1%	14%	8.8%	7%	0%	2.04	57	8
Att deras livsstil matchar min (identitet såsom hur man klär sig, ser ut och presenterar sig själv)	57.9%	29.8%	8.8%	3.5%	0%	0%	1.58	57	8
Beteendemönster (hur de reagerar i förhållande till sin omgivning)	38.6%	21.1%	22.8%	14%	1.8%	1.8%	2.25	57	8
Att de ser på tid och pengar som jag gör (t.ex. överenskommelser om tid, delad nota, tid är pengar, väntetid osv)	35.1%	24.6%	19.3%	10.5%	7%	3.5%	2.4	57	8
Att deras attityd gentemot främmande människor är densamma som min (öppen/skeptisk/försiktig/tillbakadragen)	36.8%	22.8%	15.8%	10.5%	8.8%	5.3%	2.47	57	8
	Total						1.92	57	8

12. 12/30

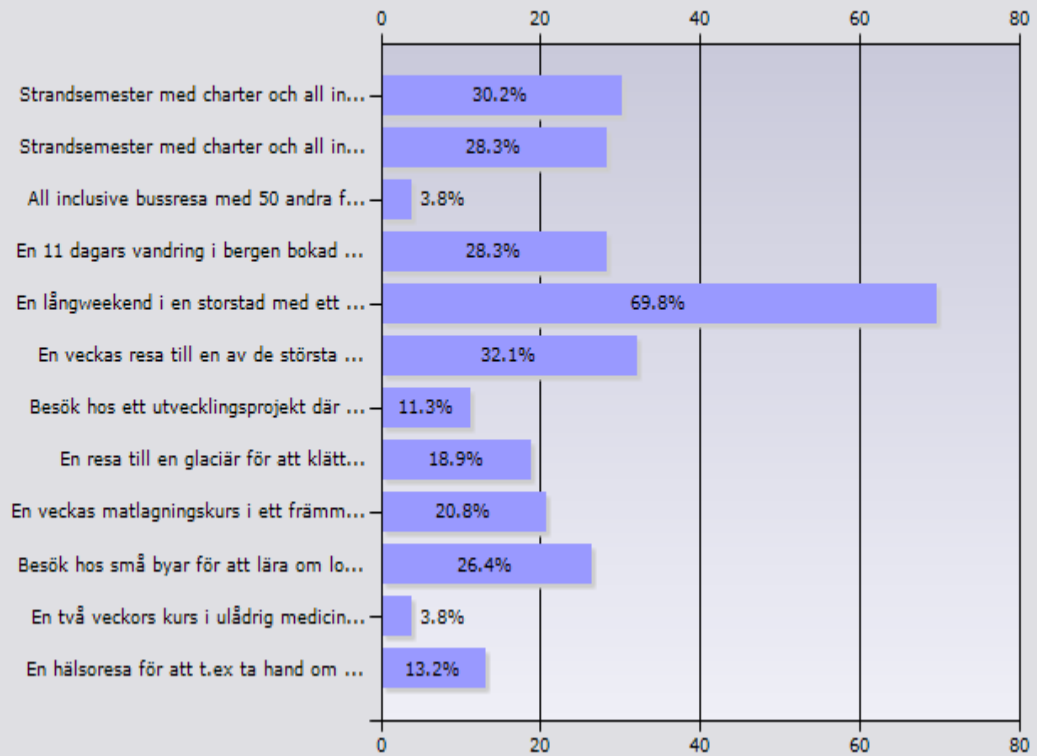
Gradera följande efter hur viktigt det är vid ditt val av destination



	Not important at all			Very important			Average	Respondents	No response
	1	2	3	4	5	6			
Min familjs åsikt	16.7%	5.6%	11.1%	9.3%	25.9%	31.5%	4.17	54	11
Mina vänners åsikt om destinationen	44.4%	20.4%	13%	9.3%	9.3%	3.7%	2.3	54	11
Vad min familj vet om destinationen (vad de känner till från erfarenhet)	16.7%	14.8%	27.8%	11.1%	24.1%	5.6%	3.28	54	11
Vad mina vänner vet om destinationen (vad de känner till från erfarenhet)	27.8%	16.7%	27.8%	13%	11.1%	3.7%	2.74	54	11
Offentliga åsikter (media, forum, bloggar etc.)	13%	25.9%	35.2%	13%	9.3%	3.7%	2.91	54	11
Fakta om destinationen (detaljer från turist broshyrer, officielella hemsidor osv.)	3.7%	11.1%	25.9%	29.6%	24.1%	5.6%	3.76	54	11
Din egen kunskap om destinationen	0%	9.3%	13%	35.2%	27.8%	14.8%	4.26	54	11
Din ekonomiska situation	1.9%	1.9%	16.7%	16.7%	27.8%	35.2%	4.72	54	11
Hur mycket tid du har över till att resa	1.9%	0%	13%	14.8%	38.9%	31.5%	4.83	54	11
Total							3.66	54	11

13. 13/30

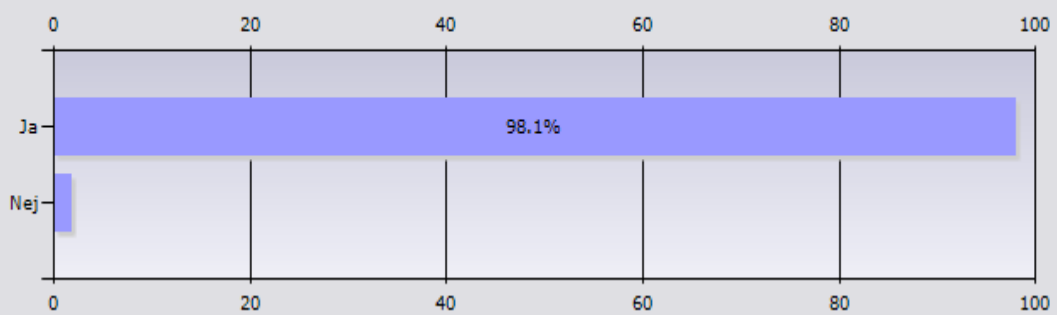
Välj de TRE mest intressanta destinationerna för dig



	Percent age	Count
Strandsemester med charter och all inclusive på kort avstånd (mindre än 5 timmar iväg)	30.2%	16
Strandsemester med charter och all inclusive på långt avstånd (mer än 5 timmar iväg)	28.3%	15
All inclusive bussresa med 50 andra för dig okända människor. Alla stopp och sevärdheter är planerade i förväg (7 dagar).	3.8%	2
En 11 dagars vandring i bergen bokad av dig själv men med en guide som följer med hela vägen	28.3%	15
En långweekend i en storstad med ett par konserter eller andra evenemang bokade	69.8%	37
En veckas resa till en av de största regnskogarna på jorden och besök hos de ursprungliga lokalbefolkningen som lever där	32.1%	17
Besök hos ett utvecklingsprojekt där en by tillsammans äger en resort med medelmåttiga bekvämligheter	11.3%	6
En resa till en glaciär för att klättra och åka skidor	18.9%	10
En veckas matlagningskurs i ett främmande land där du lär dig om att laga traditionell mat	20.8%	11
Besök hos små byar för att lära om lokalbefolkningen, hur de lever och varför de lever som de gör	26.4%	14
En två veckors kurs i ulådrig medicin och hälsa i ett främmande land	3.8%	2
En hälsoresa för att t.ex ta hand om dig själv och få kvalitetssjukvård till ett billigare pris eller besöka ett lyxigt SPA osv.	13.2%	7
Respondents		53
No response		12

14. 14/30

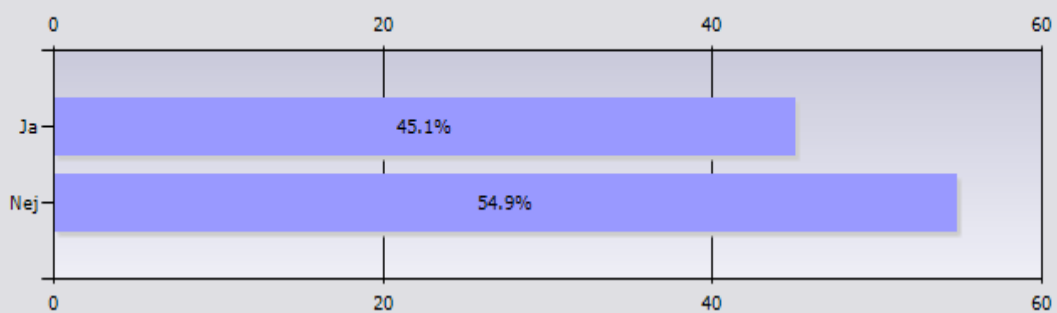
Har du någonsin åkt på semester utomlands?



	Percentage	Count
Ja	98.1%	52
Nej	1.9%	1
Respondents		53
No response		12

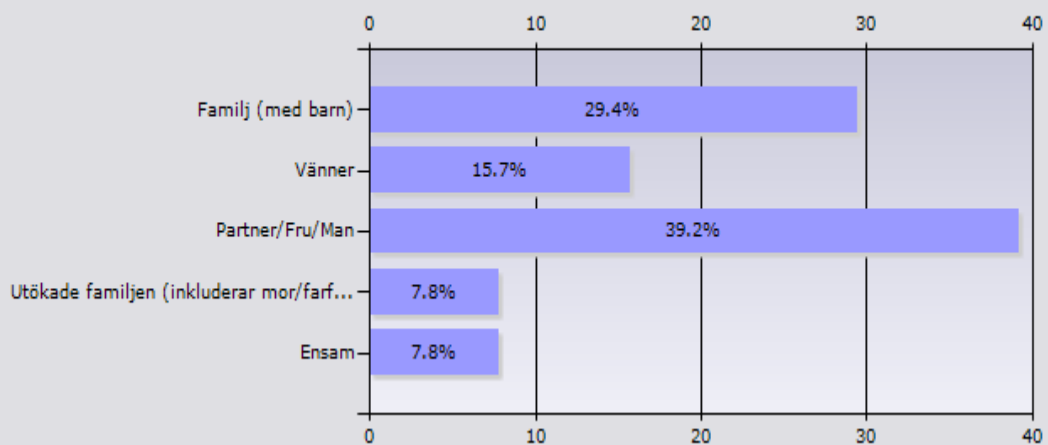
Response
Bilresa till Österrike och Kroatien
Dubai
Frankrike
Frankrike
Frankrike, Chamonix
Frankrike, Fitou
Grekland
Grekland
Holland, amsterdam
HYderabad, New Delhi, Goa, Agra Japur
Italien
Indien
Indien
Indonesien, Bali
Irland
Italien
Italien
Italien
Italien
Italien Sicilien
Italien, bergen i Cortinatrakten
Italien, Frankrike
Italien, La Thuile
Italien. Champoluc
Japan, massa olika städer.
Kanarieöarna
kreta
Lettland
Lettland Riga
Malaysia: Kuala Lumpur, Penang, Langkawi
Mallorca
Mallorca, Spanien
Mexico Cozamel
Norge
Norge
Norge, mc touring
pakistan
Peru, Cuzco
Portugal, Algarve
Prag
Riga
Schweiz
Zermatt
Schweiz, Zermatt
Segling i Kroatien
Senaste semester till Sverige, Halmstad och Tyskland, Leipzig. Förra semestern
Grekland, Naxos
Spanien Tenerife
thailand
thailand phuket
Thailand Puketh
Venezuela
Vietnam, Hanoi

16. 16/30
Var det första gången du åkte dit?



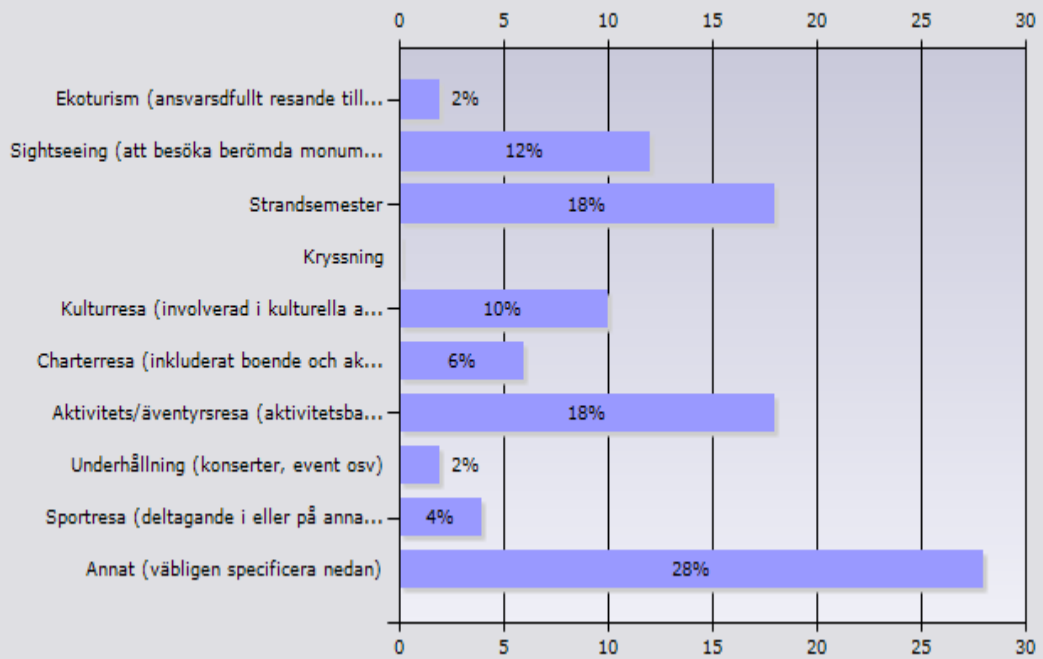
	Percentage	Count
Ja	45.1%	23
Nej	54.9%	28
Respondents		51
No response		13

17. 17/30
 Vem åkte du med?



	Percentage	Count
Familj (med barn)	29.4%	15
Vänner	15.7%	8
Partner/Fru/Man	39.2%	20
Utökade familjen (inkluderar mor/farföräldrar och/eller barnbarn)	7.8%	4
Ensam	7.8%	4
Respondents		51
No response		13

18. 18/30
 Vilken typ av resa var det?

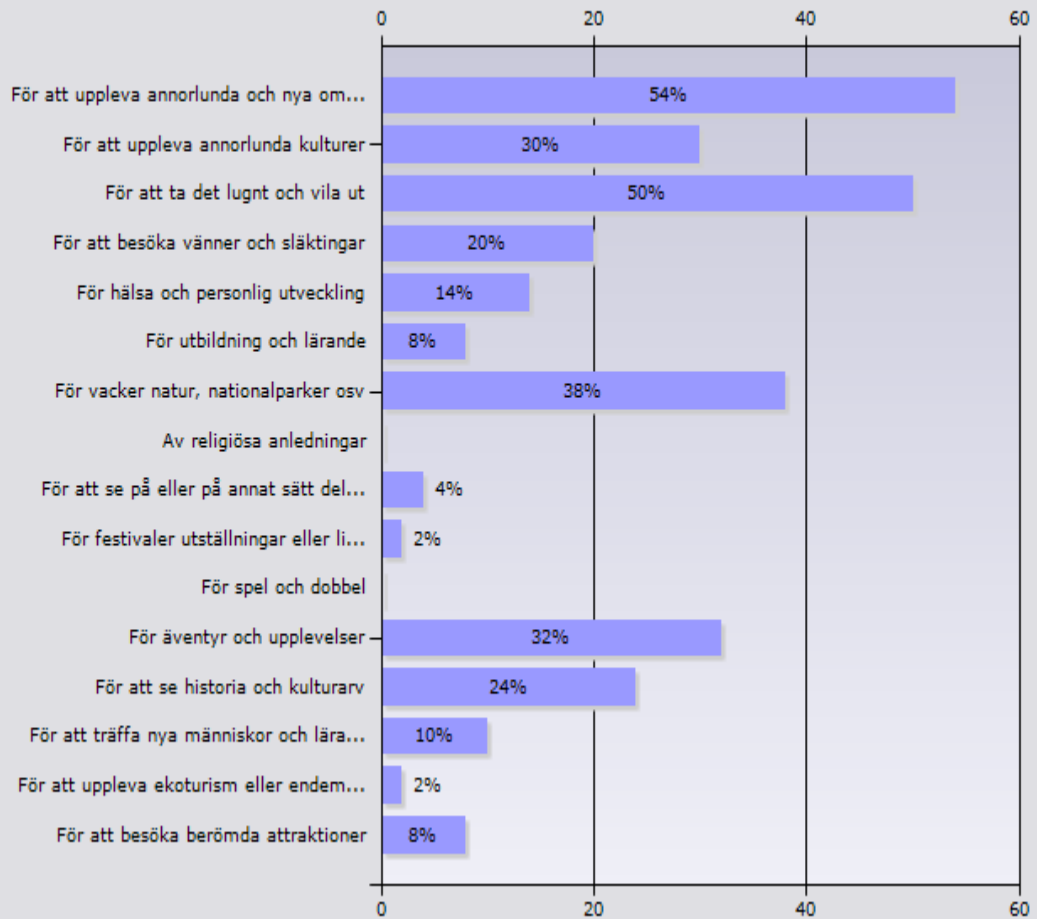


	Percent age	Count
Ekoturism (ansvarsfullt resande till naturområden som hjälper till att behålla och förbättra miljön och välfärden för lokalbefolkningen)	2%	1
Sightseeing (att besöka berömda monument och attraktioner)	12%	6
Strandsemester	18%	9
Kryssning	0%	0
Kulturresa (involverad i kulturella aktiviteter)	10%	5
Charterresa (inkluderat boende och aktiviteter)	6%	3
Aktivitets/äventyrsresa (aktivitetsbaserad resa som t.ex. klättring, paddling eller liknande)	18%	9
Underhållning (konserter, event osv)	2%	1
Sportresa (deltagande i eller på annat sätt involverad i sport)	4%	2
Annat (väbligen specificera nedan)	28%	14
Respondents		50
No response		14

Comment
Besökte familjens sommarhus för att umgås med familj och släkt.
Buss till och från destinationen och vandring på plats
Charter utan boende.
Charterresa inklud. boende. Egna aktiviteter som stöder miljöarbetet i landet.
facklig resa
mc touring inkl vandring i fjällnatur
Min brors bröllop
Ren nöjes- och avkopplingsresa. Åt gott, sov gott, tittade på några turistattraktioner, badade och solade
Semester i eget hus på en grekisk ö
Semester med familjen
Släkträff
Tjänsteresa
Utlandsstudier
Vistelse i en säterstuga

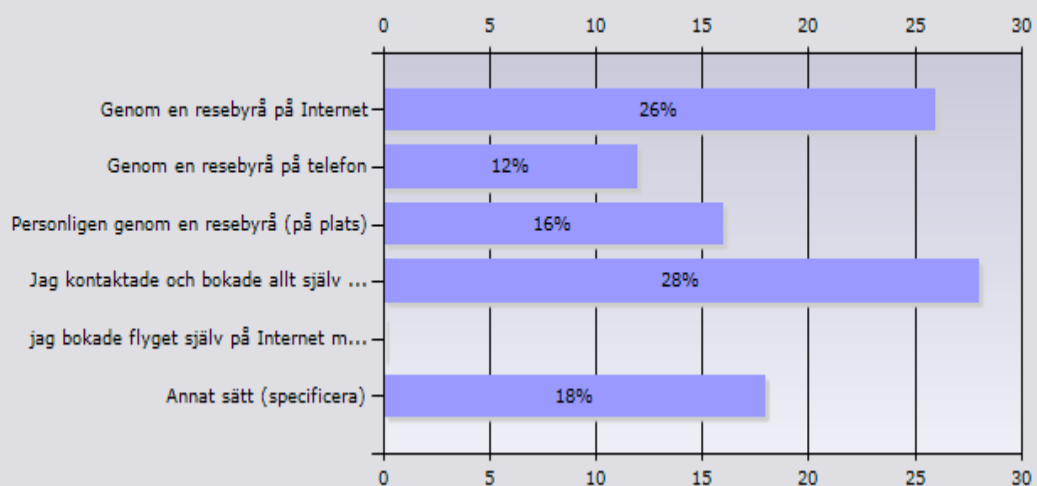
19. 19/30

Vad var de TRE viktigaste anledningarna till att du åkte just dit?



	Percentage	Count
För att uppleva annorlunda och nya omgivningar	54%	27
För att uppleva annorlunda kulturer	30%	15
För att ta det lugnt och vila ut	50%	25
För att besöka vänner och släktingar	20%	10
För hälsa och personlig utveckling	14%	7
För utbildning och lärande	8%	4
För vacker natur, nationalparker osv	38%	19
Av religiösa anledningar	0%	0
För att se på eller på annat sätt delta i sportevenemang	4%	2
För festivaler utställningar eller liknande	2%	1
För spel och dobbel	0%	0
För äventyr och upplevelser	32%	16
För att se historia och kulturarv	24%	12
För att träffa nya människor och lära om dem	10%	5
För att uppleva ekoturism eller endemisk (turism på naturens villkor) turism	2%	1
För att besöka berömda attraktioner	8%	4
Respondents		50
No response		14

20. 20/30
hur bokade du din resa?

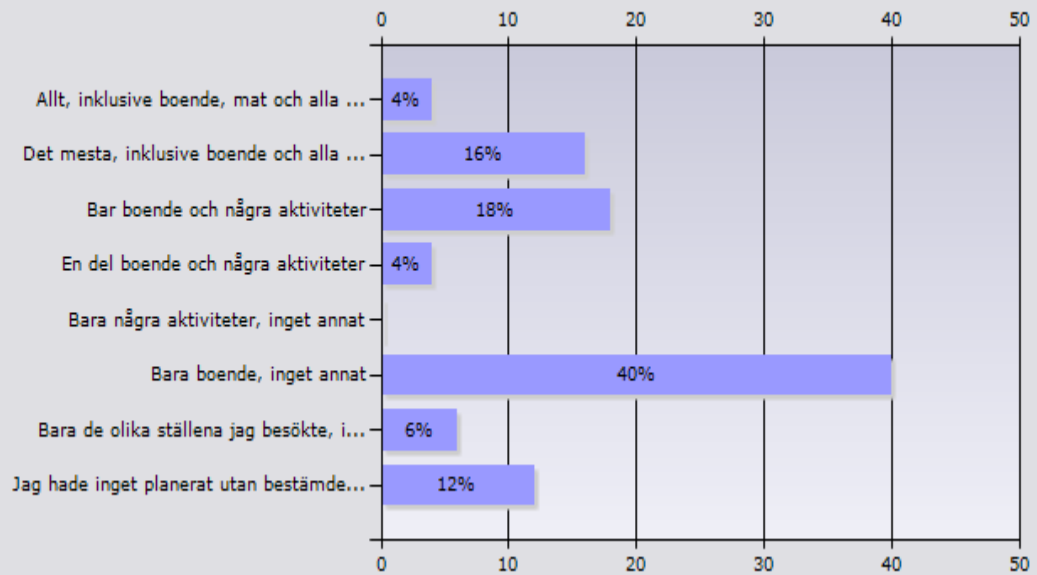


	Percentage	Count
Genom en resebyrå på Internet	26%	13
Genom en resebyrå på telefon	12%	6
Personligen genom en resebyrå (på plats)	16%	8
Jag kontaktade och bokade allt själv med hjälp av Internet och telefon	28%	14
jag bokade flyget själv på Internet men kontaktade en resebyrå för resten	0%	0
Annat sätt (specificera)	18%	9
Respondents		50
No response		14

Comment
Åkte egen bil. Bokade inget i förväg.
Bokade själv
Buss genom resebyrå, övernattnig genom internet
Egen bil
Egen planering, egen bil
Genom en bekant som har en resebyrå
genom kontakt i pakistan
Satte oss i bilen och åkte bokade hotell på plats
Tog bilen

21. 21/30

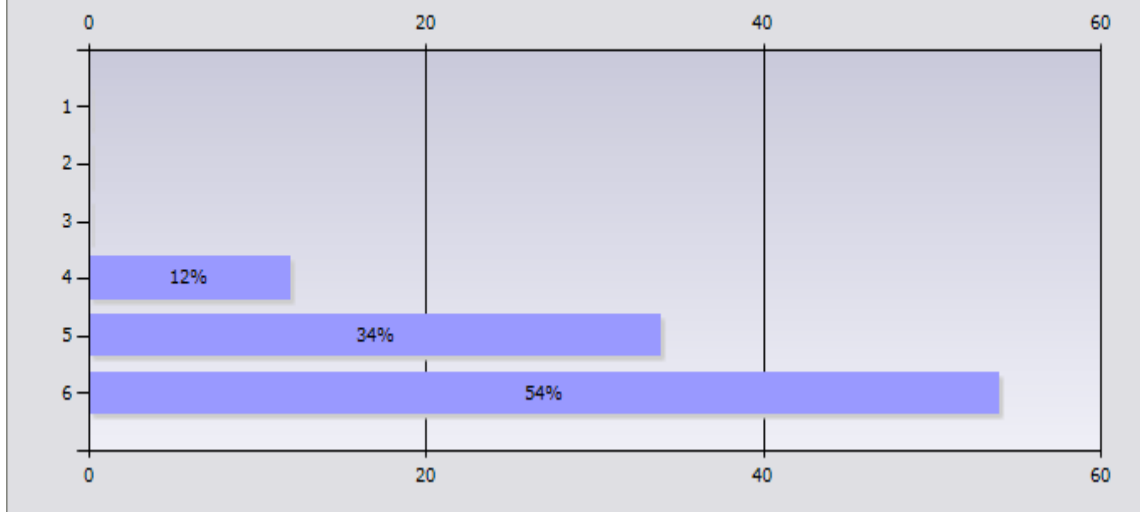
Hur mycket av din resa var planerad i förväg?



	Percentage	Count
Allt, inklusive boende, mat och alla aktiviteter	4%	2
Det mesta, inklusive boende och alla aktiviteter	16%	8
Bar boende och några aktiviteter	18%	9
En del boende och några aktiviteter	4%	2
Bara några aktiviteter, inget annat	0%	0
Bara boende, inget annat	40%	20
Bara de olika ställena jag besökte, inget boende eller något annat planerat	6%	3
Jag hade inget planerat utan bestämde mig efterhand som jag reste runt	12%	6
Respondents		50
No response		14

22. 22/30

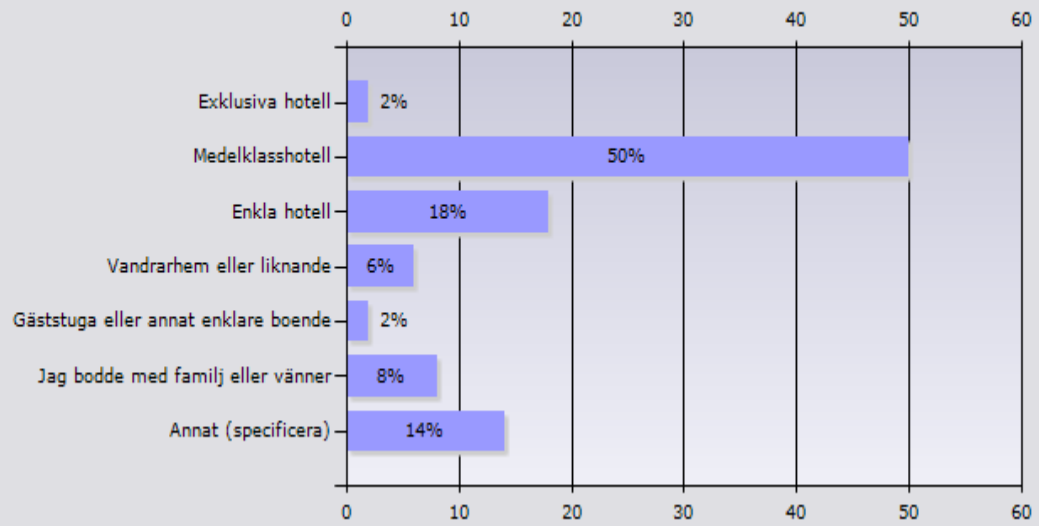
Hur nöjd var du sammantaget med ditt boende under din resa?



	Percentage	Count
1	0%	0
2	0%	0
3	0%	0
4	12%	6
5	34%	17
6	54%	27
Average		5.42
Respondents		50
No response		14

23. 23/30

Vilken typ av boende använde du dig mestadels av?

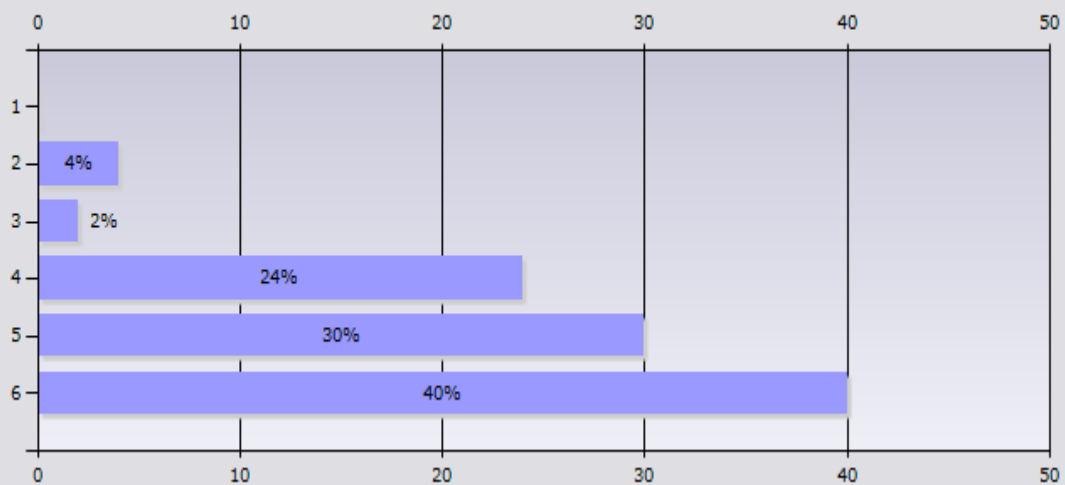


	Percentage	Count
Exklusiva hotell	2%	1
Medelklasshotell	50%	25
Enkla hotell	18%	9
Vandrarhem eller liknande	6%	3
Gäststuga eller annat enklare boende	2%	1
Jag bodde med familj eller vänner	8%	4
Annat (specificera)	14%	7
Respondents		50
No response		14

Comment
Bungalow på stranden, med toalett, AC, vatten. Medelklass
Eget boende
Hyrde en lägenhet via en bekant
I en Segelbåt
övernattningsrun på en fabrik
Privat lägenhet
Säterstuga
Vandrarhemsliknande byggnad, samt studentkorridor

24. 24/30

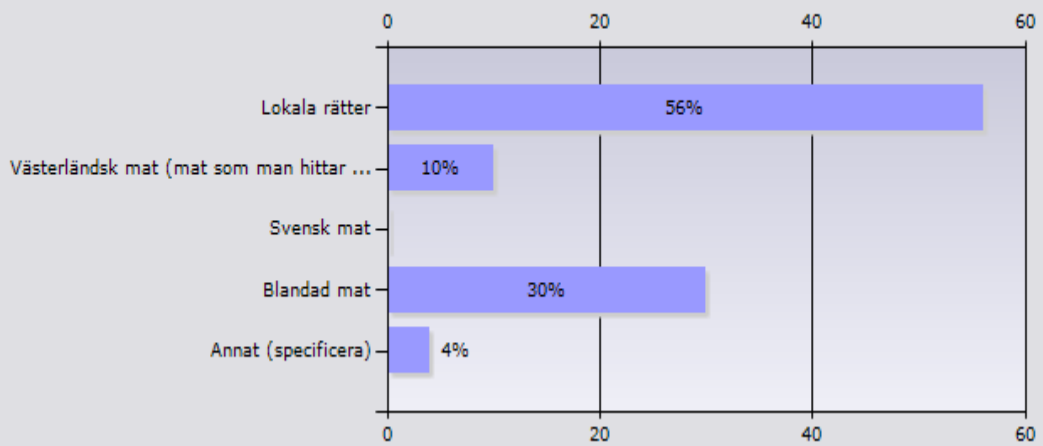
Hur nöjd var du med maten under din resa?



	Percentage	Count
1	0%	0
2	4%	2
3	2%	1
4	24%	12
5	30%	15
6	40%	20
Average		5
Respondents		50
No response		14

25. 25/30

Vilken typ av mat åt du mestadels?

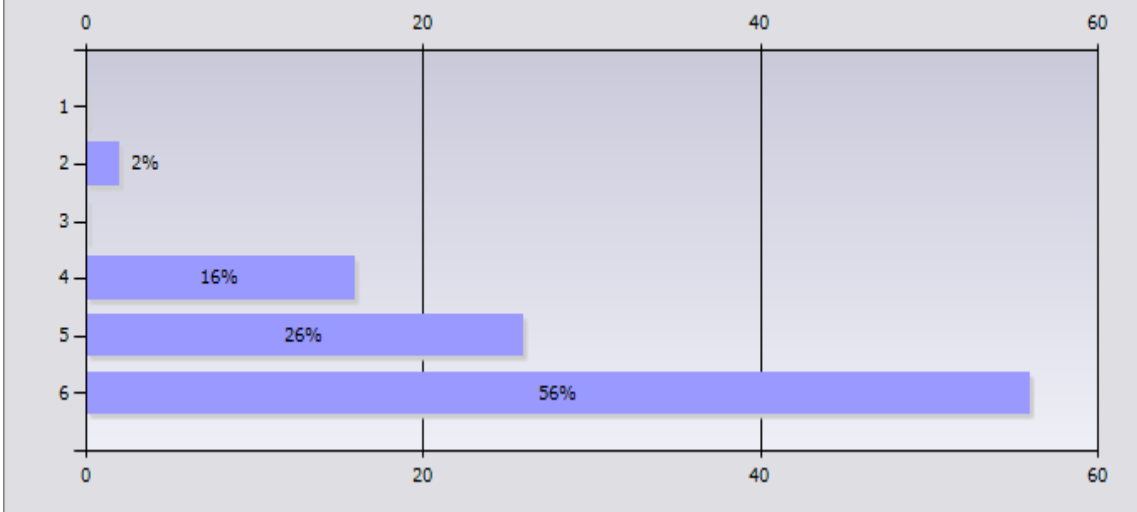


	Percentage	Count
Lokala rätter	56%	28
Västerländsk mat (mat som man hittar överallt i västvärlden)	10%	5
Svensk mat	0%	0
Blandad mat	30%	15
Annat (specificera)	4%	2
Respondents		50
No response		14

Comment
Egen medhavd mat
Svensk mat, hemlagad

26. 26/30

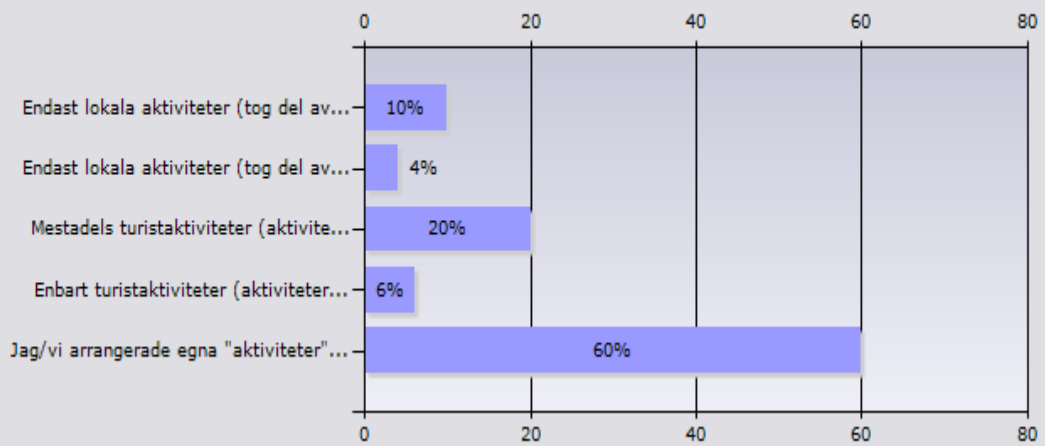
Hur nöjd var du med aktiviteterna under din resa?



	Percentage	Count
1	0%	0
2	2%	1
3	0%	0
4	16%	8
5	26%	13
6	56%	28
Average		5.34
Respondents		50
No response		14

27. 27/30

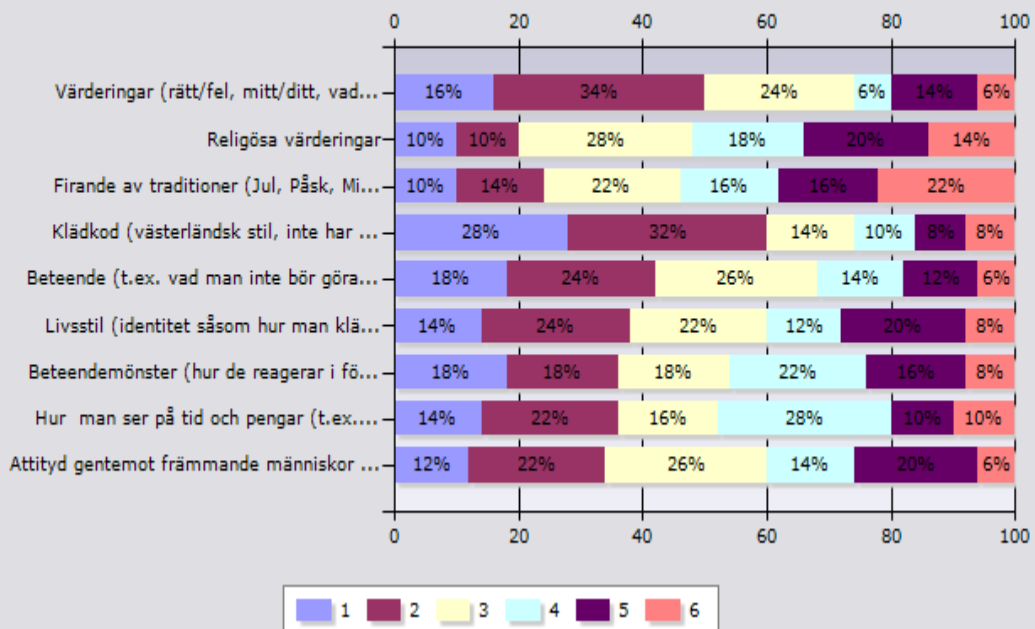
Vilken typ av aktiviteter ägnade du dig mestadels åt?



	Percentage	Count
Endast lokala aktiviteter (tog del av lokala festivaler, firande eller andra aktiviteter tillsammans med lokalbefolkningen)	10%	5
Endast lokala aktiviteter (tog del av lokala festivaler, firande eller andra aktiviteter tillsammans med lokalbefolkningen), men också några turistaktiviteter (aktiviteter utan någon deltagande lokalbefolkning)	4%	2
Mestadels turistaktiviteter (aktiviteter utan någon deltagande lokalbefolkning), men också en del lokala aktiviteter (lokala festivaler, firande eller andra aktiviteter tillsammans med lokalbefolkningen)	20%	10
Enbart turistaktiviteter (aktiviteter planerade enbart för turister utan någon deltagande lokalbefolkning)	6%	3
Jag/vi arrangerade egna "aktiviteter" (aktiviteter arrangerade på eget initiativ och utan inblandning av resebyråer eller liknande)	60%	30
Respondents		50
No response		14

28. 28/30

Hur skulle du gradera följande för din destination?



	Same as home			Completely different from home			Average	Respondents	No response
	1	2	3	4	5	6			
Värderingar (rätt/fel, mitt/ditt, vad som är artigt vs. inte artigt osv)	16%	34%	24%	6%	14%	6%	2.86	50	14
Religösa värderingar	10%	10%	28%	18%	20%	14%	3.7	50	14
Firande av traditioner (Jul, Påsk, Midsommar osv)	10%	14%	22%	16%	16%	22%	3.8	50	14
Klädkod (västerländsk stil, inte har t.ex. tvång på burka eller mer heltäckande kläder t.ex.)	28%	32%	14%	10%	8%	8%	2.62	50	14
Beteende (t.ex. vad man inte bör göra och inte bör göra)	18%	24%	26%	14%	12%	6%	2.96	50	14
Livsstil (identitet såsom hur man klär sig, ser ut och presenterar sig själv)	14%	24%	22%	12%	20%	8%	3.24	50	14
Beteendemönster (hur de reagerar i förhållande till sin omgivning)	18%	18%	18%	22%	16%	8%	3.24	50	14
Hur man ser på tid och pengar (t.ex. överenskommelser om tid, delad nota, tid är pengar, väntetid osv)	14%	22%	16%	28%	10%	10%	3.28	50	14
Attityd gentemot främmande människor (öppen/skeptisk/försiktig/tillbakadragen)	12%	22%	26%	14%	20%	6%	3.26	50	14
Total							3.22	50	14

Response
-
--
- - -
?
Att jag fick vänta en timme på en färja.
Det är det enda LILLA värsta som hände på ett underbart resmål
att möta all fattigdom
Att två personer i gruppen blev bestulna på bussen
Bilköer genom Tyskland
Bilköer på smala bergsvägar mitt i natten mellan Frankrike och Spanien.
Blev magsjuk
bränder
Bristen på lokal mat på de flesta restauranger.
Den lokala prisbilden
Det varma vädret (+50 grader) samt den kaotiska trafiken
För varmt
Frukosten på hotellet
guiden mötte inte upp vid hotellet med nyckel kl. 02.00 på natten
Icke serviceminded och arroganta människor.
ingen
Ingen
Ingen värsta upplevelse den här sommaren!
Ingenting
Ingenting
Inget
Inget
Inget
Inget, hade väldigt trevligt.
Jag blev magsjuk sista natten före hemfärden och såg fram mot 24 timmar i buss med diarré.
Lyckligtvis gick det över innan hemresan började.
Jag glömde stänga av fläkten i taket och gjorde värdinnan ledsen
Kinatown i Georgtown. Heroninmissbrukande kineser, tyvärr
Magsjuka
Överflödet av turister.
Prisnivån
salmonella
Sommarvärmen (eller snarare hettan)
Stupen
Styv kuling
Trafikanterna kunde köra som galningar ibland
Upplevde ingen värsta upplevelse.
Vädret.
väntandet på flygplatser

Response
.
Allt
Allt nytt folk!
Allt... Sol, bad, värme, mat, dryck, storstad, landsbygd, trevligt bemötande
Att få besöka delokala skolorna och delta i undervisningen
Att vi fyra grabbar klarade av en passage med vajrar och stegar som tog en hel timme att gå igenom.
Att vi lyckades finna helt orörda och nästan tomma vita stränder
Besök hos lokal familj
Chitzenitza8 kan inte stava till det. Den Indianska kvarlämningen på Yokatanhalvön
Den fina naturen i alperna
Den gemensamma resan/upplevelsen tillsammans med min man och hans systems familj. Att handla och laga god mat tillsammans på kvällarna. Att umgås och se vackra platser som har varit se
Det fantastiska bröllopet
Familjen, vännerna, solen, värmen
Fantastiska naturupplevelser
Fin natur
Folket var snälla och vänliga
gästfriheten
Golfen
Halvpension på ett hotell i Noli i Genuabukten, Italien. God lokal mat, härlig strand och härliga bad.
Trevliga upplevelser inne i byn på kvällarna. (Underhållning i form av musik, fyrverkeri mm)
Härliga bad
Hela resan
Konsert med goda vänner
Naturen, vägarna
Naturen, vyerna och avkopplingen
Naturupplevelse i naturreservat, hur man ansträngt sig för att skydda naturen och samtidigt göra den tillgänglig, sprida kunskap om den både för turister och inhemska befolkning
Promenaderna på stan i parker och affärssentran
Servicen.
Skidåkning.
snorklingen och skaldjursmiddagen i phukets hamn
sol & bad vilket var vad vi sökte
Soloch bad
Svårt att bara välja en sak, men lokalbefolkningen var sanslöst trevliga
Tid med familjen sol och bad
Trevliga människor
Umgänge, natur, upplevelser, mat och dryck
Umgänget med vänner i skön miljö.
Underbart väder, frisk luft och samvaro med familj och vänner
Upptäcka nya saker på egen hand med familjen och vila ut sig och njuta det goda mat och fina väder. Vänliga människor.
Utvecklingen av vår bebis under semestern.
Vacker arkitektur och fint väder
Vacker natur och väl restaurerade byggnader i gamla stan.
Vädret
vandringen
vänligheten hos lokalbefolkningen

31. Varför har du aldrig åkt utomlands på semester?

Response

har inte haft råd

Appendix 4

Distribution of age versus disposable income for Swedes

Age	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	05/04 in %	05/95 in %	05/91 in %	% of total 2002	% of total 2003	% of total 2004	% of total 2005
All indi- viduals	123,4	125,8	129,2	134,5	141,5	145,4	149,5	150,4	154,4	158,6	2,7	29,5	17,9	9,16 %	9,12 %	9,13 %	9,14 %
0-5	103	107,3	112,7	117,6	126,1	129,6	131,1	132,6	137,3	141,3	3	33,9	19,9	8,03 %	8,04 %	8,12 %	8,14 %
15- jun	110,5	111,3	117,1	120,9	126,4	131,7	136,4	137,4	141,6	144,7	2,2	31,1	15,8	8,35 %	8,34 %	8,37 %	8,34 %
16-19	121,8	126,2	126,9	130,8	140,4	143,2	146,8	147,2	149,5	153,5	2,7	25,2	8,2	9,40 %	8,93 %	8,84 %	8,85 %
20-24	113	116,3	116,5	122,7	133,3	136,2	133,3	135,8	139,3	137,5	-1,3	22,3	1,1	8,16 %	8,24 %	8,24 %	7,93 %
25-34	121	124,7	128	136,8	143,6	151,5	152,4	154,1	156,4	159,8	2,1	32,7	19,5	9,33 %	9,35 %	9,25 %	9,21 %
35-44	122,9	125,9	128,4	133,3	140	146,9	150,8	150,4	155,4	160,6	3,4	31,1	15,1	9,24 %	9,12 %	9,19 %	9,26 %
45-54	153,7	156,7	159	162,9	172,9	175,3	180,3	179,9	181,2	186,7	3	21,9	9,3	11,04 %	10,91 %	10,71 %	10,76 %
55-64	159,2	165,7	167,6	173,8	187,8	185,6	194,4	197,9	204,7	211,2	3,2	35,3	25,1	11,91 %	12,01 %	12,10 %	12,17 %
65-74	127,6	129,3	131,9	136,2	136,5	140,8	143,3	145,4	152,2	157	3,2	26,1	24,8	8,78 %	8,82 %	9,00 %	9,05 %
75-	103,6	103	105,2	108,5	108,9	109,7	114,6	117,2	119,3	124	3,9	20,4	30,9	7,02 %	7,11 %	7,05 %	7,15 %

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¹ Lakh is an Indian way of counting with large numbers. 1 lakh = 100,000