

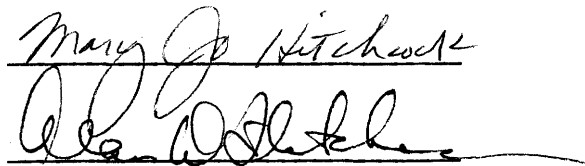
To the Graduate Council

I am submitting herewith a thesis written by Shirley Louise Hyatt entitled "A Demographic and Behavioristic Description of Visitors to Cherokee, N.C." I recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Food Systems Administration.



Louis A. Ehrcke, Major Professor

We have read this thesis and
recommend its acceptance:



Accepted for the Council:



Vice Chancellor
Graduate Studies and Research

A DEMOGRAPHIC AND BEHAVIORISTIC DESCRIPTION
OF VISITORS TO CHEROKEE, N.C.

A Thesis
Presented for the
Master of Science
Degree
The University of Tennessee, Knoxville

Shirley Louise Hyatt
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ABSTRACT

The identification of demographic and behavioristic characteristics of summer visitors to Cherokee, North Carolina, which would provide a basis for marketing decisions, was undertaken in this research. A survey of visitors was conducted in Cherokee during the summer season to determine characteristics of the visitors.

Data were collected with a self-administered questionnaire that was distributed at sixteen businesses which proportionately represented craft shops, motels, restaurants, campgrounds, amusement attractions, and cultural attractions. Distribution points, dates, and times were randomly selected. Analysis of the data revealed behavioral and demographic characteristics of the summer visitor and behavioral influences on demographic segments.

The strongest influences on visitors' decisions to visit Cherokee were appreciation of nature and cultural and educational attractions. Reasons in the interpersonal satisfaction and practicality categories had the least influence on decisions to visit Cherokee. Demographically, the typical visitors were in the twenties or thirties age ranges, were traveling in a group of four with children under twelve, had completed one year of college, and had an annual income above \$17,000. Also, the typical visitor stayed one or two nights, had visited previously, and planned to visit again. These data indicate operators of businesses in the Cherokee area should promote natural beauty and cultural and educational attractions to families with these demographic characteristics.

An effective technique for revealing general behavioral influences and demographic characteristics of visitors could be further developed with refinement of the questionnaire and method of distribution. Such procedures should be beneficial to operators of tourist-related businesses when making marketing decisions.

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CHAPTER I

INTRODUCTION

The rapidly growing travel industry is a multibillion dollar business annually in the United States. The eleven-state Southern region attracted a quarter of the nation's 1976 overnight travelers on trips outside their home region and collected a proportionate amount of the \$76 billion Americans spent on domestic trips. Of the Southern states, North Carolina ranks fourth in tourist revenue behind Florida, Virginia, and Georgia (1). The mountains and coast of North Carolina receive more travelers than the urbanized piedmont, and in certain areas tourism is the major industry (1).

Tourism is the number one factor affecting the economy of the Qualla Indian Boundary in Western North Carolina, better known as the Cherokee Indian Reservation. Located at the southern entrance of both the Great Smoky Mountains National Park and the Blue Ridge Parkway, this home of 8,000 Eastern Cherokees attracted over ten million visitors in 1977 (2).

Knowledge of which segments of the travel market are most likely to patronize an establishment or visit a particular vacation area is of crucial importance to the operators of travel-related businesses. These segments may be defined demographically and behaviorally (3). A demographic description involves counting and classifying travelers by such data as age, income and education, while a behavioral description

emphasizes the reasons for traveling and why a particular location was chosen for a visit (4,5).

Purpose of the Study

The purpose of this research was to identify the demographic and behavioristic characteristics of summer visitors to Cherokee, thereby providing a factual basis for future decision making. For this study, the summer visitor was defined as someone traveling to Cherokee from a distance of at least twenty-five miles, between June 21 and August 20, who was a patron of at least one of these businesses: motels, campgrounds, restaurants, craft and souvenir shops, amusement attractions, or cultural attractions. The period of June 21 through August 20 is generally recognized as the height of the summer season in Cherokee.

The objectives of this study were to:

1. Provide a demographic description of the 1978 summer visitors to Cherokee;
2. Provide a behavioristic description of the visitors' reasons for coming to Cherokee;
3. Provide a basis for marketing decisions for operators of tourist-related businesses in Cherokee.

With these descriptions, operators of tourist-related businesses in the Cherokee area may make marketing decisions on the basis of fact, rather than relying solely on intuition. Understanding who potential customers are, why a particular location was selected, and what benefits are expected from the selection puts operators in a better position to

please customers. The Travel and Tourism Director of North Carolina indicated that no such study had been conducted in the state previously and that this study should be of considerable value to operators in Cherokee (6).

CHAPTER II

REVIEW OF LITERATURE

In 1976 tourists in North Carolina spent more than \$1.2 billion, and a wide range of businesses benefited directly from the tourist dollar. North Carolina ranks fourth in tourist revenue collected out of eleven Southern states (1).

The U.S. Industrial Outlook for 1978 predicted that pleasure travel will increase at a healthy rate. This is particularly good news for firms developing a marketing strategy aimed specifically at the pleasure traveler. Growth of travel throughout the South is seen even more likely as energy becomes more costly (7). The U.S. Commerce Department also indicates that travel will continually increase and by the year 2000 will be the major U.S. industry (8).

Travel on the Increase

Tourism, travel and recreation are the fastest growing aspect of the U.S. economy. There are several factors, which describe the general population, that have contributed to the increase (9).

Personal income has increased yearly even though inflation has slowed the rate of real growth. Disposable income, one of the keys to travel's growth, has also increased. As a percent of personal income, disposable income averaged 22% in 1975 and is projected to approach 30% by 1980. Other factors affect the amount of travel also, but few people will travel without the means to do so (9).

Americans have become increasingly mobile. The average family has at least two cars and logs over 20,000 miles yearly. The availability of highways and the convenience of the automobile have made many vacation and recreation areas accessible to most of the population (9).

Over 80% of the American population now live in an urbanized area. The pressure and desire to escape, even for a day or two, are strong motivators for travel. More and more people are traveling because of the pleasure associated with it, as well as the status and prestige (9).

Studies have shown that as one's educational level increases so does the desire to travel (9). Travelers are twice as likely to have completed some years of college as the general public. The National Travel Survey revealed that 45% of all travelers have completed some college, compared to only 22% of the total population (10). The educational level of the population increases each year and a proportional increase in the amount of travel can be expected (9).

The American worker has more leisure time and in larger blocks than ever before. Many companies are experimenting with thirty-five hour weeks, four-day weeks, extended vacations and more three-day weekends. With more leisure time, in bigger blocks of time, more travel is possible (9).

Television and advertising also have stimulated a desire to travel. Prior to television, images of other peoples and places were restricted to descriptions from other travelers, photographs, or books. Television and its advertising have brought new places and peoples to life in virtually every American home and heightened the desire to experience the "new" and "different" first-hand (9).

An increasingly affluent society and changing lifestyles have produced a younger generation accustomed to traveling. College students expect to travel at Christmas, Spring break, and in the summers. Because of better transportation, more mature attitudes, and larger disposable incomes, college students have contributed significantly to the increase in travel. Couples are marrying later, delaying the start of a family longer, and giving themselves more time to travel (9).

Authorities on mental health have long promoted a philosophy that recreation, travel and vacations are necessary for one to have good mental health and perform to the best of his abilities. Industrial psychologists and marketing experts seemingly have succeeded in convincing most of today's society that they deserve a vacation and should plan for one (9).

Recent demographic studies have revealed that the age groups most likely to travel will be the fastest growing segments of the U.S. population. Those in the prime years of 25-64 account for 60% of all travelers but make up only 44% of the population. This group will comprise nearly one-half the U.S. population by 1985 (10).

Why People Travel

The preceding list of factors which have contributed to the growth of tourism seemingly supports A. H. Maslow's hierarchy of human needs theory. The first needs man satisfies are physiological needs, such as hunger or thirst. Next are the security and safety needs of people, such as shelter. Only after these two need levels are satisfied will

the individual be concerned with the higher three levels of needs: social belonging, self-esteem, and self-actualization. Demographic data indicate Americans have met the first two levels of needs, so traveling and vacationing must help fulfill need levels near the top of the hierarchy. Certainly there are tremendous differences from one person to the next in what is needed to fulfill or help fulfill the self-actualization level. Therefore, a myriad of motivators for travel must exist (4).

Authors and researchers did not agree upon the main reasons for traveling. Thomas (4) mentioned eighteen motivations for travel under three broad categories: education and cultural motives, relaxation and pleasure motives, and ethnic motives. Other classifications of reasons for traveling were: physical relaxation, sports; cultural, education, historic; interpersonal, escape from boredom; and status, prestige, esteem and personal development (9).

Lundberg equated reasons for travel with the traveler's personality and values (4). A number of studies consistently showed that the traveler classifies reasons for travel in terms of experiences enjoyed or disliked. In descending order of importance these reasons were: beautiful scenery, natural attractions, to meet congenial people, outstanding food, recreational facilities, reasonable prices, good climate, and historical family ties (9).

Whatever the psychological or sociological reasons for traveling, the urge to travel seems to be set off by instinctual needs and overlaid by learned and culturally determined values. What the traveler says are his motivations for traveling may be only reflections of deeper needs which he himself does not understand, nor wish to express (4).

Tourism and the Market

The U.S. Department of Commerce sees the most important implication from the projected growth of tourism as the need for planning. Tourism will occur with or without planning as people move into the higher levels of need satisfaction (8). Regardless of economic conditions, people will use part of their disposable income for travel, because people want to travel (11). Very little coordinated short- or long-range tourism planning has taken place in the United States. Increasing tourism will have a major impact on environmental policy, land-use and other societal values. Planning is necessary to ease crowding and prevent damage to the natural environment. Tourism is too important an industry to permit it to develop without planning and policy direction (8).

One of the elements of planning in tourism is identifying the market.

If the recreation business manager, or employees of the business, do not understand why that particular location or facility was selected, or why it was selected instead of another, or what the traveler expects to receive in terms of satisfaction and personal benefit, they may well be shooting at a target they cannot see and do not understand. (9)

The business of pleasing customers means understanding their preferences. The cost of determining what people like and what they feel seems to be worth the investment (12). The results of research may be surprising, sometimes against management's opinion, and difficult to accept.

The importance of determining who prospects are and where they originate cannot be overstated (13). Answers to "who" and "where"

basically determine the direction of marketing and promotional strategy; accurate answers determine the success or failure of advertising and promotional efforts. More often than not, marketing strategies are derived from intuition. Although intuition is valuable, it has been proven erroneous by factual data almost as often as it has been proven correct. There is a need for factual market information that may be used for developing a marketing plan. Within the general traveling public certain segments may be identified as the best prospect groups for an establishment and they may be defined both demographically and behaviorally (3).

Segmenting a market can strengthen a marketing program in several ways. Finer adjustments can be made in making a product or service desirable for a certain market segment. A segment's needs may be compared to what the competition offers so that marketing opportunities are more easily identified, and promotional budgets can be allocated more effectively (14).

Markets may be segmented geographically, demographically, psychographically, or by volume of use. Recent studies have shown that these types of market segmentation are handicapped in predicting behavior, because they rely on descriptive factors rather than causal factors. Perhaps a more effective method of segmenting markets is benefit segmentation, which identifies market segments by causal factors. The benefits which people are seeking in consuming a given product are the basic reasons for the existence of true market segments. Benefits sought determine behavior much more accurately than demographics or

volume segmentation. However, demographic data are still useful. Once a market is classified into segments by the benefits sought, each segment may then be contrasted with the other segments in terms of demographics or volume of consumption. Thus, a reasonably deep understanding of each segment is possible (15).

CHAPTER III

PROCEDURE

Knowledge of the demographic and behavioral characteristics of tourists can assist operators of tourist-related businesses in developing a marketing plan. A procedure was developed to survey Cherokee's summer visitors and identify their demographic and behavioral characteristics. Steps in the procedure included: designing the questionnaire, determining the sample size, selecting distribution dates and points, distributing questionnaires, and analyzing the data.

Design of Questionnaire

A questionnaire was designed to determine behavioral influences and collect demographic data. The original three-page questionnaire included an introductory note which explained who was conducting the research and why it was being conducted and gave instructions for completing the self-administered questionnaire.

The questionnaire was pretested for bias, clarity, and completeness with a junior and senior advertising research class at the University of Tennessee. It was revised and pretested again with both freshman and senior classes in the Tourism, Food and Lodging Program at the University. After the second pretest, the questionnaire was tested again, in Cherokee.

The final pretest indicated that a shorter questionnaire, duplicated on the front and back of a single page, would be preferable to three

single pages. The questionnaire was condensed so that the instructions and questions could be duplicated on the front and back of one page. Questionnaires were duplicated on a different color of paper for each of the six types of operations distributing questionnaires. A half-page cover letter was attached to each questionnaire which explained the source and purpose of the survey (see Appendix A).

The behavioral section of the questionnaire listed various reasons for visiting Cherokee and provided a space for respondents to indicate how much influence each reason had on their decision to visit Cherokee. The degree of influence was indicated by the numbers three, two and one, representing strong, some or no influence, respectively.

An open-end question was included to permit additional reasons to be expressed that may have been omitted in the listing. Related reasons on the list were grouped together to form five general reason categories: interpersonal satisfaction, appreciation of nature, physical satisfaction, cultural and educational, and practicality. The demographic section included questions on the number of persons traveling together, ages, income, education and length of stay. A final, open-end question asked for suggestions for improving Cherokee as a vacation area.

Sample Size

Typical sample sizes for human studies of regional and special groups depend on the number of subgroup analyses. If few or no subgroups are analyzed, a sample of 200 to 500 was suggested. If many subgroups are analyzed the sample may be greater than 1000 (5). In this study five

general reason categories were to be analyzed individually, so a usable return of at least 500 was determined to be appropriate.

Distribution Dates and Points

One day was selected at random between June 15 and June 20 to pretest the questionnaire in Cherokee. Two days between June 21 and July 20 and two days between July 21 and August 20 were selected by a table of random numbers as distribution dates. The hour to begin distributing questionnaires on each date was also randomly selected. Four distribution dates and varied beginning times helped produce a more representative sample of summer visitors without unrealistic demands on the establishments distributing questionnaires.

Questionnaires were distributed at motels, campgrounds, restaurants, craft and souvenir shops, amusement attractions, and cultural attractions. Distribution points were randomly selected to represent these types of operations in the proportions they occurred to each other as listed in the directory published by the Cherokee Tribal Travel and Promotion Office (2).

Prior to the pretest, the researcher contacted the manager of each randomly selected operation, explained the purpose of the survey, and asked for cooperation and participation in the project. Alternates were randomly selected for all types of operations and contacted as necessary until the desired number of participating operations were obtained.

Distribution and Collection of Questionnaires

The researcher explained how to distribute the questionnaires to at least one employee from each of the sixteen distribution points prior to the pretest. Written instructions (see Appendix A) for distributing the questionnaires, the questionnaires, and a sealed collection box were left at each distribution point. For the pretest, each operation received twenty questionnaires, except amusement and cultural attractions which received ten each. Amusement attractions and cultural attractions are such small proportions of the total number of businesses, and so diversified, that two operations for each of these types of operations were selected with each operation distributing half the questionnaires for the type of operation represented.

The response rate in the pretest determined the number of questionnaires to be distributed on subsequent dates. A pretest response rate of 54% indicated 230 questionnaires should be distributed to assure a return of 125 questionnaires on each of the four distribution dates. Four such returns would produce a total sample of 500. Thirty additional questionnaires were distributed on each date as a safety margin.

An associate of the researcher telephoned a contact person at each distribution point on the day before the questionnaires were to be distributed. The researcher collected the completed questionnaires and distributed questionnaires for the next date during the time period between distribution dates.

Analysis of the Data

After the completed questionnaires for each date were collected, the responses were numerically coded and entered on computer disk files. The data were grouped and counted by a prepackaged computer program which produced a percentage distribution for responses to the reasons and demographic questions. A mean response was calculated for each of the five general reason categories. Percentages and means were calculated on the data collectively and by combinations of the data from the two earliest dates and the two latest dates. Demographic cross tabulations by percentage distribution were calculated for each of the five general reason categories.

CHAPTER IV

RESULTS AND DISCUSSION

Fifty-three percent of the 1,040 questionnaires distributed were returned. Responses to the questionnaires indicated that Cherokee is a well-liked vacation area:

- 87% of the 1978 summer visitors surveyed plan a return visit to Cherokee;
- 65% of the visitors surveyed have been to Cherokee at least once before;
- 71% of the visitors surveyed rated Cherokee as an excellent or above average vacation spot.

Responses also revealed demographic characteristics of Cherokee's summer visitors and behavioral influences on their decisions to visit Cherokee.

Behavioral Influences

Comparing the mean response for reasons in each of the five general reason categories of behavioral influences showed the appreciation of nature category, with a mean response of 2.2, to be the highest, and the practicality category, with a mean response of 1.5, to be the lowest (Table 1). By placing these means on either end of a continuum and dividing the difference between them into three equal parts, a scale was developed to determine the degree of influence each reason category had on the visitors' decisions to visit Cherokee (Figure 1).

TABLE 1
MEAN RESPONSES FOR REASON CATEGORIES BY DATES

Reason Category	All Dates	Dates 1 and 2	Dates 3 and 4
Appreciation of Nature	2.2	2.2	2.2
Culture and Education	2.1	2.1	2.1
Physical Satisfaction	1.7	1.7	1.7
Interpersonal	1.6	1.6	1.5
Practicality	1.5	1.6	1.5

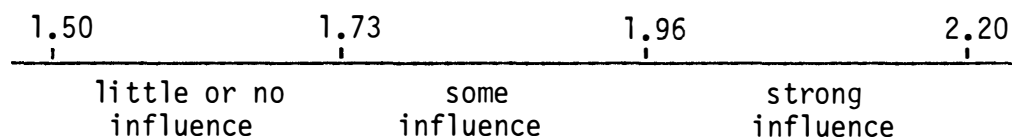


Figure 1. Scale used to determine the degree of influence by each reason category on the decision to visit Cherokee.

Means falling between 1.50 and 1.73 were considered to show little or no influence by a general reason category; means between 1.73 and 1.96 were considered to show some influence; and means between 1.96 and 2.20 were considered to show a strong influence.

Only the two general reason categories of appreciation of nature and culture and education indicated a strong influence on the visitors' decisions to visit Cherokee. The other three categories indicated little or no influence. The results were the same when the means for the responses to the general reason categories for the two early dates and the two later dates were compared (Table 1). Based on these results, visitors seemed to come to Cherokee for the same general reasons during both the early and late summer season. The other reason categories may

have influenced some people's decisions, but did not have the degree of influence that appreciation of nature and culture and education had.

The responses to specific reasons in each of the five general reason categories were tabulated to show the percent of respondents who indicated each degree of influence on their decision (Table 2). Responses to specific reasons in the appreciation of nature category indicated that mountain scenery had the strongest influence on decisions to visit Cherokee. It was the most frequently indicated strong influence, by 76% of those surveyed, of all the specific reasons in any general reason category. The second most important influence for visiting Cherokee was the desire to see the native plants and shrubs. More people indicated that natural recreation possibilities were a strong influence than wanting to see a bear; but a combination of all the respondents showing any degree of influence indicated that the desire to see bears influenced more people to come to Cherokee than did the natural recreation offerings.

In the culture and education category 54% of the respondents indicated that the desire to see Indians was a strong influence on the decision to visit Cherokee. Forty-eight percent of the respondents indicated that the desire to provide a good experience for their children was a strong influence, followed closely by 47% of the respondents who indicated the desire to learn more about the life and history of the Cherokees was a strong influence. Forty-three percent of the respondents indicated the desire to see craftsmen at work as a strong influence. Although only about one-half as many strong responses

TABLE 2
PERCENTAGE DISTRIBUTION OF RESPONSES TO REASONS
FOR VISITING CHEROKEE (N=550)

	Degree of Influence Indicated			
	Strong	Some	None	No Response
Appreciation of Nature				
to see bears	27	38	33	2
plants and shrubs	49	30	19	2
natural recreation	35	24	37	4
mountain scenery	76	17	7	1
Culture and Education				
to see Indians	54	27	18	1
mountain people	26	30	41	4
local music and dancing	21	27	49	3
life and history of Cherokees	47	33	18	2
to see craftsmen	43	35	19	3
provide experience for children	48	15	35	3
Physical Satisfaction				
climate	32	37	30	2
foods	5	14	77	4
commercial recreation	27	20	48	5
Interpersonal				
visit friends and relatives	11	7	76	6
less crowded	10	20	67	3
curiosity	39	26	32	3
meet people	18	21	57	4
shop for crafts, souvenirs	26	36	35	3
near lots of people	4	10	82	4
Practicality				
reasonable cost	16	35	45	4
convenient stop	22	19	54	5
cigarette prices	10	8	77	5
comfortable drive	20	22	55	4
business in area	7	4	84	6

were credited to learning about mountain people or local music and dancing as the other reasons, these two reasons were credited with strong or some influence by nearly one-half of the respondents.

Contributing the most influence in the physical satisfaction category was enjoyment of the climate with 69% of the respondents marking it strong or some influence. The availability of commercial recreation influenced 47% of the respondents' decisions to visit Cherokee. The desire to try the foods available in the Cherokee area had the least influence on deciding to visit the area.

In the interpersonal satisfaction category, curiosity and shopping were the most influential reasons for visiting Cherokee with more than 60% of the respondents marking either reason as strong or some influence. Two-thirds or more of the respondents indicated that visiting friends or relatives, less crowding than other vacation areas, and the nearness to a lot of people were no influence on the decision to visit Cherokee. Fifty-seven percent of the responding visitors indicated that the desire to meet people was also not an influence.

The general reason category of practicality had the least influence on the respondents' decisions for visiting Cherokee. Less than one-half of the respondents indicated that these reasons, except for cost, influenced their decision to visit Cherokee. One-half of the respondents marked cost to be either strong or some influence on their decision. About 40% of the respondents indicated that their decision was influenced by Cherokee being a convenient stop on the way to another destination or a comfortable drive from their home.

Several reasons were given for visiting Cherokee that were not included on the questionnaire (Table 3). The reason most frequently expressed was to see the outdoor drama "Unto These Hills." Although this reason, along with some of the other reasons, could have been a part of the reason "to learn about the life and history of the Cherokees," perhaps it should have been included on the questionnaire along with friendliness of the local people and having Indian ancestors. Several of the other reasons were implied by a less specific reason on the questionnaire such as "natural recreation possibilities," or "Cherokee is a convenient stop on the way to another place."

TABLE 3
SUMMARY OF ADDITIONAL REASONS FOR VISITING CHEROKEE

Reason	Frequency
To see "Unto These Hills"	18
Friendliness of local people	11
Had Cherokee ancestors	8
To camp in the Smokies	7
Cool water; water activities	7
Nostalgia (return visits)	6
To hear "Singing in the Smokies" (gospel music)	4
Nearness to gemstone areas	4
For our honeymoon	2
Have a summer cottage here	2
Interest in a traditional Indian craft	2
Wildlife photography	1
Horseback riding	1
To visit the Museum of the Cherokee Indian	1
To visit Oconaluftee Indian Village	1

There were reasons in each of the general categories that attracted visitors to Cherokee. By identifying the reasons related to a type of operation and, then, maintaining, improving, and promoting features producing these reasons, operators of businesses should be better able to please customers and increase their volume of business. Combining the suggestions visitors made for improving Cherokee (Table 4, Appendix B) and the reasons influencing their decisions to visit Cherokee (Table 2, p. 19) should provide operators with indications of what customers seek.

For example, reasons relating to Indian culture were a strong influence for visiting Cherokee, but many visitors indicated a dissatisfaction with the quality and authenticity of the items available in the shops. By concentrating on the quality and type of items for sale, operators should be able to better please their customers. Similarly, requiring authentic Cherokee costumes for employees and using authentic Cherokee patterns and designs in the decor of a business would lend more credibility to an establishment. Respondents also indicated that more recreation and entertainment activities were needed, especially Indian activities. Possibilities for capitalizing on these suggestions are to provide more opportunities to see traditional craftsmen at work and to schedule and promote traditional Indian activities, like stickball, more frequently.

In the appreciation of nature category, mountain scenery and the desire to see native plants and shrubs were the strongest influences. Combining these reasons with the visitors' comments about the atmosphere of the downtown area and over-commercialization would suggest modifying

businesses to harmonize with the natural surroundings through more subdued colors and landscaping.

One of the least frequently indicated behavioral influences was to try the foods available in the area, and there were twenty-five suggestions from visitors about restaurants. These data imply that specialty restaurants might be well-received, especially if traditional foods of the area were available.

Demographic Characteristics

The combination of the most frequently occurring demographic characteristics (Table 5, Appendix B) produced a composite description of a typical group of visitors. The average number of people traveling together was 4.3. The most frequently occurring party size was three or four with 40% of the groups falling into this category. The most frequently occurring ages for visitors were between 30 and 39, followed by those under twelve, teenagers, the twenties, forties, and fifties. Relatively few visitors were over the age of sixty.

Only 10% of the visitors were from areas within one hundred miles of Cherokee. One-third of the visitors were from a radius of 100 to 249 miles and one-third from a radius of 250 to 499 miles. Slightly more than one-fifth traveled farther than 500 miles to visit Cherokee.

More than two-thirds of the visitors surveyed were from nine states: Georgia, Florida, North Carolina, Alabama, Ohio, Tennessee, South Carolina, Virginia, or Kentucky. Georgia and Florida visitors were nearly one-fourth of all respondents.

The average number of years of school completed was 13.5 years. Slightly more than one-half of the respondents completed thirteen or more years of school. Only 5% of the respondents had nine or less years of education.

The most frequently indicated income was the \$17,000 to \$22,999 annual income range with 29% of the respondents in this category. A fourth of the respondents had family incomes larger than \$23,000. Only 14% of the respondents made less than \$13,000 per year.

Visitors estimated their travel groups would spend an average of \$201 during their stay in Cherokee. The most frequently quoted amounts were between \$51 and \$150. Twenty-six percent of the respondents indicated this range of spending.

The average length of stay was three days and three nights. The most frequently indicated categories were one day, with 32% of the respondents staying one day, and one night, with 23% staying one night. Two-thirds of the visitors had visited Cherokee previously and 87% indicated they planned to visit again.

Based on these demographic data, a composite description of a typical group of tourists visiting Cherokee in the summer of 1978 was developed. The typical visitor traveled from an area between 100 and 500 miles from Cherokee in the southeastern or south central United States with three other people. Ages of the party members were most likely to be combinations of two couples in their thirties or twenties, or a couple in their thirties or forties with two children under twelve or with one child under twelve and one teenager. The typical

respondent had completed at least one year of college and had a family income above \$17,000. Staying either one or two days and nights, the typical group spent around \$200. The group rated Cherokee as an above average vacation area and will, most likely, return again.

Promotional activities geared to families sharing these characteristics should be most effective. Because appreciation of nature and the cultural and educational offerings were strong influences on respondents' decisions to visit Cherokee, and the fact that two-thirds had visited Cherokee previously indicated that these reasons have strong return-visit appeal. Enhancing current attractions and adding more attractions that are compatible with these desired qualities, while making them appealing to a typical group of visitors, would seem to be the logical marketing approach for the future.

Comparison of Early and Late Demographics

The size of the group traveling together appeared to be 10% larger in the latter part of the summer (Table 5, Appendix B). There were more children under twelve in the travel groups during the latter part of the summer. The thirties age groups was the most frequently occurring age range during both the earlier and later part of the summer, but the proportion of visitors in their thirties increased in the latter part of the summer while the proportion of visitors in their twenties and forties decreased. The proportion of visitors in their fifties or older remained fairly constant.

Visitors seemed to travel farther to Cherokee in the latter part of the summer. During the early summer, one-fifth were from areas 500 or

more miles away, but this number increased to one-fourth during the later summer.

Nine states were the homes of more than two-thirds of the visitors in each portion of the summer. The main differences between the earlier and later parts of the summer were the increased number of visitors from Florida and Georgia and the decreased number from Alabama, South Carolina, and Kentucky during the second portion of the summer.

The average years of education increased slightly in the latter part of the summer. Approximately 7% more of the respondents in the second part of the survey period had completed thirteen or more years of school as compared to the first part of the summer.

Family income was higher for respondents during the latter part of the summer. Forty-nine percent of the respondents had family incomes of more than \$17,000 in the early part of the summer, whereas 61% of the latter respondents had incomes greater than \$17,000.

The respondents in the later part of the survey spent about \$17 more than their counterparts in the early summer. But, the most frequently indicated spending range for both parts of the survey period was the \$51 to \$150 range.

Respondents during the early part of the summer appeared to stay the same number of days and nights as those during the later part of the summer. The early respondents were not as critical of Cherokee as the later respondents. Slightly more than one-third of the early respondents rated Cherokee excellent, while slightly less than one-fourth of the later respondents rated it excellent.

The proportion of visitors who had visited Cherokee at least once before was somewhat smaller during the later part of the summer. But a slightly larger proportion of the later visitors indicated they planned a future visit.

A comparison of the demographic characteristics by dates does show some differences between the early visitor and later visitor, but the differences may not be significant enough for operators of businesses to consider. There seemed to be a slight shift in age to the thirties, and visitors traveled slightly farther, although from the same states during the later part of the summer. The number traveling together was also slightly larger, as was the estimated spending, educational level, and family income of the later visitor. Later respondents were more critical of Cherokee, perhaps due to the higher percentage of respondents who completed some college. Estimated spending might have been higher due to the increase in party size. It may not be worth the operator's effort and expense to change products or services for each portion of the summer. Being aware of the differences and alerting employees to the changes and planning for the summer market as a whole may well be sufficient.

Behavioral Influences by Demographics

The majority of the respondents in all demographic segments were influenced by appreciation of nature (Table 6, Appendix B). As the size of the party increased, so did the percentage of respondents influenced by the reasons in this category. The home states of visitors showing the most influence by appreciation of nature were Tennessee and Kentucky

while North Carolina visitors were influenced the least. Slightly more of the respondents with nine years or less education were influenced by the opportunity to appreciate natural beauty than those in the other educational levels. The percent of respondents influenced by these reasons seemed to increase as family income and estimated spending increased. There was a similar trend as the length of stay in days and nights increased. As the overall rating dropped, so did the percent of respondents influenced. Only 1% more of those who had visited Cherokee previously were influenced by appreciation of nature than those who had not visited previously. But, 13% more of those planning a future visit were influenced by appreciation of nature than those who did not plan to visit again.

The majority of respondents in each demographic segment indicated that cultural and educational opportunities were an influence on their decision to visit Cherokee (Table 6, Appendix B). The larger the number of persons traveling together, the higher the percent of respondents showing an influence by cultural and educational opportunities. The age groups showing the most influence were those in their thirties and groups with children under twelve. No general trend was shown in the radius segments, but more Virginia, Tennessee, and Kentucky residents were influenced by cultural and educational reasons than respondents from other states. Respondents from North Carolina, Georgia, and South Carolina indicated the least influence. There was little difference in the number influenced by educational levels, while an increase in family income and estimated spending showed an increase in the percent of

respondents influenced. A similar relationship was indicated as travelers stayed longer. The majority of those who rated Cherokee average or above were influenced by cultural and educational reasons. Whether or not a visitor had been to Cherokee previously did not seem to affect the percent of respondents influenced by this reason category. Thirteen percent more of the visitors planning a future visit showed an influence by cultural and educational opportunities than did those not planning a future visit.

Less than one-half the respondents in most demographic segments indicated that reasons in the physical satisfaction category influenced their decision to visit Cherokee (Table 6, Appendix B). Those segments which indicated the highest percent of respondents influenced were those from within a radius of 250 miles, Georgia, Tennessee and South Carolina respondents, those at the ninth grade or lower educational level, those spending more than \$300 and those staying longer than three days or nights. Fifty-one percent of those rating Cherokee excellent, or who had visited previously, indicated physical satisfaction was an influence to visit Cherokee.

Interpersonal satisfaction appeared to be a behavioristic influence on only two demographic segments (Table 6, Appendix B). Those planning to spend more than \$300, or stay longer than seven days or nights indicated an influence by interpersonal reasons.

The majority of respondents in all demographic segments indicated that practical considerations had no influence on their decision to visit Cherokee (Table 6, Appendix B). Those visitors traveling to

Cherokee from a radius of 100 miles were the segment having the greatest percentage of respondents influenced by practicality. Respondents from the states of Georgia and South Carolina were the segments with the next highest percentage of visitors influenced by practical considerations.

The examination of the behavioral influence of each general reason category on the various demographic segments revealed that natural beauty, and culture and education were universally appealing to all segments of the market. Physical satisfaction influenced a more select group, that is, those within a radius of 250 miles in the states of Georgia, Tennessee, and South Carolina with less than a ninth grade education. Analysis of the interpersonal influences reflected an impact on buyer behavior, such as estimated spending and length of stay. The influence of practicality was limited to those within a radius of 100 miles, particularly visitors from Georgia and South Carolina. The analysis of the influence of each general reason category on demographic segments provided a better understanding of who visits Cherokee and why those travelers chose to visit Cherokee.

Overall, the survey did measure what it was designed to measure. With further refinement of the questionnaire and simplification of the distribution method, a technique for determining general behavioral influences and identifying prominent demographic segments of a market could be developed. The use of such a technique should be beneficial to businesses in a vacation area similar to Cherokee when making marketing decisions.

CHAPTER V

SUMMARY

Tourists travel for many reasons and, due to the increasing amount of travel in the United States, it is important for operators of tourist-related businesses to know who their potential customers are and why a particular destination was selected. Cherokee, North Carolina, is a popular vacation area and tourism is the number one factor affecting the economy of the Cherokee area.

The purpose of this research was to determine behavioral and demographic characteristics of Cherokee's summer visitors. These characteristics may be used as a basis for marketing decisions.

A questionnaire was developed to reveal behavioral influences on visitors' decisions to come to Cherokee and demographic characteristics of the summer visitor. Distribution points were selected at random to represent six types of operations: craft shops, motels, campgrounds, restaurants, cultural attractions and amusement attractions. Four dates and times were selected at random to distribute 1,040 questionnaires.

The self-administered questionnaire had a return of 550, a 53% return rate. Data from the questionnaires were grouped and tabulated by computer to reveal the behavioral influences of five general reason categories and the demographic characteristics of visitors.

The reasons having the most influence on visitors' decisions to come to Cherokee were to appreciate the natural beauty of the area and to take advantage of the cultural and educational attractions. The most

prominent demographic segments of Cherokee's summer market were visitors traveling from an area between 100 and 500 miles from Cherokee in the southeastern or south central United States. Visitors were most likely to be in the age groups of the twenties or thirties, with children, and traveling in a group of four. Typical respondents had completed one year of college and had a family income above \$17,000. The typical group traveling together stayed one or two days and nights, had visited before, and planned to visit again. Operators of businesses in the Cherokee area should, then, promote natural beauty and cultural or educational attractions to families with these demographic characteristics.

A comparison of the late summer visitor to the early summer visitor revealed slight demographic differences between the two, but the differences may not be significant to operators of businesses in the area. The greatest differences were an increased educational level, higher family income, a larger travel group, and a more critical evaluation of Cherokee by the visitors completing questionnaires during the later part of the survey period. Operators may find it more economical and practical to appeal to the market as a whole rather than to differentiate between early and late summer visitors.

An analysis of the influence of the five general reason categories by demographic segments revealed that appreciation of nature and cultural and educational reasons had universal appeal. Interpersonal reasons had a greater influence on buyer behavior than on any specific demographic segment. Physical satisfaction influenced those respondents from a radius of 250 miles in the states of Georgia, Tennessee, and South

Carolina with an educational level less than ninth grade. Practical considerations influenced mostly those within a 100 mile radius in Georgia and South Carolina. Using these data may lead operators to use a slightly different promotional approach with potential visitors from Georgia, Tennessee, and South Carolina.

By refining the questionnaire and simplifying the distribution method, an effective technique for revealing general behavioral influences and demographic characteristics of visitors may be developed. Such a technique should be beneficial to operators of tourist-related businesses in making marketing decisions.

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APPENDIXES

APPENDIX A

QUESTIONNAIRE, INSTRUCTIONS

CHEROKEE CHAMBER OF COMMERCE

and

THE UNIVERSITY OF TENNESSEE, KNOXVILLE

HI, VISITOR! Welcome to Cherokee!

As part of the requirements for the Master of Science degree, a University of Tennessee student is conducting a survey of Cherokee's summer visitors. Will you please take a few minutes to complete the attached questionnaire?

The information gathered about you and your family in the survey will be useful to the operators of facilities in the Cherokee area. Learning about you—the visitor—will help them make Cherokee a more enjoyable vacation area for future visitors.

Since you will not be identified in any way, your responses will be completely confidential.

THANK YOU for your time and cooperation!

VISITOR INFORMATION QUESTIONNAIRE

- A. Listed below are some reasons for visiting Cherokee. Beside each reason are the numbers 1, 2, and 3. The numbers represent how much influence each reason had on your decision to visit Cherokee.

3 means the reason was a strong influence;

2 means the reason had some influence;

1 means the reason had no influence.

Please circle the number that represents how much influence each of the reasons had on your decision to visit Cherokee. For example, if the following reason had no influence on your decision to visit Cherokee, your response would look like this:

3 2 1 ---to swim in the motel pool

3 2 1 ---to visit friends or relatives

3 2 1 ---to enjoy the climate

3 2 1 ---reasonable cost to come and visit

3 2 1 ---to see bears or other wild animals

3 2 1 ---less crowded than other vacation areas

3 2 1 ---to try the foods available here

3 2 1 ---Cherokee is a convenient stop on the way to another place

3 2 1 ---to see the things other people have told you about

3 2 1 ---to meet people from other places

3 2 1 ---commercial recreational facilities (amusement parks, water slides, etc.)

3 2 1 ---to see the Indians

3 2 1 ---to see mountain plants and shrubbery

3 2 1 ---natural recreational possibilities (hiking, fishing, etc.)

3 2 1 ---to shop for crafts or souvenirs

3 2 1 ---low cigarette prices

3 2 1 ---to learn about mountain people

3 2 1 ---to be near lots of people

3 2 1 ---music and dancing of the local people

3 2 1 ---to learn about the life and history of the Cherokees

3 2 1 ---comfortable driving distance from my home

3 2 1 ---mountain scenery

3 2 1 ---had business in the area

3 2 1 ---to see mountain or Indian craftsmen at work

3 2 1 ---to provide a good experience for your children

OVER

PLEASE SEE OTHER SIDE

OVER

If you have other reasons for visiting Cherokee, please tell briefly what they are and how much influence they had on your decision to visit Cherokee:

3 2 1 _____
 3 2 1 _____
 3 2 1 _____

B. Please answer the following questions about you and those traveling with you.

1. How many of the people traveling in your group fall into each of these age groups (include yourself)?

_____ 12 and under	_____ 40 to 49
_____ 13 to 19	_____ 50 to 59
_____ 20 to 29	_____ 60 to 69
_____ 30 to 39	_____ 70 or over

2. Where is your home?

City or town _____ State _____

3. How long do you plan to stay in Cherokee?

_____ day(s) and _____ night(s)

4. Including food and lodging, about how much do you think your travel group will have spent during your visit?

_____ dollars

5. How many years of school did you happen to complete? (circle last year completed)

1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 or more
 Elementary and High School College

6. In which of the following ranges does your family yearly income fall?

_____ below \$13,000	_____ \$17,000 to \$22,999
_____ \$13,001 to \$16,999	_____ more than \$23,000

7. Generally speaking, how would you rate Cherokee as a vacation spot in comparison with other vacation areas?

_____ Excellent _____ Very good _____ Average
 _____ Below average _____ Poor

8. What improvements, if any, do you think would make Cherokee a more enjoyable vacation spot?

9. Have you visited Cherokee before? _____yes _____no

10. Do you think you will visit Cherokee again? _____yes _____no

THANK YOU! PLEASE PLACE THE COMPLETED QUESTIONNAIRE IN THE COLLECTION BOX NEAR THE EXIT. IF YOU DO NOT SEE THE BOX, ASK THE CASHIER OR CLERK WHERE THE BOX IS LOCATED.

CHEROKEE CHAMBER OF COMMERCE
and
THE UNIVERSITY OF TENNESSEE
VISITOR INFORMATION QUESTIONNAIRE

Instructions to operators

1. Questionnaires will be distributed on the following dates, beginning at the time listed for each date:

June 19, 9:00 a.m.
June 29, 4:00 p.m.
July 15, 3:00 p.m.
August 1, 1:00 p.m.
August 10, 12 noon

If all the questionnaires have not been distributed at the end of the business day, continue distribution on the following day until all copies of the questionnaire have been distributed.

2. Place the collection box near the exit so that it can be easily seen.
3. Appoint one person, if possible, to distribute the questionnaire and give the employee these instructions:
 - a. Ask each adult, or one adult in each group of visitors traveling together, if his or her home is more than 25 miles from Cherokee.
 - b. If the patron's home is more than 25 miles away, ask if he or she has completed a Visitor Information Questionnaire on this visit to Cherokee.
 - c. If the patron has not completed a questionnaire, ask him or her to complete one. Point out the location of the collection box.
 - d. Continue until all questionnaires have been distributed.
4. Collection boxes will be sealed to assure the confidentiality of the respondents' answers. The completed questionnaires will be picked up within two days after each distribution date.

APPENDIX B

TABLES

TABLE 4
SUMMARY OF RESPONDENTS' SUGGESTIONS FOR IMPROVEMENTS

Category/Typical Comments	Frequency of Related Comments
<u>Downtown Area</u>	66
Atmosphere (18)	
- Community needs a central Indian theme	
- Looks too honky tonk—garrish—novelty store look—a revised store front plan throughout the town would help. Winter Park, Florida, did it, so can Cherokee.	
- This particular area has too much of a carnival atmosphere	
- Anything you can do to upgrade it will be an improvement over this or give it back to the Indians	
Traffic Control (14)	
- Better roads, less traffic	
- Traffic signals for pedestrians crossing on main street	
- Traffic control—re-time signals or assign local monitor to prevent long backup on 19-S	
Parking (11)	
- Improved parking facilities	
Cleanliness (9)	
- Needs to be cleaner	
- Less litter! An idea would be more trash facilities in popular areas	
Information (7)	
- More directional signs, large enough to read and further from the intersection to give adequate time to change lanes and turn	
- Lack of directions to location of interesting areas and scenery	
- Tourist booth or information center at the entrance into Cherokee	
Rest Areas (7)	
- More restrooms and water coolers in main part of Cherokee	
- Public bathrooms cleaner	

TABLE 4 (continued)

Category/Typical Comments	Frequency of Related Comments
<u>Shopping</u>	43
Diversity of Shops (15) - Some areas are nothing more than junk shops—needs more diversity and general upgrading of merchandise - More variety in downtown area, which is now one long souvenir shop! (dish barns, more clothing stores, towels, sheets, etc., drug store, camping supplies) Availability of Indian Crafts (13) - Less junk in shops—more original Indian craft work—jewelry, beadwork, leather-work, etc. - Fewer junk shops, more quality merchandise with more quality crafts associated with the area Miscellaneous (8) - More places to shop (3) - I wish all the stores stayed open later (3) - Some clerks could be nicer and more hospitable - Airconditioned mall or plaza Imported Items (7) - Stop with so much overseas junk—more Indian articles you can afford - Should be a city in Japan since all the craft shops are supplied with their goods	
<u>Recreation and Entertainment</u>	35
- More things to do and places to go (16) - There should be more Indian activities in town (8) - More natural activities (4) - Need a few more night spots (3) - More for children (2) - More free exhibits (1) - Less begging, more quality attractions (1)	
<u>Commercialization</u>	33
- Much less commercialization of Cherokee people and the Smoky Mountain area. Get rid of the "side show" quality of much of the town - Keep Cherokee as natural with primitive surroundings as possible—rough finish, not finished lumber, etc.	

TABLE 4 (continued)

Category/Typical Comments	Frequency of Related Comments
<u>Commercialization (continued)</u>	
- Less exploitation of the Indians (those Indians all dressed up posing for pictures) - No more additions to the neon jungle	
<u>Restaurants</u>	25
- Better places to eat (10) - More restaurants (6) - Need more chain restaurants (4) - A good quality Indian owned and run restaurant featuring Indian and Southern cooking. This could be done very tastefully and not over-commercialized. It should not include waitresses in short, skimpy leather dresses (3) - More family restaurants (1) - Restaurants open after drama (1)	
<u>Prices</u>	22
- You should lower your prices so even the average family can come, be comfortable and enjoy and stay longer (11) - Cottages and motels are too high when you have a large family (4) - Found the eating very poor for prices charged (3) - Be able to see things without getting gouged for a buck everytime you turn around (1) - For children, I think the prices are unfair—you're having to pay to get 3 year old children in the sights (1) - Our motel was a shame for \$20—I feel as if I got ripped-off (1) - Gas stations need to lower their parts prices (1)	
<u>Camping</u>	14
- Needs better camping areas (10) (cleaner, more shade, security, space for ground tents, quieter, closer to Cherokee) - Enough campgrounds to accommodate people without overcrowding (4)	

TABLE 4 (continued)

Category/Typical Comments	Frequency of Related Comments
<u>None</u>	14
- Leave well enough alone	
<u>Motels</u>	12
- The motels could be cleaner and more accommodating (7)	
- More motels (4)	
- More motels on top of the hill—like in the Swiss Alps (1)	
<u>Authenticity</u>	8
- Cherokee itself is much too commercialized and has a lot of unauthentic souvenirs and Indian displays, i.e., dancing similar to the Western Indians. It should be more authentic.	
- If Indian men are going to pose, have them pose in Cherokee costume, not Sioux. I don't care if that's what the <u>tourists expect</u> , it's up to you to educate them—if you don't, who will?	
- Less people and less junkie stuff on sale. It spoils the whole area. First time I visited here I slept in an Indian's home . . . it was great fun	
- Enhance cultural offerings of the Cherokee people.	
- Control and do away with nonauthentic Indian dress, etc., downtown.	
- Remove the carnival atmosphere and return to true Indian culture village	
- Put some pride of heritage back into the Cherokees here and don't let them despise what is theirs	
- Get rid of the tourist trap garbage. This is too much like what ruins the Black Hills. Indian culture is so rich—this is what should be demonstrated—come to Minneapolis and see our Indian Cultural Center—you'll see what I mean	
<u>Bears</u>	8
- Free the bears by all means. Please do not keep them in cages and on leashes.	

TABLE 4 (continued)

Category/Typical Comments	Frequency of Related Comments
<u>Complaints</u>	8
- Greatly improve Frontierland or reduce price. Make sure that they have ice and other sufficient refreshments - Indian Hills Motel raised their rate from \$24 to \$38 for 2 people because of the 4th of July coming. We didn't appreciate being taken so we went to another motel. - The museum was good but too many exhibits were out of order or lights missing - Guides at Indian Village could be friendlier and more involved with their presentation - Fix those seats at the mountainside theater so you can pay attention to the play and not keep sliding out of the seat - Put portable mikes on players in "Unto These Hills" play - Provide children's rates for "Unto These Hills." Our family of 6 @ \$5/person = too much. - Get a good manager for the Boundary Tree Lodge	
<u>Alcohol</u>	6
- Sale of alcoholic beverages should be allowed (5) - I think that <u>all</u> tourist information from this area should include information containing the ridiculous liquor laws imposed by the religious groups in this area (1)	
<u>Miscellaneous</u>	4
- A special equipped mobile unit to transport sick visitors out of Reservation—since Cherokee won't admit non-Indians - If they had more churches - At least one gas station, open all night - Put a smile on the Indians	

TABLE 5
MEANS AND PERCENTAGE DISTRIBUTION OF RESPONSES BY
DEMOGRAPHIC SEGMENTS

	(N=550) All Dates	(N=284) Dates 1 and 2	(N=266) Dates 3 and 4
Party size:			
1 or 2	25%	28%	21%
3 or 4	40	40	40
5 or more	34	31	38
MEAN PARTY SIZE	4.3	4.1	4.5
Ages 12 and under:			
none in party	43%	47%	39%
1 in party	22	23	22
2 in party	23	19	27
3 or more in party	12	12	12
Ages 13 to 19:			
none in party	62%	62%	61%
1 in party	23	24	23
2 in party	9	9	9
3 or more in party	6	5	8
Ages 20 to 29:			
none in party	63%	62%	65%
1 in party	17	18	15
2 in party	14	14	14
3 or more in party	6	6	5
Ages 30 to 39:			
none in party	52%	54%	50%
1 in party	20	22	17
2 in party	24	21	28
3 or more in party	5	3	6
Ages 40 to 49:			
none in party	66%	63%	68%
1 in party	16	18	15
2 in party	13	14	13
3 or more in party	5	6	4
Ages 50 to 59:			
none in party	76%	76%	77%
1 in party	11	10	12
2 in party	11	12	9
3 or more in party	2	2	2

TABLE 5 (continued)

	(N=550) All Dates	(N=284) Dates 1 and 2	(N=266) Dates 3 and 4
Ages 60 to 69:			
none in party	86%	87%	84%
1 in party	7	7	8
2 in party	5	4	6
3 or more in party	3	3	2
Ages 70 or above:			
none in party	92%	93%	91%
1 in party	5	4	5
2 in party	1	0	2
3 or more in party	2	3	1
Radius:			
less than 100 miles	10%	11%	9%
100 to 249 miles	33	35	31
250 to 499 miles	33	32	34
500 miles or more	22	21	24
States:			
Georgia	12%	9%	15%
Florida	12	10	13
North Carolina	10	10	9
Alabama	9	10	8
Ohio	7	7	6
Tennessee	6	7	6
South Carolina	6	7	5
Virginia	6	5	6
Kentucky	5	6	4
All others	27	28	26
Education:			
9 years or less	5%	5%	6%
10 to 12 years	40	44	36
13 years or more	55	51	58
MEAN YEARS OF EDUCATION	13.5	13.4	13.6
Family income:			
less than \$13,000	14%	16%	13%
\$13,000 to \$16,999	23	28	18
\$17,000 to \$22,999	29	27	31
more than \$23,000	26	22	30

TABLE 5 (continued)

	(N=550) All Dates	(N=284) Dates 1 and 2	(N=266) Dates 3 and 4
Estimated spending:			
\$50 or less	20%	23%	18%
\$51 to \$150	26	25	27
\$151 to \$300	23	23	24
\$301 or more	18	18	17
MEAN SPENDING	\$201	\$192	\$209
Days stayed:			
none	1%	1%	0%
1	32	33	31
2	23	21	26
3	15	17	12
4 to 7	15	12	18
more than 7	6	7	3
MEAN NO. DAYS STAYED	3	3	3
Nights stayed:			
none	1%	1%	1%
1	23	23	24
2	22	22	23
3	8	7	8
4 to 7	12	10	14
more than 7	4	5	4
MEAN NO. NIGHTS STAYED	3	3	3
Overall rating:			
excellent	29%	35%	24%
above average	42	38	46
average	22	20	23
below average	2	3	2
poor	2	1	3
Visited before:			
yes	65%	67%	63%
no	34	31	36
Plan future visit:			
yes	87%	86%	88%
no	8	7	8

TABLE 6
PERCENTAGE OF RESPONDENTS IN DEMOGRAPHIC SEGMENTS INFLUENCED BY
GENERAL REASON CATEGORIES

Demographic Characteristic	Appreciation of Nature	Cultural and Educational	Physical Satisfaction	Interpersonal	Practical
Party size:					
1 or 2	71	59	43	39	35
3 or 4	76	69	47	39	34
5 or more	78	76	48	40	32
Ages of party members:					
1 or 2 members aged 12 or under	78	73	47	38	33
1 or 2 members aged 13 to 19	75	71	48	42	34
1 or 2 members aged 20 to 29	79	69	47	40	33
1 or 2 members aged 30 to 39	76	73	46	36	33
1 or 2 members aged 40 to 49	74	68	48	39	34
1 or 2 members aged 50 to 59	74	70	50	43	40
1 or 2 members aged 60 or over	71	71	48	43	33
Radius:					
less than 100 miles	73	63	53	41	46
100 to 249 miles	77	73	54	43	36
250 to 499 miles	73	66	39	36	28
500 or more miles	77	72	44	39	34
States:					
Georgia	74	66	54	40	43
Florida	80	72	45	39	34
North Carolina	67	64	49	42	37
Alabama	77	72	48	43	30
Ohio	72	69	40	35	31
Tennessee	83	73	51	43	35
South Carolina	72	66	56	40	43
Virginia	79	76	45	45	25
Kentucky	82	73	49	40	32

TABLE 6 (continued)

Demographic Characteristic	Appreciation of Nature	Cultural and Educational	Physical Satisfaction	Interpersonal	Practical
Education:					
9 years or less	80	71	58	49	38
10 to 12 years	74	69	47	42	34
13 years or more	76	69	46	37	33
Family income:					
less than \$13,000	72	62	45	39	38
\$13,000-\$16,999	75	70	51	41	34
\$17,000-\$22,999	77	71	47	41	34
\$23,000 or more	76	72	43	35	31
Estimated spending:					
less than \$50	73	60	39	35	34
\$51 to \$150	74	70	43	33	32
\$151 to \$300	79	74	47	41	34
more than \$300	79	75	60	53	40
Days stayed:					
1	72	67	42	38	32
2	76	73	43	36	30
3	76	70	51	38	33
4 to 7	81	75	58	46	41
more than 7	80	66	53	53	41
Nights stayed:					
1	71	70	43	36	32
2	77	72	46	38	32
3	78	74	52	44	41
4 to 7	83	77	60	49	42
more than 7	77	64	51	53	41

TABLE 6 (continued)

Demographic Characteristic	Appreciation of Nature	Cultural and Educational	Physical Satisfaction	Interpersonal	Practical
Overall rating:					
excellent	78	77	51	45	36
above average	77	71	47	41	34
average	73	61	46	34	34
below average	69	49	22	17	33
poor	51	38	26	26	20
Visited before:					
yes	75	70	51	40	36
no	76	68	38	38	28
Plan future visit:					
yes	77	71	49	41	35
no	64	58	31	31	31

VITA

Shirley Louise Hyatt was born in Bryson City, North Carolina, on January 26, 1951. She attended Swain County schools and was graduated from Swain County High School in June 1969. She entered Western Carolina University the following September and received a Bachelor of Science degree in Home Economics in June 1973.

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