inspirational travel recommendations

INSPIRATIONAL TRAVEL RECOMMENDATIONS

Master thesis

Abstract

Today's travel recommendation agents and systems are excellent in supporting travellers and providing different travel options based on the traveller's specified personal needs but are relative poor in providing the type of travel recommendations that may inspire tourists to think 'out of the box' and look for potentially exciting new travel options (inspirational travel recommendations). This study showed that these recommendations could inspire consumers. The relationship between the degree of inspiration, which consumers derive from these inspirational travel recommendations and how 'unusual' these recommendations are, takes on an inverted U-shape. This study also demonstrated that travellers, who get inspired by inspirational travel recommendation, valued these recommendations positive. Finally, this positive valuation had a positive influence on the purchase intention.

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INTRODUCTION

Today travellers use the Internet more and more to search for travel related information and services. An important advantage of this source of information is the 24/7 availability. Since decades the number of travel related websites is increasing continuously (Fesenmaier, Werthner and Wober, 2006). The tourism industry is very divers and even small providers of tourism products and services such as bed-and-breakfast motels have started to make information available online. Over 900 million travel-related websites were retrieved when searched with the word 'travel' on Google.com (Google.com, 2009). These websites especially provide general information about destinations, accommodations, touristic sights and transportation. Because of the information overload on the Internet travellers often experience difficulty in selecting interesting travel products and services. Therefore online travel recommendation agents could be very useful. These online travel agents help travellers in selecting a travel product or service, for instance a specific hotel or flight and they allow consumers to make better decisions in their selection of travel products or travel services with less effort. (Häuble and Dellaert, 2004).

Online marketing is used on thousands of different e-commerce websites across many different types of product categories. Tourism has become one of the most important e-commerce categories and is enormously affected by the huge availability of information on the Internet. The adoption of e-commerce in the tourism industry is very successful compared to other industries (Schuster, 2002). Recommendation systems are very important in this type of marketing (Fesenmaier, Werthner and Wober, 2006). The use of recommendation systems on different

e-commerce websites is increasing and could be seen as one of the rapidly growing applications on the Internet (Schafer, Konstan and Riedl, 2001). Effective use of travel recommendation systems could lead to a successful tourism business (Klenosky and Gitelson, 1998). Expedia.com and Booking.com are two popular examples of online travel recommendation systems. Most of the travellers who visit these recommendation agents have already decided many aspects of the trip (e.g. destination, travel group and the length of the holiday). These travellers are mostly interested in the different travel options based on their personal specific needs (personal specific travel plan).

Today's recommendation agents and systems are excellent in supporting travellers and providing different travel options based on the traveller's specified needs but are relative poor in providing the type of travel recommendations that may inspire tourists to think 'out of the box' and look for potentially exciting new travel options. In this thesis these recommendations are referred as 'inspirational' travel recommendations. These recommendations could be useful for travel agents to inspire the consumers to book a different holiday than the traveller originally had in mind. This could maybe increase their purchase intention or loyalty if consumers are happy about the recommendation they received. Therefore it is interesting to know if consumers value these types of recommendations positive and if (and if so how) they derive inspiration from these recommendations. And finally how these recommendations influence the purchase intention of the consumers. This study is conducted to measure the relationship between inspiration derived from

inspirational travel recommendations, the valuation of these recommendations and the purchase intention.

Research Objective

The purpose of this study builds upon the previous research of travel recommendation systems. The conceptual model, which provides the foundation of this study, shows the relationship between 'how consumers value inspirational travel recommendations' and 'how they derive inspiration from these travel recommendations from online travel agents'. This theoretical model is illustrated in figure 1.1 and visualizes the different variables involved in this relationship perspective. In this study purchase intention is the dependent variable and how consumers value and derive inspiration from these inspirational travel recommendations are the independent variables. The aim of this model is to illustrate the different variables that may have an influence on how consumers value and derive inspiration from these travel recommendations and how these travel recommendations affects the consumers purchase intention.

Figure 1.1. Conceptual model
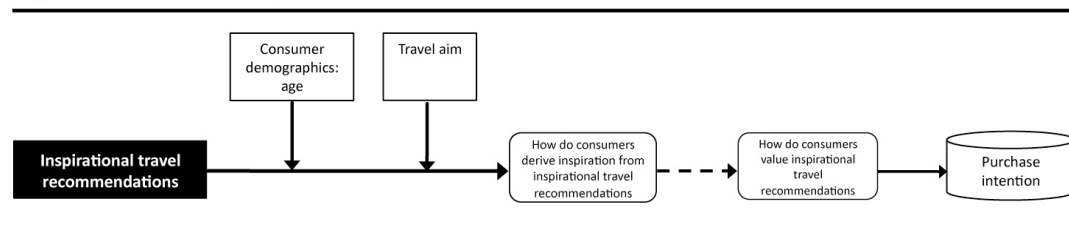
Research Questions

In order to provide a satisfying answer to the research objective the following main research question should be answered:

How do consumers value inspirational travel recommendations and how do they derive inspiration from these travel recommendations from online travel agents?

The main research question results in a list of sub-research question to be answered in order to answer the main research question. In this paragraph the sub-research questions, which will be tried to answer during this study, are formulated as follow:

1. What are inspirational travel recommendations and how can we define inspiration in the context of recommendations?

2. To what degree do consumers derive inspiration from different types (levels) of inspirational travel recommendations?

3. Do inspirational travel recommendations inspire young consumers more than older consumers?

4. Do consumers with a cultural travel aim get more inspired by an inspirational travel recommendation compared to consumers with another travel aim?

5. Do consumers, who get inspired by inspirational recommendations, value these recommendations positive?

6. Does a positive valuation of inspirational travel recommendations have a positive influence on purchase intention?

CHAPTER 1   LITERATURE REVIEW

Today most of the travellers search for travel information on the Internet. Booking agents on the Internet are used more and more to book available travel options. Business-to-consumer e-commerce in the travel and tourism industry has become increasingly important (Schuster, 2002). On the Internet different recommendation websites/systems could be found; from personal experiences of consumers (on rating websites such as Tripadvisor.com or retail websites such as Expedia.com) to personalized recommendations provided by recommendation systems (Jannach, Zanker, Jessenitschnig and Seidler, 2007).

1.1. Recommender systems

Travel recommendations have often been the subject of many tourism studies. The literature of travel recommendations is growing continuously. This literature offers a better understanding of the considerations and motivations of travellers. This background knowledge could be used to optimalize recommendations and finally to increase the purchase intention of the consumers. During the decision phase, when consumers select a product, personal assistance and support could be useful. In tourism this personal assistance is especially important because of the diversity of the travel products and services.

Recommender systems are commonly defined as applications that e-commerce sites exploit to suggest products and provide consumers with information to facilitate their

decision-making processes. They implicitly assume that we can map user needs and constraints, through appropriate recommendation algorithms, and convert them into product selections using knowledge compiled into the intelligent recommender (Ricci, 2002). Today there are many companies that use recommender systems; for instance the Dutch online-bookstore Bol.com. This online bookstore recommends other books in the same category as the book, which was searched for and tries in this way to recognize the interest of the consumer. A list (in a top down way) of the most popular products in the same category is presented to the consumer as well as reviews or rates of these products. With this list of recommendations Bol.com tries to inspire their consumers. Also on tourism and travel websites recommendation systems are widely used. These travel recommendation systems provide users divers travel suggestions and opportunities and help the user in the travel-planning phase (Delgado and Davidson, 2002). Most of the travellers already decided many aspects of their trip before they visit an online travel agent. On the website of a travel agent they could fill in their personal specific needs. Based on these needs the system will provide a list of individualized travel suggestions and opportunities. Systems who provide these kinds of individualized travel recommendations will be become increasingly important (Ardissono, Goy and Petrone, 2003).

Expedia.com (www.expedia.com) is an example of an online travel agent. Besides the booking and reservation system they provide an online rating system and let their consumers rate their accommodation or destination. These ratings will be used in the recommendations to other consumers.

Many travellers will search for travel information, products and services on the Internet to get inspiration for their holiday. In this way they try to satisfy their personal specific travel needs. In general this activity is enjoyable but when it becomes difficult to completely satisfy the personal travel needs, searching could become very frustrating. The most important reason for this is the information overload on the Internet. In addition the information searched for could also be irrelevant (Pan and Fesenmaier, 2006). Therefore some travellers prefer traditional 'offline' travel agencies to book their holiday. But if a traveller is interested in (or looking for) the best-located hotel in a specific country or city, they could try to find the best possible option on the Internet. Often general travel agencies could not offer this best possibility because it is not included in their restricted selection of hotels. The need for this personal specific travel products leads to a growing market for recommendation agents on the Internet. These online travel recommendation agents allow consumers to search for travel products and services and to make a selection. They also support the travellers in making reservations or bookings for e.g. hotel and obtaining tickets for tourist sights. In this way the online travel recommendation agents try to achieve more purchases on their website and try to satisfy their consumers. Additional recommendations regarding side trips, touristic sights, possible transportation and pleasant dining options could also have an important impact on the satisfaction or loyalty derived during the decision making phase (Klenosky and Gitelson, 1998).

1.2. Inspiration

The first part of the conceptual model described the relationship between inspirational travel recommendations and how consumers derive inspiration from these recommendations. But what is inspiration and how could a travel recommendation inspire a consumer? This paragraph will give a short review about the construct inspiration, but will not describe the entire literature.

Today more and more studies focus on the relationship between economics and psychology. Psychology has become increasingly important in economic studies because it provides a better understanding of consumers' behaviour. Within psychology, inspiration is poorly investigated (Thrash and Elliot, 2003). In the literature there are different definitions for inspiration. Thrash and Elliot mentioned in their article 'Inspiration: Core Characteristics, Component Processes, Antecedents, and Function' (2004) that the construct inspiration contains three important aspects; *transcendence, evocation and motivation*. These aspects are used within the following 'definition' of inspiration and will be used in this thesis: *inspiration implies motivation, which is to say that it involves the energization of direction of behaviour (Elliot, 1997); inspiration is evoked rather than initiated directly through an act of will or arising without apparent cause; and inspiration involves transcendence of the ordinary preoccupations or imitations of human agency (Thrash, 2003).*

A practical example of the use of inspiration within online recommendation systems is ' The Inspirator' on Expedia.co.uk; four simple questions (regarding some broadly consumers' travel ideas) need to be answered in order to receive inspiring destination recommendations. This tool could be used if a consumer does not yet

have specific ideas about their upcoming holiday (http://www.expedia.co.uk/daily/places/inspirator.asp).

The construct inspiration could be used within different contexts but how it really works is not always clear. Within this study the construct inspiration is important in the meaning of 'getting new ideas' or 'getting motivated'. Again this refers to the aspects *transcendence* (to see and consider new possibilities) and *motivation* (to highlight a specific option positive) (Thrash and Eliot, 2004). The use of inspirational travel recommendations by travel agents could inspire travellers. It is more interesting to investigate what kind of recommendations inspire the travellers instead of to try to understand how they get inspired. On the other hand it is important to know the degree of inspiration derived from these recommendations.

1.3. Inspirational travel recommendations

Recommendations provided by travel agencies are an important type of information which will be considered by the consumers during the decision making process (Howard, 1964; Peter and Olson, 2003). These recommendations could not only influence the traveller's final decision for a specific travel option or product but could also lead to loyalty if consumers are happy about the recommendation they received. Eventually recommendations could contribute to increase actual purchases and/or a higher profit per consumer and could finally lead to a successful e-commerce. For marketers it is important to understand the impact of different types of recommendations. Klenosky and Gitelson (1998) already demonstrated the

importance of additional recommendations regarding destination related options. But it is also interesting to know the impact of other kind of possible inspirational recommendations; how do consumers *value* these recommendations? Are these recommendations *inspirational*? And finally do they lead to a higher *purchase intention* by the consumer?

But an important question is; what is *inspirational*? Generally, when visiting an online travel agent travellers are asked to fill in some questions about their personal preferences and travel characteristics, for instance, their available budget and their travel duration. The travel agent then considers the available travel options and recommends the most appropriate travel options to the consumer; *usual* travel recommendations. In contrast, an inspirational travel recommendation is a recommendation that is, at some points, different from the needs and personal specific travel plan of the traveller. However, there are different gradations of inspirational travel recommendations (e.g. different destinations, activities or accommodation). An example; a travel agent provides travel recommendations based on the answers to the questions which the traveller has filled in on the website (specific personal travel needs), for instance, the preference of a beach holiday in Spain (accommodation: apartment). But instead of only recommending divers <u>beach holiday</u> options in Spain, the travel agent may also provide an additional *inspirational* travel recommendation, for instance, an <u>active holiday</u> in the Pyrenees, a beach holiday in Greece or an upgrade of the accommodation (hotel). The possible impact of such inspirational recommendations is not yet demonstrated in recent literature. In this thesis this impact will be discussed, regarding valuation and inspiration and purchase intention.

CHAPTER 2　　　　　　　　**HYPOTHESES**

On the basis of the literature concerning different travel related subjects (such as travel recommendation systems, the travel decision making process and the related factors that could influence this process) five research hypotheses were formulated.

This study assumed that the degrees of inspiration, which consumers derive from inspirational travel recommendations, have a non-linear relationship with how unusual these recommendations are. If this non-linear relationship, between inspiration and different levels of inspirational travel recommendations, will take on an inverted U-shape will be tested in the first hypothesis of this thesis. Besides the assumption of the presence of this inverted U-shape, this study also assumed that there are four levels of inspirational recommendations; they vary from small changes (less unusual) to major changes (more unusual) in the consumers' personal specific travel plan. An example of a 'small change' inspirational travel recommendation is the proposal of two additional days to the original travel length by an online travel agent. An example of a 'major change' inspirational travel recommendation is a proposal of another activity than the original travel plan, which the consumer has in mind (e.g. original travel aim; cultural holiday – proposed option; beach holiday). Probably 'small change' inspirational travel recommendations are not so inspirational to consumers because of the fact that they do not add sufficient value. On the other hand the difference of a 'major change' inspirational travel recommendations compared to the personal travel plan could be too rigorous. Both of these recommendation levels could result in a low degree of inspiration. While a

'moderate change' inspirational travel recommendation, for instance a change in accommodation (moderate 1) or a change in destination (comparable alternative, moderate 2) could result in a higher degree of inspiration.

Figure 2.1.   Inverted U-shape, relationship between inspiration and different levels of inspirational travel recommendation
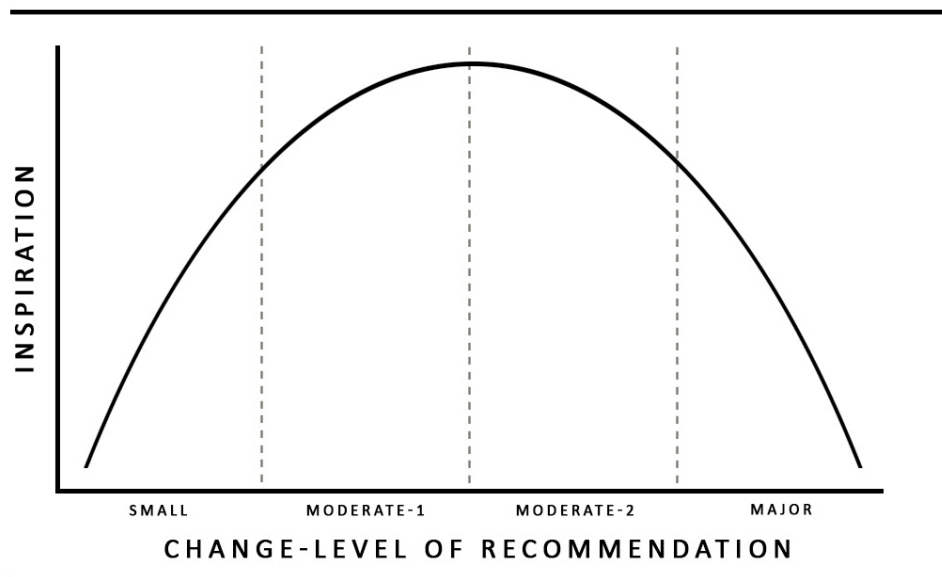
Hypothesis 1: The relationship between the degree of inspiration, which consumers derive from inspirational travel recommendations and how 'unusual' these recommendations are, takes on an inverted U-shape.

The second hypothesis predicts that young consumers get more inspired by inspirational travel recommendations than older consumers. Fesenmaier, Ricci, Schaumlechner, Wöber, and Zanella (2003) demonstrated that different factors could influence the travel decision-making process. These factors could be divided in two main groups: 'socioeconomic factors' such as *age*, gender and income and 'psychological factors' as personality, motivation and attitudes towards, for instance,

a destination. According to Weber and Roehl (1999) age is related with Internet use and online e-commerce. This research showed that consumers aged 26 to 35 years were more likely to search for travel information online. They also demonstrated that consumers aged above 55 years were less likely to book their holiday online. These 'older' people did not grow up with the use of Internet and e-commerce services and are probably used to their brick and mortar 'traditional' travel agents. In consideration of this literature 'older' people probably hold on to their traditional habits during their travel-planning phase. And therefore they are maybe hard to inspire with inspirational travel recommendations. Probably the way to recommend inspirational travel recommendations plays also a role in which degree 'older' travellers get inspired by these travel recommendations. These 'older' travellers are likely to get more inspired by face-to-face recommendations instead of online (non-personal) recommendations. Unfortunately this could not be tested in this thesis.

Hypothesis 2: *Inspirational travel recommendations inspire young consumers more than older consumers.*

Hypothesis 3 predicts that consumers with a cultural travel aim get more inspired by inspirational travel recommendation compared to consumers with another travel aim. In the travel decision-making process, as mentioned above, socioeconomic factors and psychological factors are involved. In addition to the earlier mentioned factors that could influence the travel decision-making process (Fesenmaier, Ricci, Schaumlechner, Wöber, and Zanella, 2003) Dolnicar (2005) appointed two other

factors; a geographic factor and a behavioural factor. The behavioural factor includes e.g. vacation activities and travel aim. Examples of different travel aims are a cultural holiday, a beach holiday, an active holiday and a city trip. According to Stebbins (1996) cultural tourism includes visiting museums, galleries, architecture and historic/cultural sights. But an important question to be answered is; what kind of travellers chooses a cultural travel aim/plan? Silberberg (1995) described a profile of cultural tourists*; in general they have a higher level of income, are more likely to stay at hotels and have a higher level of education compared to other kind of tourists.* Silberberg (1995) also mentioned that previous studies already showed that persons in higher education categories are more likely to be culturally oriented. Because of the higher level of income of these cultural travellers, they could be more interesting for travel agents in terms of profit. Probably they are more willingly to change their personal travel plan whatever the additional cost will be (to a certain extent), just because of the fact they have more money to spend on holidays.

According to Stebbins (1996) cultural tourism *is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences.* Based upon this article it could be possible that these cultural travellers are more open-minded for new/unusual inspirational travel recommendations. Based on all these characteristics of cultural travellers, they are more likely to get inspired by inspirational travel recommendations.

Hypothesis 3: Consumers with a cultural travel aim get more inspired by 'inspirational' travel recommendations compared to consumers with another travel aim.

Tourists could use personal sources such as family and friends (word-of-mouth) as well as professional sources such as travel agents, airlines or hotels to obtain travel related information (Fodness and Murry, 1998). Besides the recommendations based on the personal needs of the consumer, travel agents could provide additional recommendations (e.g. tourist sights, dining tips or side trips). As mentioned before these additional recommendations have a positive impact on the satisfaction or loyalty of the consumer derived during the decision making phase (Klenosky and Gitelson, 1998). This thesis assumed that travellers with a high satisfaction and/or loyalty 'level' (regarding these recommendations) valued these recommendations positive. Probably this satisfaction and loyalty is derived because of the fact that these travellers were inspired by these recommendations and maybe they also used them in their final travel plan. On the other hand travellers who do not get inspired by the recommendations will probably value them negative. According to Woodruff (1997) perceived valuation is dependent of the benefits for the consumer (e.g. quality and utility) and on the other hand of the sacrifices the consumer have to make to acquire the product (e.g. price). A comparable definition of perceived valuation is given by Zeithaml (1988): *value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given.*

It is likely that travellers who get inspired by 'inspirational' travel recommendations will also value these recommendations positive. The forth hypothesis will test if this relationship between inspiration and valuation exists.

> **Hypothesis 4:** *Travellers, who get inspired by 'inspirational' travel recommendations, value these recommendations positive.*

Hypothesis 5 will focus on the last part of the conceptual model; the relationship between how consumers value an inspirational travel recommendation and the consumers' purchase intention.

Beliefs about the need-satisfying properties of a product, which the consumer values, will result in behavioural intention to consume the product (Athiyaman, 2002). Understanding of consumer preferences and factors influencing choice behaviour could be useful for travel agents to support their consumers during the travel-planning phase. Based on this background knowledge, more appropriate recommendations could be formulated and used to inspire the consumers. In this way they try to increase the consumer's satisfaction and/or loyalty level. This higher satisfaction and/or loyalty level could be obtained if the consumers are happy about the recommendations they received. This positive valuation could lead to a higher purchase intention and could result in applying the recommendation in the personal travel plan. Finally this could be important for the travel recommendation agent because it could lead to a higher profit per consumer. Different studies have already demonstrated that there is a positive relationship between how consumers value a

particular product or service and their purchase intention (Dodds, Monroe and Grewal, 1991; Chang and Wildt, 1994; Chu and Lu, 2007). In addition Chang and Wildt (1994) showed that perceived price and perceived quality have a direct effect on the perceived valuation. Besides this indirect effect on the purchase intention, these factors also have a direct effect on the purchase intention. The fifth hypothesis will test if a positive valuation of inspirational travel recommendations will have a positive influence on the purchase intention. In this way the valuation of an inspirational travel recommendation by consumers could be used as an indicator of the purchase intention.

Hypothesis 5: *A positive value of inspirational travel recommendations has a positive influence on the purchase intention.*

CHAPTER 3   METHODOLOGY AND ANALYSES

This chapter presents the methodology and the analyses of the hypotheses introduced in chapter 2. The goal of this chapter is to explain the research methodology and design applied in this study. The choices made in the design of this study should provide more appropriate answers to the research questions and should lead to valuable conclusions.

A number of statistical procedures were used to analyze the data. Quantitative statistical techniques were performed by using frequencies, factor analysis, Cronbach alpha and linear regression analysis. All the statistical analyses were conducted using SPSS (Statistical Package for Social Sciences). Data analysis was completed following a three-step procedure. First, the respondent characteristics of the dataset, used within this study, were identified through descriptive analyses. Second, factor analyses were conducted to identify underlying constructs of inspirational travel recommendations and how consumers value and derive inspiration from those recommendations. In addition a Cronbach alpha test is used to measure the internal-consistency reliability within the construct. Third, a regression analysis was performed.

The regression analysis is also divided in three different parts. The first part will focus on the first area of the conceptual model. It describes the relationship between inspirational travel recommendations and how consumers derive inspiration from these recommendations. Within this first regression analysis the age of the travellers and the personal travel aim (for instance a cultural trip or an active holiday) are

included in this analysis as interaction variables. Hypotheses 1, 2 and 3 will be tested with the use of this regression model;

Figure 3.1.   Conceptual model - regression model 1
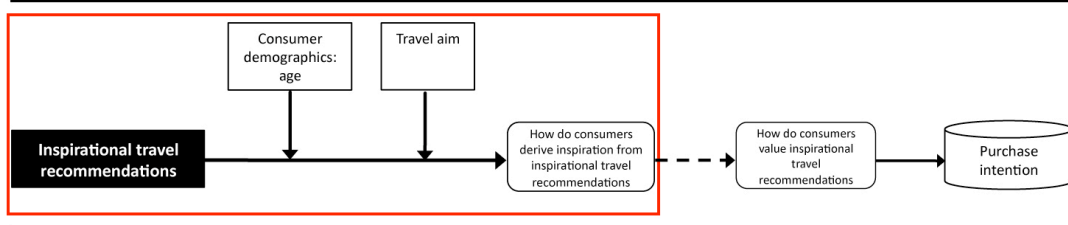
The second part of the conceptual model and its regression analysis demonstrates the relationship between how consumers derive inspiration from 'inspirational' travel recommendations and how consumers value such recommendations, hypothesis 4;

Figure 3.2.   Conceptual model - regression model 2
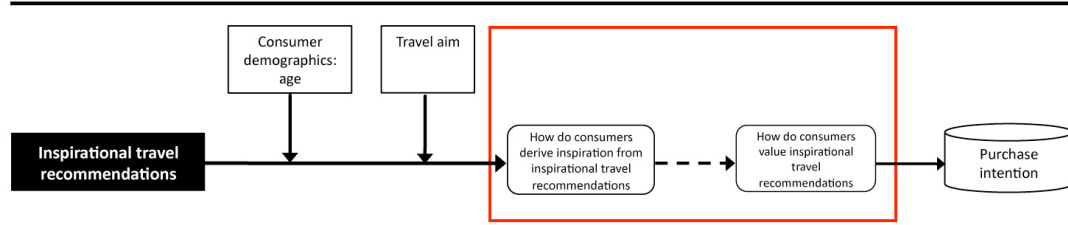
The last part describes the relationship between how consumers value inspirational travel recommendation and the purchase intention, hypotheses 5;

Figure 3.3.   Conceptual model - regression model 3
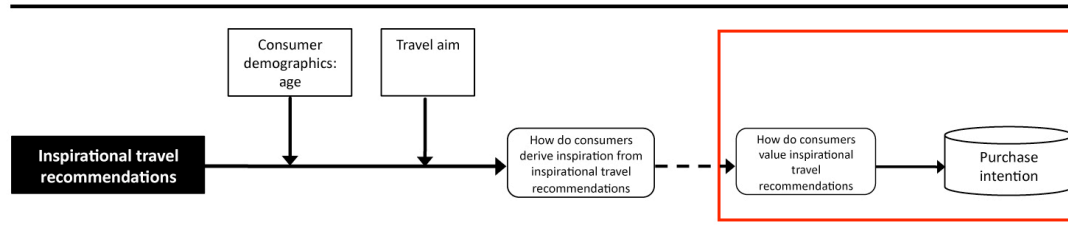
3.1. Questionnaire Design

"A *questionnaire is a structured technique for data collection consisting of a serie of questions, written or verbal, that a respondent answers"* (Malholtra and Birks, 2000). The conceptual model consists of three constructs: (1) how consumers value inspirational travel recommendations, (2) how consumers derive inspiration from these travel recommendations and (3) how unusual a travel recommendation is.

The questionnaire, originally developed in Dutch is provided in Appendix 11 (as well as its translation in English, Appendix 12). Scales used in this questionnaire are based on existing scales if possible. The Likert scale is the most widely used scale in survey research and is also used in this questionnaire to scale the questions. The advantage of the use of Likert scaled questions is that they provide comparable results; individual respondent's results could be compared with the results of the whole sample group. Mostly a Likert scale item is a statement. The respondents are asked to specify their level of agreement with the statement. In general a five-point Likert scale is used, however literature suggest that the reliability of the 7 point Likert scales are higher compared to the 3 and 5 point Likert scales (Cummins and Gullone, 2000). Based on this literature the seven point Likert scale is used in this study for all items, for instance for a statement about value: (1) Extremely strongly disagree, (2) Strongly disagree, (3) Disagree, (4) Neither agree nor disagree, (5) Agree, (6) Strongly agree, (7) Extremely strongly agree. The reference used for the different scales per items or constructs are as follows: The *inspiration scale* is based on the inspiration scale developed by Trash and Elliot in their article 'Inspiration as psychological construct' (2003). The *purchase intention scale* is based on the purchase intention

scale introduced by the Bruner, James and Hensel, Marketing Scales Handbook (2001). The *age scale* is based on the segmentation of the Dutch travel market made by the ANVR in the report 'Consumer's Choice of Channels 2004' (written by Deloitte). The *value scale* is based on the value scale introduced in the Marketing Scales Handbook (Bruner, James and Hensel 2001). All items (except age) are seven point Likert scaled; these scales gives the most variation and it is easily to compare with the other variables used in the questionnaire.

3.2. Data collection and coding

Primary data were collected for this study by using an online questionnaire. The study participants were Dutch travellers who search and book their travel products and services online. Although an online questionnaire seemed to be the most appropriate method in this study, there are some disadvantages of the method; it is time consuming and the researcher is not able to cover all relevant potential respondents. For instance; older travellers/consumers use the Internet less often compared to young travellers and this could lead to an under-representation of older travellers in the sample group. The second problem is the non-response.

To gather enough data, the questionnaire is placed on several online travel forums. These forums include various topics; such as destinations, touristic sights and transportation. To post messages on the forum, travellers need to register on the website and therefore need to have an email address to receive a password. All information posted on these forums is public, so all visitors of the website could read

the questionnaire. But still if they would like to react the have to subscribe. The questionnaire is pre-tested on the sample of 10 persons before the final data collection started. This is done in order to identify possible problems with the questionnaire.

3.3. Descriptive Statistics – whole sample (N=112)

The data were collected on a sample of 112 persons which drawn from the Dutch population. This paragraph demonstrates the findings of descriptive analysis conducted on the entire sample. More than 50 percent of the respondents are in the age range 18 to 35 years (Appendix 1). One other notable characteristic of the respondents is that a large majority (almost 50 percent) of the respondents reported that their next holiday would be a beach holiday.

Figure 3.4.   Descriptive Statistics - Travel Aim
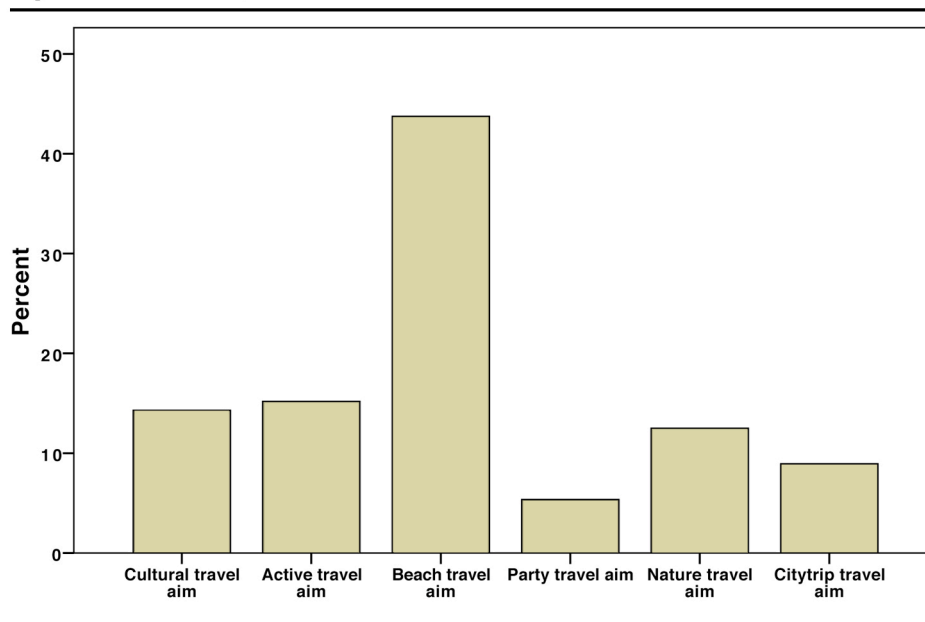
The means of the purchase intention per change-level of inspirational travel recommendations are illustrated in table 3.1. The purchase intention is measured on a 7-point Likert scale, from 1 (Definitely Not) to 7 (Definitely). The mean of the purchase intention of travellers in the 'small change' inspirational travel recommendation group is higher compared to the other three levels. A value below 4 reflects a 'negative' purchase intention, this could be found in both 'moderate change' groups and in the 'major-change' group.

Table 3.1. Mean purchase intention inspirational travel recommendations

Level of recommendation	Valid	Missing	Mean
Small change-level	112	0	4,12
Moderate 1 change-level	112	0	3.12
Moderate 2 change-level	112	0	2.61
Major change-level	112	0	1.71

Table 3.2 shows that the valuation of inspirational travel recommendations by consumers becomes lower when the level of change of the recommendation becomes higher. The small change-level is valued best (mean 5,19) and the major change-level is valued worst (mean 1,99)

Table 3.2. Mean valuation inspirational travel recommendations

Level of recommendation	Valid	Missing	Mean
Small change-level	112	0	5.19
Moderate 1 change-level	112	0	4.14
Moderate 2 change-level	112	0	3.38
Major change-level	112	0	1.99

3.4. Factor Analysis

Factor analysis is used for data reduction and summarizes the original data into smaller number of factors that represent a linear combination of the variables (Malhotra and Peterson, 2006). These factor loadings were obtained by using SPSS factor analysis procedure to create constructs. The value of the factor loadings represents how strong or weak the relationship is between a survey question and a specific factor. Reliable correlations should be demonstrated by the factor analysis data table to determine the usefulness of this factor analysis. *To determine the minimum number of factors that explain the greatest amount of variance, principal component analysis was considered as the most appropriate factor model* (Velicer and Jackson, 1990). According to Wilkinson (1988) the use of the Varimax rotation within the factor analysis will lead to a better outcome (stability and factor separation) than the use of Quartimax or Equimax. Therefore the Varimax rotation is used in this thesis.

Each question in the survey describes a factor of the conceptual model for each 'change-level' of inspirational travel recommendation. The factor loadings resulting from the factor analysis were computed for each construct on each level. The constructs that result from the factor analysis are computed by the use of SPSS. In general most of the correlations should be equal or higher than 0.3 (Gorsuch, 1983), therefore factor loadings equal or less than 0.3 were excluded in the analysis. Factor loading between 0.3 and 0.7 will be showed in the factor analysis table, but will not be accepted within a construct. All factor loadings higher than 0.7 will be accepted within a specific construct.

Some items were formulated either negatively or positively. To avoid bias, the scores for the negative items were reversed into a positive direction. After rescaling the items in the construct 'value' (Statement 3: I do not appreciate this recommendation) for each 'change-level', to make sure that all four items measure the construct 'value' in the same direction, the factor analysis was performed. The factor analysis resulted in three different constructs, which will now be discussed:

The first construct is 'inspiration', which is defined as; *inspiration implies motivation, which is to say that it involves the energization of direction of behaviour (Elliot, 1997); inspiration is evoked rather than initiated directly through an act of will or arising without apparent cause; and inspiration involves transcendence of the ordinary preoccupations or imitations of human agency (Thrash, 2003).* The following three items are related to the construct 'Inspiration', and will be used for all four change-level:

- Question 1 - Inspiration: How inspirational is this recommendation for you, in order to change your personal travel plan?

- Question 2 - Inspiration: This recommendation inspires me to rethink my personal travel plan!

- Statement 3 - Inspiration: This recommendation leads to new ideas for my holiday.

The second construct is how 'unusual´ the recommendation is. The following 3 items are used in this construct for each of the 4 different change-levels (from less to more unusual);

- Question 1 - Unusual: How unusual is this recommendation for you?

- Question 2 - Unusual: How unexpected is this recommendation?

- Statement 3 - Unusual: I would consider this recommendation during my own travel planning as well.

The third construct is 'valuation'. The following items are related to this construct.

- Question 1 - Value: How do you appreciate this recommendation?

- Statement 2 - Value: I like this recommendation!

- Statement 3 - Value: I do not appreciate this recommendation.

The results of the initial factor analysis of these 9 items for each of the four change-levels generated three factors per change-level. After de Varimax rotation two items were accepted within the construct 'inspirational' (factor loading > 0.7) for each change-level: Question 1 - Inspiration: How inspirational is this recommendation for you, in order to change your personal travel plan? and Statement 3 - Inspiration: This recommendation leads to new ideas for my holiday (table 3.3 to 3.6).

Two items were accepted within the construct 'unusual' (factor loading > 0.7) for each change-level: Question 1 - Unusual: How unusual is this recommendation for you? and Question 2 - Unusual: How unexpected is this recommendation?

Only one item was accepted within the construct 'valuation' (factor loading > 0.7) for each change-level: Item/statement 3 - Value: I do not appreciate this recommendation.

Table 3.3. Factor analysis small change-level - Rotated Component Matrix

Item	Component 1	Component 2	Component 3
Value - item 3			0.932
Inspiration - item 1		0.807	0.350
Inspiration - item 3		0.921	
Unusual - item 1	0.836		0.357
Unusual - item 2	0.947		

Extraction Method: Principal Component Analysis
Rotation Methode: Varimax with Kaiser Normalization

Table 3.4. Factor analysis moderate 1 change-level - Rotated Component Matrix

Item	Component 1	Component 2	Component 3
Value - item 3			0.950
Inspiration - item 1	0.865	0.337	
Inspiration - item 3	0.917		
Unusual - item 1		0.845	
Unusual - item 2		0.901	

Extraction Method: Principal Component Analysis
Rotation Methode: Varimax with Kaiser Normalization

Table 3.5. Factor analysis moderate 2 change-level - Rotated Component Matrix

Item	Component 1	Component 2	Component 3
Value - item 3			0.970
Inspiration - item 1	0.917		
Inspiration - item 3	0.927		
Unusual - item 1		0.888	
Unusual - item 2		0.869	

Extraction Method: Principal Component Analysis
Rotation Methode: Varimax with Kaiser Normalization

Table 3.6. Factor analysis major change-level - Rotated Component Matrix

Item	Component 1	Component 2	Component 3
Value - item 3			0.980
Inspiration - item 1	0.915		
Inspiration - item 3	0.893		
Unusual - item 1	0.329	0.796	
Unusual - item 2		0.901	

Extraction Method: Principal Component Analysis
Rotation Methode: Varimax with Kaiser Normalization

A three-factor analysis for each change-level was considered as being the most representative. Using this solution, four items did not load sufficiently any construct in different factor solutions:

- Question 2 - Inspiration: This recommendation inspires me to rethink my personal travel plan!

- Statement 3 - Unusual: I would consider this recommendation during my own travel planning as well.

- Question 1 - Value: How do you appreciate this recommendation?

- Statement 2 - Value: I like this recommendation!

These questions and statements were eliminated from further analyses. A new factor analysis was performed with 5 remaining items per change-level. In the last part of the factor analysis the averages 'overall scores' per construct were computed and recoded to test the hypotheses.

3.5. Cronbach Alpha

The Cronbach Alpha is a reliability test. It tests whether different items or statements of a multiple-choice questionnaire measure the same construct. The Cronbach alpha coefficient is a number between 0 and 1. A coefficient close to 1 refers to a high reliability. A value higher than 0.6 assumes a satisfactory internal-consistency reliability within the construct (Malhotra and Peterson, 2006). In other words, items with a value above 0.6 measure the same thing about the construct.

The values of the coefficients calculated using SPSS reliability procedure are presented in table 3.7. All Cronbach alpha coefficients of the constructs 'inspiration and unusual' are higher the 0,780 (Appendix 2 - 5). The construct 'valuation' is not included in the Cronbach alpha analysis because only one items remained after the factor analyses.

Table 3.7. Cronbach alpha test - Reliability Statistics

Construct	N of items	Cronbach α Coefficients
Inspiration - small change-level	2	0.780
Inspiration - moderate 1 change-level	2	0.933
Inspiration - moderate 2 change-level	2	0.919
Inspiration - major change-level	2	0.882
Unusual - small change-level	2	0.819
Unusual - moderate 1 change-level	2	0.831
Unusual - moderate 2 change-level	2	0.835
Unusual - major change-level	2	0.796

CHAPTER 4   RESULTS

As mentioned before, the conceptual model consists of three constructs: (1) how consumers value inspirational travel recommendations, (2) how consumers derive inspiration from these travel recommendations and (3) how unusual a travel recommendation is. After the set of sufficient reliable constructs has been identified, three linear regression analyses were performed. In the first regression analysis inspiration is used as dependent variable and the travel aim, age, unusual, two types of interaction variables; travel*unusual and age*unusual and squared unusual represented the independent variables. The first regression analysis was used to shed light on the relationship between the inspiration of travellers derived by inspirational travel recommendations with age and travel aim as interaction variables. In the second regression analysis value is the dependent variable and inspiration is the independent variable. In the third regression analysis purchase intention is set as dependent variable and value as independent variable.

4.1. Hypothesis 1

The purpose of this hypothesis is to measure that the relationship between inspiration, which travellers derive from different types of inspirational travel recommendations, from less unusual (small change-level) to more unusual (major change-level), will take on an inverted U-shape. For the convenience of the reader, hypothesis 1 and the related sub-research question will be repeated: *The relationship between the degree of inspiration, which consumers derive from inspirational travel recommendations and how 'unusual' these recommendations*

are, takes on an inverted U-shape. In which degree do consumers derive inspiration from different types (levels) of inspirational travel recommendations? As mentioned above, the variable inspiration is used as dependent variable and the travel aim, age, unusual, two types of interaction variables; travel*unusual and age*unusual, and squared unusual represented the independent variables. The regression analysis, demonstrated in table 4.1, shows the empirical evidence on the existence of an inverted U-shape relationship between inspiration and different levels of inspirational travel recommendations.

$$Y_{INSPIRATION} = \beta_0 + \beta_{UNUSUAL} X_{UNUSUAL} + \beta_{UNUSUAL^2} X_{UNUSUAL^2} + \beta_{TRAVEL\_AIM} X_{TRAVEL\_AIM} +$$
$$\beta_{AGE} X_{AGE} + \beta_{TRAVEL\_AIM*UNUSUAL} X_{TRAVEL\_AIM} X_{UNUSUAL} + \beta_{AGE*UNUSUAL} X_{AGE}$$
$$X_{UNUSUAL} + \varepsilon$$

Table 4.1. Regression model[a] 1 - hypotheses 1, 2 and 3

Label	Beta (β)	t-value	Significance
Constant		-.401	.689
Interaction variable: travel aim	-.142	-.469	.640
Interaction variable: age	.259	.696	.488
Unusual	1.741	3.756	.000
Unusual^2	-1.358	-3.403	.001
Travel aim	.065	.221	.826
Age	-.214	-.635	.527

a. Dependent Variable: INSPIRATION | Standardized Coefficients

The variable 'unusual' is specified as a quadratic form, the results show that there is an inverted U-shape; $\beta_{UNUSUAL^2}$ has a negative ß (-1.358) with a significance of 0.001. If the quadratic equation has a positive ß the graph will be U-shaped and if the ß is

negative the graph will be inverted U-shaped (in this case). The findings of the inverted U-shape relationship in table 4.1 highlight the effect of how unusual inspirational travel recommendations are and in what extent a consumer derives inspiration from the recommendation. As mentioned in the introduction, this study divided the inspirational travel recommendations in four levels;

Less unusual

↕

More unusual

- Level 1 (small change-level): a change in duration of the trip (two additional days)

- Level 2 (moderate 1 change-level): an upgrade of the accommodation (motel -> hotel)

- Level 3 (moderate 2 change-level): a change to a similar but different destination (Thailand -> Indonesia)

- Level 4 (major change-level): a change of the travel aim (active holiday -> cultural holiday)

These kinds of inspirational travel recommendations will effect the inspiration which consumers derive from these recommendations with an inverted U-shaped relationship, implying that inspiration initially increases and then decreases as the inspirational travel recommendations becomes more unusual; inspiration is derived most from the moderate change-levels.

As mentioned before, this study assumed that the degree of how unusual different inspirational travel recommendations are, increased as the change-level of these recommendations becomes higher. To investigate if this assumption is correct within the sample group, the following analysis is conducted (one-way ANOVA):

Table 4.2. One-way ANOVA - value of 'unusual'

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	349.747	3	116.582	56.810	.000
Within Groups	911.158	444	2.052		
Total	1260.906	447			

The one-way ANOVA results showed that the means of the different change-level groups vary significantly (Sig. 0.000). Figure 4.1 shows that the *degree of 'unusual'* increases as the change-level becomes higher. The values on the Y-axis of figure 4.1 represent the *mean value* of how unusual recommendations of different change-levels are assessed; (1) Extremely usual, (2) Strongly Usual, (3) Usual, (4) Neither unusual nor usual, (5) Unusual, (6) Strongly unusual, (7) Extremely unusual.

The assumptions could be confirmed by this one-way ANOVA analysis.

Figure 4.1.   Mean Plots - value of 'unusual' per change-level
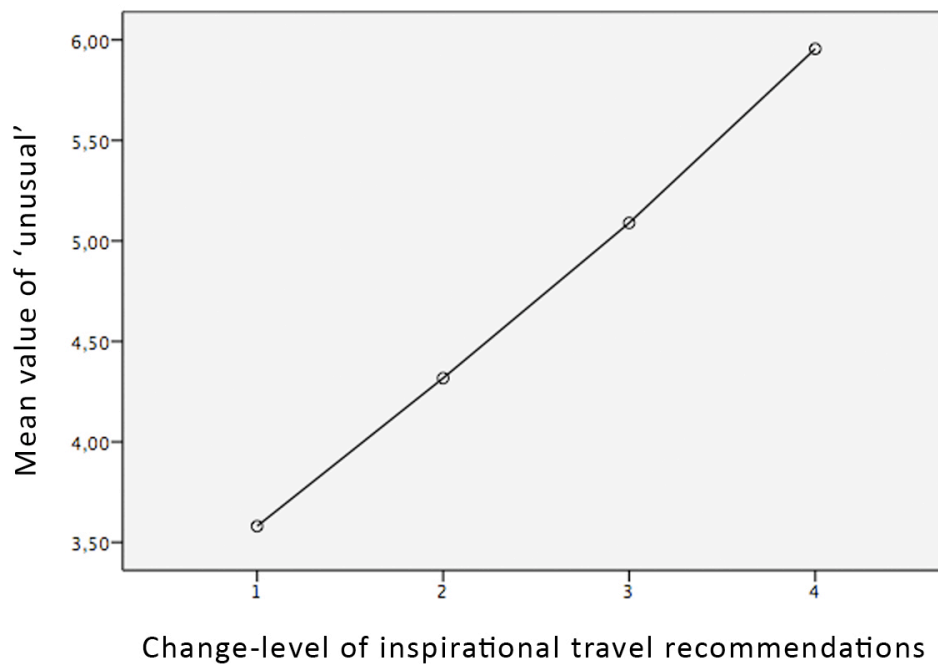
4.2. Hypothesis 2

The results of the analysis of the second hypothesis are showed in this section. Hypothesis two tested if young consumers derive more inspiration from inspirational travel recommendations than older consumers. For the convenience of the reader, hypothesis 2 and the related sub-research question will be repeated: *Inspirational travel recommendations inspire young consumers more than older consumers.* Do inspirational travel recommendations inspire young consumers more than older consumers? The results are presented in table 4.3.

$$Y_{INSPIRATION} = \beta_0 + \beta_{UNUSUAL}\, X_{UNUSUAL} + \beta_{UNUSUAL^2}\, X_{UNUSUAL^2} + \beta_{TRAVEL\_AIM}\, X_{TRAVEL\_AIM} +$$

$$\beta_{AGE}\, X_{AGE} + \beta_{TRAVEL\_AIM*UNUSUAL}\, X_{TRAVEL\_AIM}\, X_{UNUSUAL} + \beta_{AGE*UNUSUAL}\, X_{AGE}$$

$$X_{UNUSUAL} + \varepsilon$$

Table 4.3. Regression model[a] 1 - hypotheses 1, 2 and 3

Label	Beta (β)	t-value	Significance
Constant		-.401	.689
Interaction variable: travel aim	-.142	-.469	.640
Interaction variable: age	.259	.696	.488
Unusual	1.741	3.756	.000
Unusual^2	-1.358	-3.403	.001
Travel aim	.065	.221	.826
Age	-.214	-.635	.527

a. Dependent Variable: INSPIRATION | Standardized Coefficients

The effect of age on inspiration is not significant, so there is no evidence that age has an influence on inspiration (β_{AGE} has a negative β of -0.214 and a significance of 0.527). To investigate the moderating effect of age on inspiration the variable age*unusual was included in the regression model. The regression model shows that

there is not enough evidence to conclude that age*unusual moderates the main relationship between inspirational travel recommendations and inspiration ($\beta_{AGExUNUSUAL}$ has a positive ß of 0.259 and a significance of 0.488). Therefore this regression analysis does not support the relationship between age and inspiration.

4.3. Hypothesis 3

The results of the third hypothesis, *consumers with a cultural travel aim get more inspired by inspirational travel recommendations compared to consumers with another travel aim,* are showed in table 4.4. Do consumers with a cultural travel aim get more inspired by an inspirational travel recommendation compared to consumers with another travel aim? In this regression model the following interaction variable is included: travel aim*unusual. This variable measures the moderating effect of the personal travel aim of consumers on the relationship between inspirational travel recommendations and inspiration derived from these recommendations. The interaction effect is measured on top of the main effect of the travel aim of a consumer and how inspirational travel recommendations inspire them.

$$Y_{INSPIRATION} = \beta_0 + \beta_{UNUSUAL} X_{UNUSUAL} + \beta_{UNUSUAL^2} X_{UNUSUAL^2} + \beta_{TRAVEL\_AIM} X_{TRAVEL\_AIM} +$$
$$\beta_{AGE} X_{AGE} + \beta_{TRAVEL\_AIM*UNUSUAL} X_{TRAVEL\_AIM} X_{UNUSUAL} + \beta_{AGE*UNUSUAL} X_{AGE}$$
$$X_{UNUSUAL} + \varepsilon$$

Table 4.4. Regression model[a] 1 - hypotheses 1, 2 and 3

Label	Beta (β)	t-value	Significance
Constant		-.401	.689
Interaction variable: travel aim	-.142	-.469	.640
Interaction variable: age	.259	.696	.488
Unusual	1.741	3.756	.000
Unusual^2	-1.358	-3.403	.001
Travel aim	.065	.221	.826
Age	-.214	-.635	.527

a. Dependent Variable: INSPIRATION | Standardized Coefficients

The effect of the personal travel aim on inspiration is not significant, so there is no evidence that travel aim has an influence on inspiration. ($ß_{TRAVEL\_AIM}$ has a positive ß of 0.065 with a significance of 0.826). The regression model shows that there is not enough evidence to conclude that the interaction variable travel*unusual moderates the main relationship between inspirational travel recommendations and the inspiration derived from these recommendations ($ß_{TRAVELxUNUSUAL}$ has a negative ß of -0.142 and a significance of 0.640).

4.4. Hypothesis 4

The results of the fourth hypothesis (second regression analysis) are presented in table 4.5. Hypothesis 4 predicts that *travellers who get inspired by inspirational travel recommendations, value these recommendations positive.* But do travellers, who get inspired by inspirational travel recommendations, value these recommendations positive? In this model inspiration is set as independent variable and value as dependent variable.

$$Y_{VALUE} = \beta_0 + \beta_{INSPIRATION} X_{INSPIRATION} + \varepsilon$$

Table 4.5. Regression analysis[a] model 2 - hypothesis 4

Model	Beta (β)	t-value	Significance
(Constant)		9.783	.000
Inspiration	.319	3.536	.001
Regression model - mediator effect 1			
(Constant)		7.699	.000
Inspiration	.286	2.758	.007
Unusual	.068	.660	.511
Regression model - mediator effect 2			
(Constant)		9.427	.000
Unusual	.208	2.229	.028

a. Dependent Variable: VALUE | Standardized Coefficients

The result of the second regression analysis shows a significant relationship between the inspiration derived from inspirational travel recommendations and the valuation of these recommendations; how more the consumer derives inspiration from an inspirational travel recommendation the more this consumer values the recommendation ($\beta_{INSPIRATION}$ has a positive ß of 0.319 with a significance of 0.001). So this regression analysis supports the main relationship between inspiration derived from inspirational travel recommendations and the valuation of these recommendations.

To investigate if the effect of the variable unusual completely is mediated by the variable inspiration two extra models were estimated (part 2 and 3 in table 4.5).

The second model measured the effect of inspiration and unusual on the dependent variable valuation. The variable unusual has no significant effect on the variable valuation. In the third model only the variable unusual is included in the model as independent variable. As demonstrated above there is a significant effect (positive ß of 0.208 with a significance of 0.028) of unusual on value. So the effect of unusual is completely mediated by inspiration.

4.5. Hypothesis 5

The purpose of hypothesis five is to analyze the relationship between the purchase intention of consumers and their level of valuation of inspirational travel recommendations. This study assumed that consumers' purchase intention could be explained by their perceptions of how they value inspirational travel recommendations. Therefore, some questions about this relationship were included in the questionnaire. Hypothesis 5 predicts that *a positive value of inspirational travel recommendations has a positive influence on the purchase intention.* But does a positive valuation of inspiration travel recommendations have a positive influence on the purchase intention?

$$Y_{PURCHASE} = \text{ß}_0 + \text{ß}_{VALUE} X_{VALUE} + \varepsilon$$

Table 4.6. Regression model[a] 3 - hypothesis 5

Label	Beta (β)	t-value	Significance
Constant		4.876	.000
Value	.293	3.213	.002

a. Dependent Variable: Purchase intention | Standardized Coefficients

The results of the fifth hypothesis show a significant relationship between the purchase intention of consumers and their level of valuation of inspirational travel recommendations (β_{VALUE} has a positive ß of 0.293 with a significance of 0.002); the more a consumer values an inspirational travel recommendation, the higher is the purchase intention. So, the regression analysis supports the relationship between valuation and purchase intention.

4.6. Summary Results Hypotheses

Table 4.7. Summary hypotheses

Hypothesis	Significance	Beta (ß)	Accepted or Rejected
1	0.001	-1.358	Accepted
2	0.488	.259	Rejected
3	0.640	-.142	Rejected
4	0.001	.319	Accepted
5	0.002	.293	Accepted

H1: The relationship between the degree of inspiration, which consumers derive from inspirational travel recommendations and how 'unusual' these recommendations are, takes on an inverted U-shape.

H2: Inspirational travel recommendations inspire young consumers more than older consumers.

H3: Consumers with a cultural travel aim get more inspired by 'inspirational' travel recommendations compared to consumers with another travel aim.

H4: Travellers, who get inspired by 'inspirational' travel recommendations, value these recommendations positive.

H5: A positive value of inspirational travel recommendations has a positive influence on the purchase intention.

CHAPTER 5   **CONCLUSION AND FUTURE RESEARCH**

5.1. Conclusions and discussion

The purpose of this master thesis is to investigate how consumers value inspirational travel recommendations from online travel agents, how they derive inspiration from these inspirational travel recommendations and how this finally influences their purchase intention. This study builds upon previous research of travel recommendation systems. However, there appears to be a gap in the current literature regarding *inspirational* travel recommendations.

Travel agents' recommendations could increase travellers' satisfaction, loyalty and purchase intention, which are important for a successful tourism business. Understanding of consumer preferences and factors influencing choice behaviour could be useful for travel agents to support their consumers during the travel-planning phase. Based upon this background knowledge appropriate recommendations could be used to inspire consumers. These inspirational recommendations could increase the purchase intention of these consumers. The relationship between 'valuation of', 'inspiration derived from' travel recommendations and the purchase intention is measured in this thesis.

This master thesis provides some important theoretical background of travel recommendations systems, inspiration as a construct and inspirational travel recommendations. Travel recommendations have often been the subject of many tourism studies. The following definition of recommender systems is used in this

thesis: *recommender systems are commonly defined as applications that e-commerce sites exploit to suggest products and provide consumers with information to facilitate their decision-making processes (Ricci, 2002).* Because of the huge diversity of travel products and services, the need for support during the travel-planning phase is useful. Travel recommendation systems allow consumers to search for travel products and services and to make a better selection. These travel agents could use additional or inspirational recommendations to inspire travellers. In this thesis the following definition of inspiration is used: *inspiration implies motivation, which is to say that it involves the energization of direction of behaviour (Elliot, 1997); inspiration is evoked rather than initiated directly through an act of will or arising without apparent cause; and inspiration involves transcendence of the ordinary preoccupations or imitations of human agency (Thrash, 2003).* Recent literature regarding inspirational travel recommendations is hard to find. In this study an inspirational travel recommendation is defined as *a recommendation that is, at some points, different from the needs and personal specific travel plan of the traveller.* This study assumed that there are four different levels of inspirational recommendations; they vary from small changes (less unusual: e.g. two additional days to the original travel length) to major changes (more unusual: e.g. another activity than the original travel plan) in the personal specific travel plan.

In the empirical part of this thesis three regression analyses were conducted. The first regression model relates exclusively to the first part of the conceptual model. It describes the relationship between inspirational travel recommendations and how consumers derive inspiration from these recommendations with age and original

travel aim as interaction variables. The first regression model shows significant evidence that the inspiration initially increases before decreases as the change-level of an inspirational travel recommendation becomes 'higher'. This can be named as an inverted U-shaped relationship between inspiration and the level of inspirational travel recommendation. Based upon these empirical findings the first hypothesis is supported. The second hypothesis describes that age has an effect on how consumers derive inspiration from inspirational travel recommendations. The first regression model shows no evidence to conclude that age actually has an effect on inspiration. The third hypothesis formulates the relationship between the travel aim of a consumer and how this consumer derives inspiration from inspirational travel recommendations. Regression model one did not support this hypothesis. The second regression model relates to the relationship between how consumers derive inspiration from inspirational travel recommendations and how consumers value such recommendations (hypothesis four). The results of this second model show a significant relationship: the more inspiration consumers derive from an inspirational travel recommendation, the more they will value this recommendation positive. Based on the empirical findings of the second regression model the fourth hypothesis can be accepted. The last and third regression model relates to the relationship between how consumers value inspirational travel recommendations and the purchase intention (fifth hypothesis). This model finds enough support to conclude that the more positive a consumer values an inspirational travel recommendation the higher the purchase intention derived from this particular recommendation is. So based on the empirical findings of the third regression model also the fifth hypothesis can be accepted.

The findings of this study provide implications for travel agents marketers. Each online travel agent and marketer who uses a recommendation system on their website need to understand the underlying factors that affect the decision-making process during the travel-planning phase. These marketers have to keep in mind that travel agent' recommendations could influence travellers in their choice behaviour in the selection of the travel products and services; recommending a (inspirational) travel option that is inspirable and valuable for the consumer and finally more profitable for the travel agent could gain more profit per consumer.

Nowadays online travel agents, such as Arke.nl, ask the consumer their personal specific needs, before the travel agent recommends a list of available travel options. Based on the findings of this study, professional online travel agents could implement the idea of inspirational travel recommendations, to inspire their consumers (independent of their age and original travel aim) to book a 'different' holiday than the consumers originally had in mind. The optimal inspirational travel recommendation should not be too small or rigorous, because this study found that consumers derive less inspiration from small- and major change-level recommendations. Travellers will get inspired more by moderate change-level recommendations. These recommendations will also be valued more positive and will lead to a higher purchase intention. These inspirational recommendations could gain more profit per consumer because they could be more profitable than the original (personal) travel plan (more expensive accommodation and more expensive destination). Besides, the increased satisfaction or loyalty derived from these inspirational recommendations could also lead to repeat purchases.

5.2. Limitations and direction for future research

In conclusion the study provides interesting insight on how consumers value and derive inspiration from inspirational travel recommendations. But to draw more reliable conclusions the sample should be extend with a more diverse and larger sample population. Perhaps then, a significant relationship between age and inspiration (hypothesis 2) and travel aim and inspiration (hypothesis 3) could be found. Besides the first direction of future research, this master thesis applied four different levels of inspirational travel recommendations as reasonable representations of the related literature about inspirational travel recommendations. Therefore, a suggestion for future research is to investigate what kinds of inspirational travel recommendation really exist. And more important, what is the effect of these different kinds of recommendation levels on inspiration, valuation and purchase intention. Another limitation of the results of this thesis could be that the results are only applicable on Dutch consumers/travellers because only Dutch consumers are interviewed. For future research it is interesting to investigate if the results regarding inspirational travel recommendations differ among countries.

The findings related to the purchase intention could be extended by further studies on the relationship between inspirational travel recommendations and actual purchase behaviour. Especially the effect of different kind of inspirational travel recommendations on the actual purchase behaviour is useful to emphasize.

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inspirational travel recommendations

APPENDIX

Appendix 1 - Data characteristics

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jonger dan 26 jaar	37	33,0	33,0	33,0
	26 jaar t/m 35 jaar	29	25,9	25,9	58,9
	36 jaar t/m 45 jaar	20	17,9	17,9	76,8
	46 jaar t/m 55 jaar	17	15,2	15,2	92,0
	Ouder dan 55 jaar	9	8,0	8,0	100,0
	Total	112	100,0	100,0	

Descriptive statistics – age

Travel_plan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Culturele vakantie	16	14,3	14,3	14,3
	Actieve vakantie	17	15,2	15,2	29,5
	Zon vakantie	49	43,8	43,8	73,2
	Feest vakantie	6	5,4	5,4	78,6
	Natuur vakantie	14	12,5	12,5	91,1
	Stedentrip	10	8,9	8,9	100,0
	Total	112	100,0	100,0	

Descriptive statistics – travel plan

Statistics

		Purchase_L1	Purchase_L2	Purchase_L3	Purchase_L4
N	Valid	112	112	112	112
	Missing	0	0	0	0
	Mean	4,12	3,12	2,61	1,71

Descriptive statistics – mean purchase intention

Statistics

		Value_1_L1	Value_1_L2	Value_1_L3	Value_1_L4
N	Valid	112	112	112	112
	Missing	0	0	0	0
	Mean	5,19	4,14	3,38	1,99

Descriptive statistics – mean valuation

Appendix 2 - Factor Analysis and Cronbach Alpha Level 1

Rotated Component Matrix[a]

	Component		
	1	2	3
Value_3_L1			,932
Inspiration_1_L1		,807	,350
Inspiration_3_L1		,921	
Unusual_1_L1	,836		,357
Unusual_2_L1	,947		

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Factor analysis small change-level

Reliability Statistics

Cronbach's Alpha	N of Items
,819	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Unusual_1_L1	4,23	3,513	,700	.[a]
Unusual_2_L1	4,61	2,655	,700	.

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Cronbach's Alpha – construct unusual, small change-level

Reliability Statistics

Cronbach's Alpha	N of Items
,780	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Inspiration_1_L1	3,99	2,730	,641	.[a]
Inspiration_3_L1	3,91	2,424	,641	.

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Cronbach's Alpha – construct inspiration, small change-level

Appendix 3 - Factor Analysis and Cronbach Alpha Level 2

Rotated Component Matrix[a]

	Component		
	1	2	3
Value_3_L2			,950
Inspiration_1_L2	,865	,337	
Inspiration_3_L2	,917		
Unusual_1_L2		,845	
Unusual_2_L2		,901	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Factor analysis moderate 1 change-level

Reliability Statistics

Cronbach's Alpha	N of Items
,831	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Unusual_1_L2	3,66	2,316	,711	.[a]
Unusual_2_L2	3,71	2,390	,711	.

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Cronbach's Alpha – construct unusual, moderate 1 change-level

Reliability Statistics

Cronbach's Alpha	N of Items
,933	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Inspiration_1_L2	3,48	2,468	,874	.[a]
Inspiration_3_L2	3,54	2,377	,874	.

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Cronbach's Alpha – construct inspiration, moderate 1 change-level

Appendix 4 - Factor Analysis and Cronbach Alpha Level 3

Rotated Component Matrix[a]

	Component		
	1	2	3
Value_3_L3			,970
Inspiration_1_L3	,917		
Inspiration_3_L3	,927		
Unusual_1_L3		,888	
Unusual_2_L3		,869	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Factor analysis moderate 2 change-level

Reliability Statistics

Cronbach's Alpha	N of Items
,835	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Unusual_1_L3	2,92	2,471	,717	.[a]
Unusual_2_L3	2,90	2,360	,717	.

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Cronbach's Alpha – construct unusual, moderate 2 change-level

Reliability Statistics

Cronbach's Alpha	N of Items
,919	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Inspiration_1_L3	3,49	2,721	,851	.[a]
Inspiration_3_L3	3,00	2,450	,851	.

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Cronbach's Alpha – construct inspiration, moderate 2 change-level

Appendix 5 - Factor Analysis and Cronbach Alpha Level 4

Rotated Component Matrix[a]

	Component		
	1	2	3
Value_3_L4			,980
Inspiration_1_L4	,915		
Inspiration_3_L4	,893		
Unusual_1_L4	,329	,796	
Unusual_2_L4		,901	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Factor analysis major change-level

Reliability Statistics

Cronbach's Alpha	N of Items
,796	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Unusual_1_L4	2,12	2,038	,666	.[a]
Unusual_2_L4	1,96	1,602	,666	.

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Cronbach's Alpha – construct unusual, major change-level

Reliability Statistics

Cronbach's Alpha	N of Items
,882	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Inspiration_1_L4	2,46	2,502	,797	.[a]
Inspiration_3_L4	2,07	1,869	,797	.

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Cronbach's Alpha – construct inspiration, major change-level

Appendix 6 - Regression analysis hypothesis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,420	1,046		-,401	,689
	TRAVELxUNUSUAL_ OVERALL	-,085	,181	-,142	-,469	,640
	AGExUNUSUAL_OVERALL	,057	,082	,259	,696	,488
	UNUSUAL_OVERALL	1,922	,512	1,741	3,756	,000
	UNUSUAL_SQUARED_ OVERALL	-,222	,065	-1,358	-3,403	,001
	Recode_travel_plan	,136	,616	,065	,221	,826
	Age	-,173	,273	-,214	-,635	,527

a. Dependent Variable: INSPIRATION_OVERALL

Linear regression model – hypothesis 1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,453	,313		4,637	,000
	UNUSUAL_L1_L2	,324	,066	,416	4,904	,000
	VERY_UNUSUAL_L3_L4	,192	,081	,202	2,378	,019

a. Dependent Variable: INSPIRATION_OVERALL

Additional linear regression model – hypothesis 1

Appendix 7 - Regression analysis hypothesis 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,420	1,046		-,401	,689
	TRAVELxUNUSUAL_OVERALL	-,085	,181	-,142	-,469	,640
	AGExUNUSUAL_OVERALL	,057	,082	,259	,696	,488
	UNUSUAL_OVERALL	1,922	,512	1,741	3,756	,000
	UNUSUAL_SQUARED_OVERALL	-,222	,065	-1,358	-3,403	,001
	Recode_travel_plan	,136	,616	,065	,221	,826
	Age	-,173	,273	-,214	-,635	,527

a. Dependent Variable: INSPIRATION_OVERALL

Linear regression model – hypothesis 2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,391	1,053		-,371	,711
	UNUSUAL_AGE_2	,026	,041	,180	,642	,522
	VERYUNUSUAL_AGE_2	,046	,056	,151	,807	,421
	TRAVELxUNUSUAL_OVERALL	-,062	,189	-,104	-,330	,742
	UNUSUAL_OVERALL	1,923	,514	1,742	3,743	,000
	UNUSUAL_SQUARED_OVERALL	-,227	,066	-1,388	-3,416	,001
	Recode_travel_plan	,076	,633	,036	,120	,905
	Age	-,198	,279	-,245	-,709	,480

a. Dependent Variable: INSPIRATION_OVERALL   ION_OVERALL

Additional linear regression model – hypothesis 2

Appendix 8 - Regression analysis hypothesis 3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,420	1,046		-,401	,689
	TRAVELxUNUSUAL_ OVERALL	-,085	,181	-,142	-,469	,640
	AGExUNUSUAL_OVERALL	,057	,082	,259	,696	,488
	UNUSUAL_OVERALL	1,922	,512	1,741	3,756	,000
	UNUSUAL_SQUARED_ OVERALL	-,222	,065	-1,358	-3,403	,001
	Recode_travel_plan	,136	,616	,065	,221	,826
	Age	-,173	,273	-,214	-,635	,527

a. Dependent Variable: INSPIRATION_OVERALL

Linear regression model – hypothesis 3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,988	,761		-1,298	,197
	UNUSUAL_OVERALL	2,137	,443	1,936	4,820	,000
	UNUSUAL_SQUARED_ OVERALL	-,235	,065	-1,437	-3,589	,001
	Recode_travel_plan	,202	,609	,096	,332	,740
	Age	,017	,070	,021	,239	,812
	VERYUNUSUAL_TRAVEL_ 2	-,020	,145	-,026	-,141	,888
	UNUSUAL_TRAVEL_1	-,068	,107	-,151	-,634	,527

a. Dependent Variable: INSPIRATION_OVERALL

Additional linear regression model – hypothesis 3

Appendix 9 - Regression analysis hypothesis 4

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,209	,328		9,783	,000
	INSPIRATION_OVERALL	,340	,096	,319	3,536	,001

a. Dependent Variable: VALUE_OVERALL

Linear regression model – hypothesis 4

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,062	,398		7,699	,000
	INSPIRATION_OVERALL	,305	,111	,286	2,758	,007
	UNUSUAL_OVERALL	,080	,122	,068	,660	,511

a. Dependent Variable: VALUE_OVERALL

Linear regression model, moderate effect 1 – hypothesis 4

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,515	,373		9,427	,000
	UNUSUAL_OVERALL	,244	,110	,208	2,229	,028

a. Dependent Variable: VALUE_OVERALL

Linear regression model, moderate effect 2 – hypothesis 4

Appendix 10 - Regression analysis hypothesis 5

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,766	,362		4,876	,000
	VALUE_OVERALL	,261	,081	,293	3,213	,002

a. Dependent Variable: PURCHASE_OVERALL

Linear regression model – hypothesis 5

Appendix 11 – Questionnaire Dutch

Stel dat u bij het boeken van uw vakantie een aanbeveling krijgt van uw reisorganisatie om uw reis met 2 dagen te verlengen ten opzichte van uw originele vakantieplan.

1.	In welke leeftijdscategorie valt u?
	○ Jonger dan 26 jaar ○ 26 jaar t/m 35 jaar ○ 36 jaar t/m 45 jaar ○ 46 jaar t/m 55 jaar ○ Ouder dan 55 jaar

2.	Binnen welk van de onderstaande categorieën valt uw eerstvolgende reis/vakantie?
	○ Culturele vakantie ○ Actieve vakantie ○ Zon vakantie ○ Feest vakantie ○ Natuur vakantie ○ Stedentrip ○ Anders, nl [ ]

3.		helemaal niet						helemaal wel
	In hoeverre kunt u de bovenstaande aanbeveling van uw reisorganisatie waarderen?	○	○	○	○	○	○	○

4.								
		zeer mee oneens						zeer mee eens
	Stelling: Deze aanbeveling zou ik zelf ook overwegen tijdens het plannen van mijn vakantie.	○	○	○	○	○	○	○
	Stelling: Deze aanbeveling enthousiasmeert mij om meer over mijn vakantieplannen na te denken.	○	○	○	○	○	○	○
	Stelling: Deze aanbeveling bevalt mij!	○	○	○	○	○	○	○

5.								
		zeer ongebruikelijk						zeer gebruikelijk
	Hoe ongebruikelijk vindt u deze aanbeveling?	○	○	○	○	○	○	○

6.								
		totaal niet geïnspireerd						volledig geïnspireerd
	In hoeverre raakt u door deze aanbeveling geïnspireerd om uw vakantie hierop aan te passen?	○	○	○	○	○	○	○

7.								
		zeer mee oneens						zeer mee eens
	Stelling: Ik stel deze aanbeveling niet op prijs.	○	○	○	○	○	○	○

8.								
		zeer onverwacht						zeer verwacht
	Hoe onverwacht vindt u deze aanbeveling?	○	○	○	○	○	○	○

9.								
		zeer mee oneens						zeer mee eens
	Door deze aanbeveling krijg ik nieuwe ideeën voor mijn vakantie.	○	○	○	○	○	○	○

10.								
		zeer klein						zeer groot
	Hoe groot is de kans dat u uw vakantie daadwerkelijk met twee dagen verlengt?	○	○	○	○	○	○	○

Stel dat u bij het boeken van uw vakantie een aanbeveling krijgt van uw reisorganisatie om uw accommodatie te upgraden ten opzichte van uw originele vakantieplan. (bijv. van camping naar motel, motel naar hotel):

11.								
		helemaal niet						helemaal wel
	In hoeverre kunt u de bovenstaande aanbeveling van uw reisorganisatie waarderen?	○	○	○	○	○	○	○

12.								
		zeer mee oneens						zeer mee eens
	Stelling: Deze aanbeveling zou ik zelf ook overwegen tijdens het plannen van mijn vakantie.	○	○	○	○	○	○	○
	Stelling: Deze aanbeveling enthousiasmeert mij om meer over mijn vakantieplannen na te denken.	○	○	○	○	○	○	○
	Stelling: Deze aanbeveling bevalt mij!	○	○	○	○	○	○	○

13.	
Hoe ongebruikelijk vindt u deze aanbeveling?	zeer ongebruikelijk ○ ○ ○ ○ ○ ○ ○ zeer gebruikelijk

14.	
In hoeverre raakt u door deze aanbeveling geïnspireerd om uw vakantie hierop aan te passen?	totaal niet geïnspireerd ○ ○ ○ ○ ○ ○ ○ volledig geïnspireerd

15.	
Stelling: Ik stel deze aanbeveling niet op prijs.	zeer mee oneens ○ ○ ○ ○ ○ ○ ○ zeer mee eens

16.	
Hoe onverwacht vindt u deze aanbeveling?	zeer onverwacht ○ ○ ○ ○ ○ ○ ○ zeer verwacht

17.	
Door deze aanbeveling krijg ik nieuwe ideeën voor mijn vakantie.	zeer mee oneens ○ ○ ○ ○ ○ ○ ○ zee mee eens

18.	
Hoe groot is de kans dat u uw accomodatie daadwerkelijk aanpast?	zeer klein ○ ○ ○ ○ ○ ○ ○ zeer groot

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Stel dat u bij het boeken van uw vakantie een aanbeveling krijgt van uw reisorganisatie om uw bestemming te veranderen naar een vergelijkbaar alternatief ten opzichte van uw originele vakantieplan. (Thailand -> Indonesie of Spanje -> Griekenland)

19.

In hoeverre kunt u de bovenstaande aanbeveling van uw reisorganisatie waarderen?

helemaal niet   ○ ○ ○ ○ ○ ○ ○   helemaal wel

20.

Stelling: Deze aanbeveling zou ik zelf ook overwegen tijdens het plannen van mijn vakantie.

zeer mee oneens   ○ ○ ○ ○ ○ ○ ○   zeer mee eens

Stelling: Deze aanbeveling enthousiasmeert mij om meer over mijn vakantieplannen na te denken.

○ ○ ○ ○ ○ ○ ○

Stelling: Deze aanbeveling bevalt mij!

○ ○ ○ ○ ○ ○ ○

21.

Hoe ongebruikelijk vindt u deze aanbeveling?

zeer ongebruikelijk   ○ ○ ○ ○ ○ ○ ○   zeer gebruikelijk

22.

In hoeverre raakt u door deze aanbeveling geïnspireerd om uw vakantie hierop aan te passen?

totaal niet geïnspireerd   ○ ○ ○ ○ ○ ○ ○   volledig geïnspireerd

23.	
	Stelling: Ik stel deze aanbeveling niet op prijs.

zeer mee oneens   zeer mee eens
○ ○ ○ ○ ○ ○ ○

24.	
	Hoe onverwacht vindt u deze aanbeveling?

zeer onverwacht   zeer verwacht
○ ○ ○ ○ ○ ○ ○

25.	
	Door deze aanbeveling krijg ik nieuwe ideeën voor mijn vakantieplannen.

zeer mee oneens   zeer mee eens
○ ○ ○ ○ ○ ○ ○

26.	
	Hoe groot is de kans dat u uw bestemming daadwerkelijk verandert?

zeer klein   zeer groot
○ ○ ○ ○ ○ ○ ○

Stel dat u bij het boeken van uw vakantie een aanbeveling krijgt van uw reisorganisatie om een ander soort vakantie te boeken ten opzichte van uw originele vakantieplan. (bijv. cultureel i.p.v. strand)

27.	
	In hoeverre kunt u de bovenstaande aanbeveling van uw reisorganisatie waarderen?

helemaal niet   helemaal wel
○ ○ ○ ○ ○ ○ ○

28.	

	zeer mee oneens						zeer mee eens
Stelling: Deze aanbeveling zou ik zelf ook overwegen tijdens het plannen van mijn vakantie.	○	○	○	○	○	○	○
Stelling: Deze aanbeveling enthousiasmeert mij om meer over mijn vakantieplannen na te denken.	○	○	○	○	○	○	○
Stelling: Deze aanbeveling bevalt mij!	○	○	○	○	○	○	○

29.	

	zeer ongebruikelijk						zeer gebruikelijk
Hoe ongebruikelijk vindt u deze aanbeveling?	○	○	○	○	○	○	○

30.	

	totaal niet geïnspireerd						volledig geïnspireerd
In hoeverre raakt u door deze aanbeveling geïnspireerd om uw vakantie hierop aan te passen?	○	○	○	○	○	○	○

31.	

	zeer mee oneens						zeer mee eens
Stelling: Ik stel deze aanbeveling niet op prijs.	○	○	○	○	○	○	○

32.	

	zeer onverwacht						zeer verwacht
Hoe onverwacht vindt u deze aanbeveling?	○	○	○	○	○	○	○

33.	

	zeer mee oneens						zeer mee eens
Door deze aanbeveling krijg ik nieuwe ideeën voor mijn vakantie.	○	○	○	○	○	○	○

34.	

	zeer klein						zeer groot
Hoe groot is de kans dat u uw vakantie daadwerkelijk aanpast?	○	○	○	○	○	○	○

Appendix 12 - Questionnaire English

1.   What is your age?

        (1) Younger than 26 years

        (2) 26 to 35 years

        (3) 36 to 45 years

        (4) 46 to 55 years

        (5) Older than 55 years

2.   What is your next holiday?

        (1) Cultural holiday

        (2) Active holiday

        (3) Beach holiday

        (4) Party holiday

        (5) Nature holiday

        (6) City trip

        (7) Other: ………….

Suppose; when you would like to book a holiday the travel agents recommends an

additional two days compared to you original personal travel plan.

3.   How do you appreciate this recommendation?

        (1) Extremely strongly

        (2) Strongly

(3) Appreciate

(4) Neither appreciate nor not appreciate

(5) Not appreciate

(6) Strongly not

(7) Extremely strongly not

4a.   I would consider this recommendation during my own travel planning as well

4b.   This recommendation inspires me to rethink my personal travel plan!

4c.   I like this recommendation!

(1) Extremely strongly disagree

(2) Strongly disagree

(3) Disagree

(4) Neither agree nor disagree

(5) Agree

(6) Strongly agree

(7) Extremely strongly agree

5.   How unusual is this recommendation for you?

(1) Extremely unusual

(2) Strongly unusual

(3) Unusual

(4) Neither unusual nor usual

(5) Usual

(6) Strongly Usual

(7) Extremely usual

6. How inspirational is this recommendation for you, in order to change your personal travel plan?

(1) Extremely strongly not inspirational

(2) Strongly not inspirational

(3) Not inspirational

(4) Neither not inspirational nor inspirational

(5) Inspirational

(6) Strongly inspirational

(7) Extremely strongly inspirational

7. I do not appreciate this recommendation

(1) Extremely strongly disagree

(2) Strongly disagree

(3) Disagree

(4) Neither agree nor disagree

(5) Agree

(6) Strongly agree

(7) Extremely strongly agree

8.   How unexpected is this recommendation?

(1) Extremely strongly unexpected

(2) Strongly unexpected

(3) Unexpected

(4) Neither unexpected nor expected

(5) Expected

(6) Strongly expected

(7) Extremely strongly expected

9.   This recommendation leads to new ideas for my holiday

(1) Extremely strongly disagree

(2) Strongly disagree

(3) Disagree

(4) Neither agree nor disagree

(5) Agree

(6) Strongly agree

(7) Extremely strongly agree

10. How likely is it that you change your personal travel plan with an additional

two days?

(1) Extremely likely

(2) Strongly likely

(3) Likely

(4) Neither likely nor not likely

(5) Not likely

(6) Strongly not likely

(7) Extremely not likely

Suppose; when you would like to book a holiday the travel agents recommends an upgrade of you accommodation compared to you original personal travel plan.

11.   How do you appreciate this recommendation?

(1) Extremely strongly

(2) Strongly

(3) Appreciate

(4) Neither appreciate nor not appreciate

(5) Not appreciate

(6) Strongly not

(7) Extremely strongly not

12a.   I would consider this recommendation during my own travel planning as well

12b.   This recommendation inspires me to rethink my personal travel plan!

12c.   I like this recommendation!

(1) Extremely strongly disagree

(2) Strongly disagree

(3) Disagree

(4) Neither agree nor disagree

(5) Agree

(6) Strongly agree

(7) Extremely strongly agree

13.   How unusual is this recommendation for you?

(1) Extremely unusual

(2) Strongly unusual

(3) Unusual

(4) Neither unusual nor usual

(5) Usual

(6) Strongly Usual

(7) Extremely usual

14.   How inspirational is this recommendation for you, in order to change your

personal travel plan?

(1) Extremely strongly not inspirational

(2) Strongly not inspirational

(3) Not inspirational

(4) Neither not inspirational nor inspirational

(5) Inspirational

(6) Strongly inspirational

(7) Extremely strongly inspirational

15. I do not appreciate this recommendation

(1) Extremely strongly disagree

(2) Strongly disagree

(3) Disagree

(4) Neither agree nor disagree

(5) Agree

(6) Strongly agree

(7) Extremely strongly agree

16. How unexpected is this recommendation?

(1) Extremely strongly unexpected

(2) Strongly unexpected

(3) Unexpected

(4) Neither unexpected nor expected

(5) Expected

(6) Strongly expected

(7) Extremely strongly expected

17. This recommendation leads to new ideas for my holiday

(1) Extremely strongly disagree

(2) Strongly disagree

(3) Disagree

(4) Neither agree nor disagree

(5) Agree

(6) Strongly agree

(7) Extremely strongly agree

18.   How likely is it that you change your personal travel plan with an upgrade of you accommodation?

(1) Extremely likely

(2) Strongly likely

(3) Likely

(4) Neither likely nor not likely

(5) Not likely

(6) Strongly not likely

(7) Extremely not likely

Suppose; when you would like to book a holiday the travel agents recommends to change you destination with a comparable alternative compared to you original personal travel plan.

19.   How do you appreciate this recommendation?

(1) Extremely strongly

(2) Strongly

(3) Appreciate

(4) Neither appreciate nor not appreciate

(5) Not appreciate

(6) Strongly not

(7) Extremely strongly not

20a. I would consider this recommendation during my own travel planning as well

20b. This recommendation inspires me to rethink my personal travel plan!

20c. I like this recommendation!

(1) Extremely strongly disagree

(2) Strongly disagree

(3) Disagree

(4) Neither agree nor disagree

(5) Agree

(6) Strongly agree

(7) Extremely strongly agree

21. How unusual is this recommendation for you?

(1) Extremely unusual

(2) Strongly unusual

(3) Unusual

(4) Neither unusual nor usual

(5) Usual

(6) Strongly Usual

(7) Extremely usual

22. How inspirational is this recommendation for you, in order to change your

personal travel plan?

(1) Extremely strongly not inspirational

(2) Strongly not inspirational

(3) Not inspirational

(4) Neither not inspirational nor inspirational

(5) Inspirational

(6) Strongly inspirational

(7) Extremely strongly inspirational

23. I do not appreciate this recommendation

(1) Extremely strongly disagree

(2) Strongly disagree

(3) Disagree

(4) Neither agree nor disagree

(5) Agree

(6) Strongly agree

(7) Extremely strongly agree

24.   How unexpected is this recommendation?

(1) Extremely strongly unexpected

(2) Strongly unexpected

(3) Unexpected

(4) Neither unexpected nor expected

(5) Expected

(6) Strongly expected

(7) Extremely strongly expected

25.   This recommendation leads to new ideas for my holiday

(1) Extremely strongly disagree

(2) Strongly disagree

(3) Disagree

(4) Neither agree nor disagree

(5) Agree

(6) Strongly agree

(7) Extremely strongly agree

26.   How likely is it that you change your destination with a comparable

alternative?

(1) Extremely likely

(2) Strongly likely

(3) Likely

(4) Neither likely nor not likely

(5) Not likely

(6) Strongly not likely

(7) Extremely not likely

Suppose; when you would like to book a holiday the travel agents recommends to change you travel plan compared to you original personal travel plan (cultural – beach).

27.   How do you appreciate this recommendation?

(1) Extremely strongly

(2) Strongly

(3) Appreciate

(4) Neither appreciate nor not appreciate

(5) Not appreciate

(6) Strongly not

(7) Extremely strongly not

28a.   I would consider this recommendation during my own travel planning as well

28b.   This recommendation inspires me to rethink my personal travel plan!

28c.   I like this recommendation!

(1) Extremely strongly disagree

(2) Strongly disagree

(3) Disagree

(4) Neither agree nor disagree

(5) Agree

(6) Strongly agree

(7) Extremely strongly agree

29. How unusual is this recommendation for you?

(1) Extremely unusual

(2) Strongly unusual

(3) Unusual

(4) Neither unusual nor usual

(5) Usual

(6) Strongly Usual

(7) Extremely usual

30. How inspirational is this recommendation for you, in order to change your

personal travel plan?

(1) Extremely strongly not inspirational

(2) Strongly not inspirational

(3) Not inspirational

(4) Neither not inspirational nor inspirational

(5) Inspirational

(6) Strongly inspirational

(7) Extremely strongly inspirational

31.   I do not appreciate this recommendation

(1) Extremely strongly disagree

(2) Strongly disagree

(3) Disagree

(4) Neither agree nor disagree

(5) Agree

(6) Strongly agree

(7) Extremely strongly agree

32.   How unexpected is this recommendation?

(1) Extremely strongly unexpected

(2) Strongly unexpected

(3) Unexpected

(4) Neither unexpected nor expected

(5) Expected

(6) Strongly expected

(7) Extremely strongly expected

33.   This recommendation leads to new ideas for my holiday

(1) Extremely strongly disagree

(2) Strongly disagree

(3) Disagree

(4) Neither agree nor disagree

(5) Agree

(6) Strongly agree

(7) Extremely strongly agree

34.   How likely is it that you change your original travel plan?

(1) Extremely likely

(2) Strongly likely

(3) Likely

(4) Neither likely nor not likely

(5) Not likely

(6) Strongly not likely

(7) Extremely not likely