RATIONALE

At present, there were many travel agencies provide travel packages to tourists. These travel packages mainly included vehicle rental, air, ship, train or bus transportation, food or beverages, accommodation, recreation or entertainment. These different kinds of travel packages met people's different needs and were loved by many tourists. Purchasing travel packages not only provided tourists with the convenience of traveling but also reduced the cost of travel. For these reasons, many tourists liked to purchase travel packages. According to the data of the Travel Survey of Canadian Residents in 2016, travel packages including accommodation and food or beverage were travel packages that tourists most preferred to purchase. Among them, travel packages including accommodation were popular with most people. The purpose statement of this research poster was to determine the influence of income levels in choosing packages trips that included accommodation.

LITERATURE REVIEW

- The group who has good incomes and young is interesting in outdoor activities. The group who is mostly young, affluent couples prefers to stay in comfortable resorts.
- People are more inclined to save money or spend it on necessities such as food, rent and clothes, rather than on traveling.

REFERENCES


METHODS

This research poster used the Travel Survey of Canadian Residents (TCSR) as the data set to research the topic of this poster. The data came from the data set's income (INC), trip spending (TS) and accommodation (AC) instructions.

RESULTS

The researched used the Statistical Product and Service Solutions (SPSS) system to get the data and information the poster needed. At first, the research poster used the “Crosstabs” in the “Descriptive Statistics” of the “Analyze” to get the percentage within travel package includes accommodation. In the “Crosstabs”, the researched selected the “Household Income - 4 groups” as the row and the “Package includes accommodation - flag” as the column to get the data and information the poster needed. When selecting the “Statistics” part, the researched selected the “Chi-Square” and “Phi & Cramer’s V” as the nominal. When selecting the “Cell” part, the researched selected the “Observed”, “Expected”, “Row”, “Column”, “Total” and “Round cell counts” in the “Cells” part. Finally, the poster selected the “Display clustered bar charts” to get the information and chart that could present the data.

In addition, the researched used the “Independent-Sample T Test” in the “Compare Means” of the “Analyze” to get the data. The researched selected the “Package spending allocated to accommodation” as the test variable and “Household income - 4 groups” as the grouping variable. The poster used the “code” numbers to identify the groups.

Moreover, the researched used the “Frequencies” in the “Descriptive Statistics” of the “Analyze” to get percentage within type of accommodation. In the “Frequencies: Statistics”, the researched selected the “Mean”, “Median”, “Mode”, “Sum”, “Std. deviation”, “Minimum”, “Maximum” and “Range”. Also, the poster selected “Bar charts” and “Percentage” in the “Charts” part.

After these processes, this research poster got the data and information it needed.

CONCLUSION

According to this table, researchers could know that most tourists choose motels as accommodation when they travel. Therefore, researchers could learn that the motel was the first choice for tourists.

Analysis of income related differences in choosing package trip including accommodation revealed that on average those making less than $50,000 spent less (M=220.77, SD=249.234) than those reporting a household income of $100,000 or more (M=374.81, SD=673.531); t(118663)=-136.164, p.<.01.

Cohen’s d = Mean difference/Average of Std. Deviation = 0.33 Small=.1 Medium=.3 Large=5

For these reasons, the effect size is medium.

- Regardless of the household income, most tourists were willing to purchase travel packages include accommodation. The highest-income group had the largest number of people purchasing travel packages included accommodation.
- Therefore, travel agencies could provide travelers with more travel packages, especially travel package including accommodation. More importantly, travel agencies could promote more travel packages that included motels as accommodation.