Urban and rural holiday behavior

A case study between the urban area of Rotterdam and the rural area of Salland.

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Summary

Aim of this research is to compare the urban with the rural based on holiday behavior. The main research question is: "To which degree is there a difference between choice in holiday destinations and behaviour between people from the rural/urban area and what are the causes?". The holiday behavior is shaped from the everyday life: the living environment and the daily activities. It is examined in how far daily life practices have its impact on certain elements in a desired holiday destination. These daily activities consist of work, sporting activities and time spent in nature (e.g. nature area/park). It is also examined if preferred holiday elements, frequency, location preferences, transport, accommodation and company differ (significantly) between urban and rural residents. 55 questionnaires were taken in Rotterdam (urban) and 54 questionnaires are taken in villages within the Salland region (rural). Different tests are used showing that the mentioned daily activities do not differ (significantly) between the urban and rural. The living environment does however, show that urban respondents have a higher tendency to escape the everyday life than rural respondents. Thereby, urban respondents have a higher holiday frequency than rural respondents. Urban respondents value culture in a holiday destination higher than rural respondents; rural respondents value recreational activities on holiday higher than urban respondents. No significant results were found based on landscape elements. The availability of water is the most important environmental aspect in a desired holiday location for both groups. Furthermore, urban respondents want to travel more often to places outside Europe than rural respondents, thereby using the airplane more often. Rural respondents travel more within the Netherlands and Europe than urban respondents, thereby using the car more often. Lastly, urban respondents use hotels more often while rural respondents make more use of campings. Place matters as (holiday) behavioral differences become visible between the urban and the rural.

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1. Introduction

1.1 Background

Tourism has grown to be more relevant in today's society. The world becoming smaller has made tourism more significant with more options to choose from. Different consumers have different needs. Thereby, the need for vacation is relevant every year in the life of a person, for instance to escape everyday life (Lew & Williams, 2012). Dutch vacationers belong to the most active holiday seekers in Europe and in the world. In 2003, 82% of the total population in the Netherlands took a long vacation or a short break (Bargeman & Van Der Poel, 2006).

In analyzing holiday behavior, less attention is paid to the spatial aspect as a determinant however. The spatial aspect may become significant as the living environment steers human behavior, in this case preferences for holiday behavior. Literature, for instance, suggests that people living in urban and less green spaces more often go on holiday than people living in rural areas (Sijtsma et al., 2012). This research will have a focus on the spatial aspect concerning holiday behavior. The spatial aspect being the urban/rural division.

In another perspective, much attention is paid to urban-rural differences stressing aspects such as physical activity, community and stress and depression (Sorensen, 2014; Regis et al., 2016). Such aspects may have its influence on holiday choice. Less attention is paid to the possible effect of the living environment on holiday decision making. The research will focus on different aspects that could uncover the urban/rural divide in terms of holiday behavior. Weekly activities in terms of paid working hours, physical activity and time spent in nature may reflect in certain holiday interests and/or significant lifestyle differences between the urban and rural. Holiday interests such as the need (or not) for culture, nature, performing sporting activities, having recreational activities, being adventurous and/or a warm and sunny location, are aspects that function as possible pull factors that may differ for urban and rural people. Landscape elements such as forest, beach, water, nearby cities and/or mountains are more physical aspects that function as possible pull factors that may differ for urban and rural people. The holiday behavior itself will be analysed too, zooming in on several aspects. Holiday behavior is based on the annual frequency of going on holiday, the return (or not) to a specific location, the preferred location choice, the type of transport, the type of accommodation and the type of company. Examining behavioral differences between people living in the rural and urban areas may reveal that the spatial aspect has influence in the way people choose for a way to relax and escape the everyday live.

By exploring holiday behavior via this research, insights are created for local and national governments that could help to (further) establish (local) environments that may attract more tourists. The preferences of urban and rural tourists are discussed which can be useful for local governments in focussing on specific services concerning local land use that can meet the holiday needs of the urban

and/or rural residents. This research may be helpful for national tourism agencies too, as rural and urban residents interests in certain holidays can be taken into account in developing policy and planning strategies (Edgell et al., 2008).

1.2 Research Problem.

To guideline the research, several secondary questions are drawn up that help to answer our central question: "To which degree is there a difference between choice in holiday destinations and behavior between people from the rural/urban area and what are the causes?"

Our secondary questions are:

- Is there a difference in lifestyle between rural and urban residents, regarding to weekly working hours, physical activity and time spent in nature? If so, does this difference impacts on holidays choice and holiday behavior?
- What are in general the aspects that affect the attractiveness of a holiday destination and is there any difference in how these general aspects are valued by urban and rural residents? (motivations)
- Is there a significant difference in frequency of holidays of residents between the rural and urban?
- Is there a difference in the way rural and urban residents travel to and stay on a holiday location? (location preference, transport, accommodation and company)

1.3 Structure

Existing literature helps setting up the hypotheses on which test outcomes will be based up on. The conceptual model gives an overview of the theoretical framework afterwards. In chapter 3, the methodology is being discussed, stressing the research method and data analysis. Chapter 4 presents the results, chapter 5 brings the conclusion of the research and chapter 6 brings some critical observations and discusses further research recommendations. In several chapters, a same structure (urban and rural daily life – motivations – frequency - location preference, transport, accommodation and company) is being used to improve the readability of the article, thus clarifying the research.

2. Theoretical framework

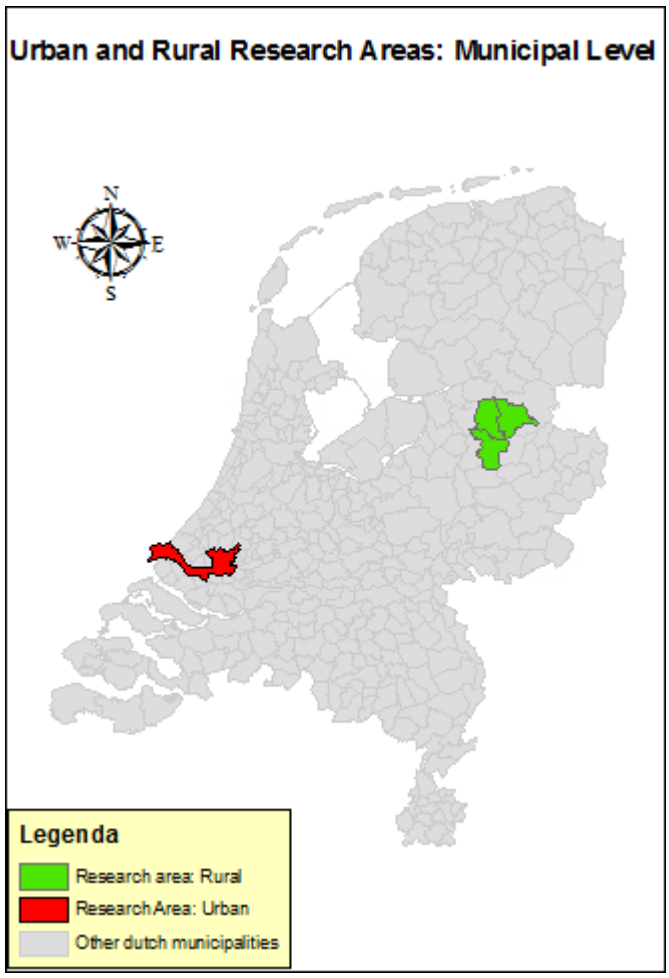
2.1 Defining the urban and rural

According to CBS (2007), the urban/rural areas are visible based on the surrounding address density per square kilometer. Extremely urbanized until non urbanized are classified as follows:

- Extremely urbanized areas have 2500 surrounding addresses per square kilometer or more.
- Strongly urbanized areas have between 2000 and 2500 surrounding addresses per square kilometer.
- Moderately urbanized areas have between 1500 and 2000 surrounding addresses per square kilometer.

- Hardly urbanized areas have between 1000 and 1500 surrounding addresses per square kilometer.
- Non urbanized areas have between 500 and 1000 surrounding addresses per square kilometer.

This information is visualized via the municipality map of the Netherlands (figure 2). Based on this map, another map (figure 1) is made using GIS, showing the urban and rural research areas.



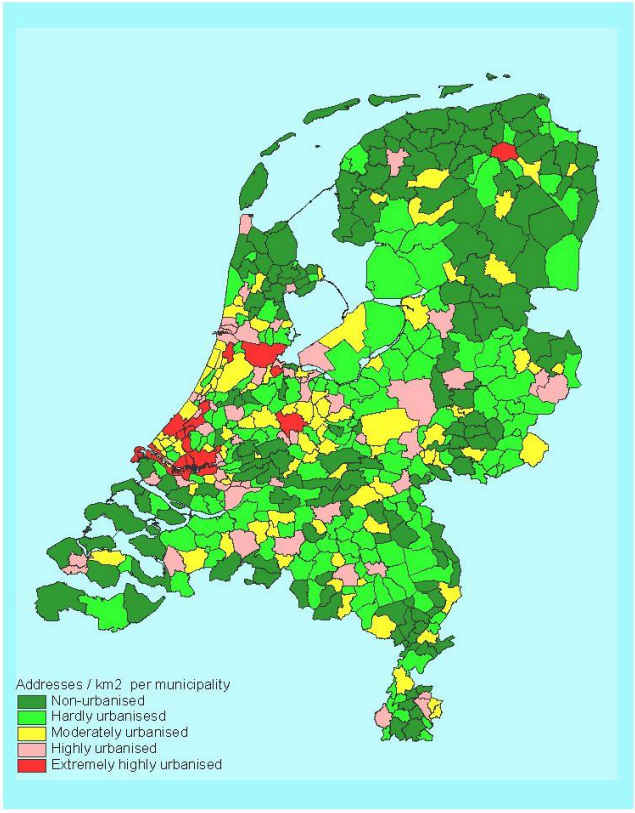


Figure 1 and 2. Figure 1 showing the research areas. Figure 2 showing the municipalities in degree of urbanization where red represents "extremely highly urbanized" until bright green which represents "non-urbanized".

2.2 The Urban and Rural lifestyle

When classifying an urban/rural divide in lifestyle, the Gemeinschaft vs Gesellschaft theory of Tonnies is often correlated with this subject. Gemeinschaft is often related to a lasting and genuine form of living together which often correlates with the rural while the more urban referred gesellschaft implies an artificial connection an individual has with another in order to fulfill his/her needs (Day, 2006).

It is often stated that the need for holiday taking is a tool for escaping the everyday life (Williams & Lew, 2013). The research of McCabe (2009) shows that 65% out of the 220 people consider "time

away from daily life and circumstances" to be most important or quite important (the two highest categories out of five) for why holiday is needed. Everydayness is characterized by repetition, habitual practices, obligations and reproduction (Larsen, 2008). Repetition, habitual practices, obligations and reproduction may be correlated with physical activity, work and recreational activities (Teo et al, 2013).

An individual makes choices regarding work, physical activity and other recreational activities that helps to shape its social identity. That identity is demonstrated to others through self-presentational behavior (Green & Jones, 2005). As an example, Green & Jones mention that serious leisure finds it outlet in sport tourism, whilst sport tourism encourages serious leisure. Travel offers a context through which to construct and/or confirm one's (leisure) identity. Brey and Lehto (2007) supports this, stating that the more an individual is involved in a certain activity on a daily basis, the stronger the tendency to practice that certain activity at a (holiday) destination too. The environment also affects the daily life. In cities, human behavior is mainly shaped by the built environment, while the natural environment mainly shapes the human behavior in rural areas (OECD, 2016).

Other research claims rural residents were least likely to meet physical activity recommendations (Parks et al., 2003). Shores & West (2010) conclude that urban park visitors (80.6%) were practicing more physical activities within the park than rural park visitors (44.9%). A study that was conducted in Belgium showed that urban residents were more physically active than rural residents (Van Dyck et al., 2011).

Weeks & Wallace (2008) show that the annual working hours are higher for rural residents than for urban residents. Schucksmith et al. (2007) state that the average number of weekly working hours in rural areas is consistently higher than in urban areas. Based on this literature, several hypotheses are made:

- Hypothesis 1: the choice in holiday reflects certain daily life practices: much sporting in daily life means a preference for holidays including sport activities; much time spending in nature in daily life means a preference for nature in a holiday destination.

- Hypothesis 2: People from the urban have a higher tendency to search for a holiday destination that opposes the everyday life than people living in rural areas

- Hypothesis 3: Annual working hours are higher for rural residents than for urban residents (a); the time spent on physical activity/in nature is the same for rural and urban residents (b).

- Hypothesis 4: More time spent on working means less time spent in nature and on doing sporting activities.

2.3 Motivations

Different concepts could be used from existing literature to discuss the motivations for going on holidays and on destination choice. Based on eight indicators including holidays, the quality of life was found to be higher in the rural areas (OECD, 2008). In 2004, 7% on the rural reported low quality of life while the urban showed 17% (Steenbekkers et al., 2006, in OECD, 2008). The quality of life can translate in push-and pull factors in which push factors represent negative aspects of the living environment and the quality of life. Push factors could be different between the rural-urban.
The article of Sijtsma et al. (2012) mentions that urbanization leads to spatially wider ranging and more recreational and holiday behavior. Green-environment choices are important for urban people in their motivations (pull factors) on why to go on holiday/recreational activities as it opposes aspects of their (grey) everyday life. Thereby, the process of urbanization of society leads to an increasing demand for the countryside as a place of nostalgia to old ways of life and authenticity (Frochot, 2005).
In the article of Wang (2004), push factors are explained as tourist's motivations factors or needs that influence the decision to take a vacation. Pull factors refer to the destination's features that make the tourist choose for a specific destination. Prayag & Ryan (2011) mention that pull factors like "beaches" or "friendly residents" may derive their importance and/or meaning from different sources, thereby suggesting that each visitor may have different motives associated with pull factors.
Dramstad et al. (2006) adds that different kind of landscapes are preferred by different groups of people. The question will be in how far this applies to the concerning urban/rural divide.
Different literature sources make it possible to take into account several aspects and their importance in a specific holiday location. Yiannakis and Gibson (1992) provide insights into tourists motivations to choose a specific holiday destination. Warm and sunny places, culture, adventure, recreation, engaging in sporting activities and being active are factors that come forward in this article.
Based on the articles of Prayag & Ryan (2011) and Wang (2004) several elements of a scenery are taken into account that influence the choice of tourists. These elements include water, mountains, forests and beaches which will be used in the data gathering. Based on these holiday destination elements, several hypotheses are drawn:

- Hypothesis 5: People from the urban prefer different holiday activities and phenomenon than people from the rural due to other needs derived from the everyday life.

- Hypothesis 6: People from the urban prefer different kind of landscape elements – thus different pull factors - than people from the rural due to other needs derived from the everyday life.

2.4 Frequency

People living in (very) grey areas (with less recreational opportunities) spend approximately 20% more holiday nights away than people living in green areas with many recreational opportunities. The payment for more holiday nights away, can be traced to the shortage of green spaces in which the travel destination have to compensate. Moreover, the amount of holiday nights is influenced by the family situation, social class and income. One finding of the study for example, is that respondents over 45 and living in households with no children under the age of 18 spend more nights away than any other created group (Sijtsma, 2012). Barros & Machado (2010) mention that duration seems to be dependent on the family situation as families with children tend to go longer in order to compensate general spending's.
Elgar et al. (2003) conclude that the average mean for stress is higher for urban residents than for rural residents. A holiday also serves as a distraction from the everyday life correlated with stress (McCabe, 2009). To add, Chen et al. (2016) state that more trips have a positive effect on the stress relieve. For hypothesis 8, few literature was available resulting in a hypothesis in which there are no differences between urban and rural areas in returning to specific location.

- Hypothesis 7: People in urban areas have a higher frequency (in going on holiday) than people from the rural since they have less access to nature and higher stress levels thus having a greater need for distraction in the form of a holiday.

- Hypothesis 8: There is no difference in returning to a specific location between people from urban areas and people from rural areas.

Research from McCabe (2009) shows that holiday provides a great tool for spending time with family (76%) and providing meaningful memories for the children (80%).
CBS Statline (2014) states that nearly half of the total 36 million holidays were spent within the Netherlands. Since a lack of literature on this topic, the following hypothesis are drawn:

- Hypothesis 9: There is no difference between urban and rural residents considering preferred travel area (within Netherlands/within Europe/outside Europe)

- Hypothesis 10: There is no difference between urban and rural residents considering the transport mode

- Hypothesis 11: There is no difference between urban and rural residents considering the type of accommodation

- Hypothesis 12: There is no difference between urban and rural residents considering the travel company

2.5 Conceptual model

Source: own creation, based on existing literature.

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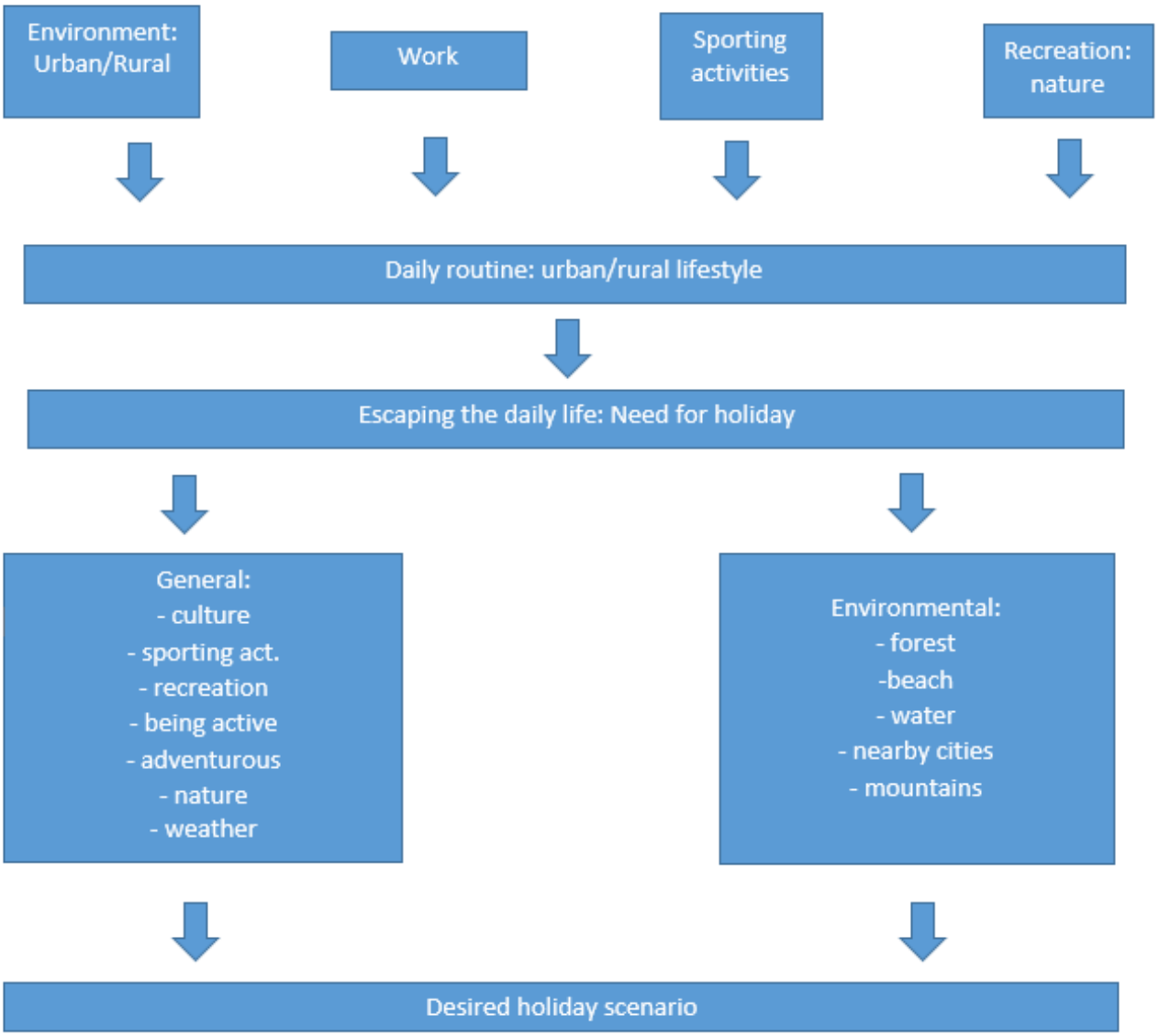

3. Methodology

3.1 Research Method

According to Clifford et al. (2016), "the goal of survey research is to acquire information about characteristics, behaviors and attitudes of a population by administering a standardized questionnaire, or survey, to a sample of individuals" (Clifford et al. 2010, p.77). Questionnaires are thus taken to gather information about general characteristics concerning daily activities and holiday behaviors of urban and rural respondents. A total of 14 questions are used so that the questionnaire only takes a

couple of minutes thus trying to make it as easy as possible for the respondent. Thereby, the Likert scale is used in the survey as this is a quick and easy way to answer questions for the respondent(s). Results of the Likert test can be easily used in several (SPSS) tests too, whereby mean values are possible to create. This is useful for comparing opinions between groups. Open ended questions are used at a minimum to make it easier to answer for the respondent and analyse for data gathering. Rotterdam represents the urban research area as this is an extremely highly urbanized municipality according to figure 2. Questionnaires were taken at Friday during the day. Public locations such as Zuidplein shopping mall, the central station and the Markthal were used to take questionnaires due to the high amount of visitors. Mostly locals were questioned and if the potential respondent appeared to be a tourist, the questionnaire would be cancelled. A tourist that is not from Rotterdam or any other Dutch (urban) place would not be a representative respondent. To represent the rural side, questionnaires were taken in areas that were classified as "non-urban" or "hardly urban" (See figure 1 and 2). As a result, the research was done in the villages of Vilsteren, Lemele and Luttenberg. These are three villages in the area of Salland, Overijssel. Questionnaires were taken in the weekend. Respondents were found by going from door-to-door. This method was applied because it can be hard to find 55 locals on one central location, especially when weather conditions are not favourable.

3.2 Data analysis

For this research, 109 questionnaires are taken: 55 in the urban, 54 in the rural. One respondent in the urban lived in a rural area however which will let to an outcome of 54 urban respondents and 55 rural respondents. Most respondents are living in Rotterdam however some respondents live in other urban places (Dordrecht 2; Gouda 2; Houten 1). Some questionnaires are not filled in completely. It is however unimportant since this is a maximum of three or four (missing cases) with specific questions, still having 50 cases or more per group per variable. Furthermore, it can be stated that some variables are less relevant. As an example, 101 out of 105 respondents have no second holiday home. Although the outcome of having a child or not between urban/rural families is significant based on the performed t-test for independent samples, not much is done with the results concerning this research. To add, there is no significant outcome on the view if children influence the holiday destination between urban and rural respondents ($t(97)= -0{,}996$, $p = 0{,}332$). The t-test for independent samples was used again to confirm this. Via SPSS, several (other) tests are used for getting results. The argumentation for certain tests are in the "results" sections.

3.3 Ethical considerations

The aspect of income has been moved to the background in this research since 1) this could be a sensitive topic 2) respondents have the urge to fill in false answers, partly because of the sensitivity. It is - in general - recommendable to avoid personal questions (such as spendable income) regarding topics in which respondents could have a feeling where they are being judged or put into certain

"boxes". Conclusions should be drawn carefully as certain (negative) images/sentences about the rural/urban could lead to negative views (e.g. people from area A are more lazy and have less money to spend so they will go less on vacation etc. etc.).

4. Results

4.1 Profile of the respondents

The mean age of the urban respondents is 40,44 while the mean age of the rural respondents is 46,24. 41% of the urban respondents have a child whereby 30% of all urban respondents have a child that lives at home. 73% of rural respondents have a child whereby 46% of all rural respondents have a child that lives at home. There is no normal distribution visible based in figure 3 and figure 4. Performing a normality test for the urban residents, the outcome is significant, p = 0,003 (Shapiro-Wilk). The hypothesis is that the distribution is normally divided. Since the result is significant the hypothesis can be rejected and as a result, the distribution is not normally divided. Performing a normality test for the rural residents, the outcome is p= 0,05 (Shapiro-Wilk). The hypothesis is that the distribution is normally divided. The distribution may be considered normal, but barely since it is on the border of being significant. It is still possible to perform parametric tests since the urban cases and rural cases exceed the minimum amount of cases of 50 (see figure 5).

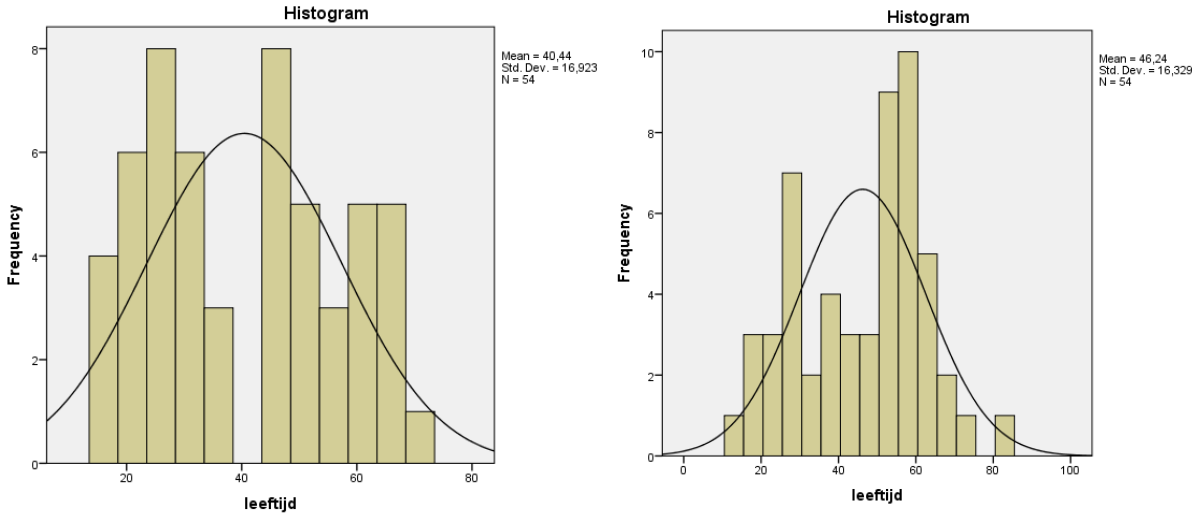

Figure 3: the distribution of the urban respondents. Figure 4: the distribution of the rural respondents

Area of respondent	Questionnaires taken at:	Frequency	Percent
Urban	Rotterdam	54	100
Rural	Rotterdam	1	1,8
	Vilsteren	10	18,2
	Lemele	20	36,4
	Luttenberg	24	43,6
	(Rural) Total	55	100

Figure 5. The amount of cases considering urban and rural respondents

4.2 Daily Practices

4.2.1 Influence of daily practices on choice for a holiday destination (reproducing daily life experiences)

To analyze if certain interests in the daily life reflect certain interests in a holiday destination, the linear regression test is best used. This because one variable is dependent (doing sporting activities while on holiday) and the other variable is independent (sporting activities in the everyday life), leading to an asymmetric scenario (A → B, instead of A ↔ B). The variable "sporting activities in the everyday life" is an interval variable, measured in hours per week. To succeed with conducting the test, the ordinal variable "importance of doing sporting activities while on holiday" needs to be converted to an interval variable. Considering the normal distribution, it is arguable whether to consider the outcome as normally distributed (see appendix). The normality test is used, showing a significant outcome (p=0,000) thus rejecting the hypothesis that the distribution is normally divided. The risk of misanalysis therefore is considerable. Results of the linear regression show that the regression is significant, R^2= 0,179, F(1,106)=23,180, p = 0,000. It is "acceptable" to say that the amount of hours spent on performing sporting activities at home, has an influence on the amount of hours spent on doing sporting activities while being on holiday. The same method will then be applied on the independent variable "time spent in a nature area (e.g. park/nature area) per week" and the dependent variable "the importance of nature in a holiday destination". The distribution is not normal, but has an emphasis to the right (see appendix). Again, the normality test shows significant results meaning a rejection of the hypothesis that the distribution is normally divided. Nevertheless, the results were analyzed. The outcome is significant, R^2= 0,040, F(1,106)=4,397, p = 0,038. It is again "acceptable" to say that the amount of hours spent in natural area in the daily life (e.g. park/nature area) has an impact on the validation of nature in the holiday destination.

4.2.2 Escaping the everyday life

The contradiction of the everyday life will be measured with the statement: "it is important to have a holiday destination that contradicts the everyday life". Transforming from ordinal to interval again based on the mean outcome of the Likert scale is again relevant. The distribution can be seen in the

appendix. The T-test for independent samples is – based on an interval variable - then useful. The other variable is nominal (urban and rural). There is a significant outcome, t(107)=3,334, p= 0,001. Urban respondents (M = 4,24, SD = 0,671) have more tendency to search for a holiday destination that contradicts the own living environment than rural respondents (M = 3,78, SD = 0,762). The hypothesis (number 2) that urban inhabitants have a higher need to escape the everyday life than rural inhabitants can be confirmed.

4.2.3 Weekly working hours

Since socioeconomic factors considering low/middle/high income impacts choice, these factors are being minimalized and instead the focus is on a preferred holiday destination and its featured elements. To confirm/reject the third hypothesis which states that annual working hours for rural residents are higher and that the amount of physical activities/time spent in nature per week is the same, the t-test for independent samples is used. Results show that the outcome based on work is not significant, t(103)= -1,757, p = 0,082; the outcome based on physical activity/performing sporting activities is not significant, t(106)=0,401, p = 0,689; the outcome based on time spent in nature per week is neither significant, t(107)=-0,902, p=0,369. As a result we can partly assume the hypothesis (number 3a) with "no difference between urban and rural based on physical activity/time spent in nature per week" being correct as there are no differences, while rejecting hypothesis (number 3b) "rural people have higher working hours per week" as there are also no differences.

4.2.4 Work-sport/nature correlation

A significant correlation (0,000) between hours spent in nature and sport can be seen based on the correlation test which measures two interval variables. This could mean that sport and recreation in nature are conducted at the same time. People thus may perform their sporting activities in nature.

Correlations

		uur_werk	uur_sport	uur_natuur
uur_werk	Pearson Correlation	1	-,131	-,165
	Sig. (2-tailed)		,186	,093
	N	105	104	105
uur_sport	Pearson Correlation	-,131	1	,412**
	Sig. (2-tailed)	,186		,000
	N	104	108	108
uur_natuur	Pearson Correlation	-,165	,412**	1
	Sig. (2-tailed)	,093	,000	
	N	105	108	109

**. Correlation is significant at the 0.01 level (2-tailed).

Figure 6: Correlations between work, sporting activities and time spent in a natural environment (e.g. park/ nature area) in hours per week.

There is a negative sign visible between time spent in nature/doing sporting activities on the one side and time spent on paid work on the other side. There is however no significant correlation (>0.05). So it cannot be said with 95% assurance that more time spent on paid working will lead to less time spent in nature/doing sporting activities (Hypothesis 4).

4.3 Motivations

4.3.1 General aspects

The t-test for independent samples is used to determine whether differences may be found between rural and urban respondents. These differences are based on different holiday activities and phenomena. The respondent gets several statements in which he/she could decide in how far he/she (dis)agrees. Statements concern the importance of being adventurous, the importance of being undertaking, the importance of practicing sporting activities and the importance of recreational activities while on holiday. Other statements question if children influence the choice where to go, if the destination needs to be different from the everyday life setting, if the destination needs to be sunny and warm and if the destination needs to have nature and culture. When looking at the results, few significance can be found thus some differences are visible in what factors are important in a destination between urban and rural respondents. First of all, culture has a significant outcome, t(107)= 3,674, p= 0,000. Urban respondents (M = 4,07, SD = 0,887) value culture higher than rural respondents (M = 3,49, SD = 0,767) in a holiday destination.
Second, the aspect of "recreational possibilities" is significant, t(107)=-2,886, p = 0,005. Here, rural respondents (M= 3,98, SD = 0,593) consider the availability of recreational activities more important than urban respondents (M = 3,57, SD = 0,860).

Aspect	Urban/Rural	Cases	Mean	Significance
Culture	**Urban**	**54**	**4,07**	**0,000**
	Rural	**55**	**3,49**	
Performing sporting activities	Urban	54	3,30	0,076
	Rural	55	3,62	
Recreation	**Urban**	**54**	**3,57**	**0,005**
	Rural	**55**	**3,98**	
Being active	Urban	54	3,98	0,238
	Rural	55	3.82	
Being adventurous	Urban	53	3,58	0,478
	Rural	55	3,46	
Nature	Urban	53	4,15	0,770
	Rural	55	4,11	
Warm and sunny	Urban	54	3,91	0,109
	Rural	55	3,60	
Contradicting everyday life	**Urban**	**54**	**4,24**	**0,001**
	Rural	**55**	**3,78**	

Influence of children	Urban	50	3,30	0,322
	Rural	49	3,53	

Figure 7. Urban/Rural differences based on general aspects in a (preferred) holiday location.

4.3.2 Environmental aspects

With the importance of landscape components in a preferred holiday destination, we use the T-test for independent samples to see if there are differences between the urban and rural. The outcome of the test shows that there are no differences. Forest, t(105) = -1,833, p = 0,07; beach, t(107) = -0,736, p = 0,464; water, t(107), p = 0,082; nearby cities, t(107) = 0,896, p = 0,372 and mountains, t(107)= -0,174, p=0,862 are all non-significant. It is thus not acceptable to say that there are (significant) differences in preference to landscape elements between urban respondents and rural respondents. Still, different means can be found between the urban and rural considering preference for landscape elements. Landscape preferences were most different with "nearby cities" (0,051, thus nearly significant) and "forest" (0,070). Here, urban respondents (M = 3,81, SD = 0,826) value the availability of cities on a desired holiday destination higher than rural respondents (M = 3,51, SD = 0,791). Rural respondents (M = 3,46, SD = 0,926) value the availability of forest higher than urban respondents (M = 3,13, SD = 0,941). Both groups considered the availability of water to be most important as a landscape aspect when choosing a holiday destination (see figure 8). Since no significance is found, the hypothesis (number 6) that urban residents prefer different kind of landscape elements than rural residents, can be rejected.

Landscape Aspect	Urban/Rural	Cases	Mean	Significance
Forest	Urban	53	3,13	0,070
	Rural	54	3,46	
Beach	Urban	54	3,61	0,464
	Rural	55	3,75	
Water	Urban	54	3,98	0,372
	Rural	55	3,84	
Nearby cities	Urban	54	3.81	0,051
	Rural	55	3,51	
Mountains	Urban	54	3,24	0,862
	Rural	55	3,27	

Figure 8: Urban/Rural differences based on (preferred) landscape aspects.

4.4 Frequency

4.4.1 Frequency between urban and rural residents

We wanted to see if there are differences in holiday frequency between urban and rural respondents. We performed a t-test for independent samples with holiday frequency and urban/rural as the specific variables. This independent t-test was significant, $t(107) = 2,85$, $p = 0,005$. The mean of the urban respondents ($M = 2,04$, $SD = 1,027$) does differ from the rural respondents ($M = 1,53$, $SD = 0,836$). Urban respondents go more often on holiday than rural respondents thus confirming our hypothesis number 7.

4.4.2 returning or not to a specific holiday destination

To see if there is a difference in urban and rural respondents that return to a specific holiday destination, the Chi-Square correlation-table is used. This test is used because both variables are nominal. The Pearson Chi-Square shows that there is no significance, Pearson Chi-Square (109)= 0,737, $p = 0.391$. As a result, there is no difference in the returns from urban and rural respondents and the hypothesis (number 8) can be confirmed.

4.5 location preference, transport, accommodation and company

To see if location preferences, transport, accommodation and company differ between urban and rural residents, we will use the cross table with chi square. This because the variables (rural/urban; locational preference; transport; accommodation; company) that will be measured are all nominal. The output can be found in the appendix.

4.5.1 Location Preference

The cross table chi square shows that outcome of locational preference is significant, Pearson Chi-square = 12,71, $p = 0,002$. Urban respondents prefer - more often than rural respondents - to go to a place outside Europe ($20 > 6$), while rural respondents prefer – more often than urban respondents – to go to a place within the Netherlands ($12 > 4$) and/or within Europe ($37 > 28$). This method is applied to the other variables as well. The hypothesis (number 9) that there is no difference can be rejected.

4.5.2 Transport

For transport, the outcome is again significant, Pearson Chi-square = 13,846, p = 0,003. It is therefore acceptable to say that rural respondents make more use of land transport by car (32 > 17) while urban respondents make more use of transport with the airplane (36 > 17). One respondent mentioned the train and three other responded with "other". This represented the caravan in those cases. The hypothesis (number 10) that there is no difference can be rejected. A critical point here is that 4 cells (50%) have an expected count less than 5. The minimum count is 0,50 which is less than the required 1. Since some categories ("train"; "other") are not answered by the respondents, these specific categories can be neglected. Removing the specific categories lead to an outcome that do meet the requirements: 0 cells have an expected count less than 5. The minimum count is now 24,03.

4.5.3 Accommodation

There is another difference in the use of accommodation between the urban and rural. The Chi-square shows a significant outcome, Pearson Chi-square = 9,838, p = 0,043. Urban respondents more often stay at a hotel (27 > 16) while rural respondents more often chose the camping (15 > 7). Moreover, rural respondents filled in "other" (11 > 4). Differences were less visible with holiday homes (urban: 12 > rural: 10) and apartments (urban: 4 > rural: 2). The hypothesis (number 11) that there is no difference can be rejected.

4.5.4 Company

The Pearson Chi-square did not give a significant outcome (8, 925, p = 0,063) with focus on the aspect of with whom people go on holiday. We therefore may conclude that there are no differences in with whom people go on holiday between the urban and rural. The hypothesis (number 12) that there is no difference can be accepted. A critical point here is that 4 cells (40%) have an expected count less than 5. The minimum is 1 which equals the required 1. After adjusting the data, requirements are still not met. While the minimum count is now 2,45, 25% still have an expected count less than 5. This is unimportant since the outcome was not significant in any case.

5. Conclusion

This research provides insights that can be used by national and local governments in future tourism policy and planning. Holiday behavior is examined, thereby focusing on the urban/rural aspect (and its differences in holiday behavior). Some significant results are visible. Choice in holiday reflects certain daily life practices. Practicing much sporting activities in daily life means a preference for holidays

including sporting activities; Spending much time in nature means a preference for nature in a holiday destination (hypothesis 1). People from the urban have a higher tendency to search for a holiday destination that opposes the everyday life than people living in rural areas (hypothesis 2). This may correlate with the research of Sijtsma et al. (2012), stating that urban residents do more often go on holiday than rural residents in search for green areas in order to escape the built environment. Urban respondents do more often go on holiday than rural respondents (hypothesis 7). Literature suggests this is because of higher levels of stress and lower access to nature rich environments (Elgar et al., 2003; McCabe, 2009; Chen et al., 2016). Urban residents more often travel to places outside Europe. Rural residents more often travel to places within the Netherlands/Europe (hypothesis 9). Thereby, urban residents more often use the airplane while rural residents make more use of the car as transportation (hypothesis 10). Urban residents more often stay at a hotel while on holiday. Rural residents chose the camping more often (hypothesis 11).

Some hypothesis can be partly confirmed. We assumed that working hours for rural residents are higher based on the article of Weeks and Wallace (2008). This was however not the case with our results (hypothesis 3a). There was also no difference in the amount of time spent on sporting activities/in nature between urban and rural residents (hypothesis 3b). Urban residents value culture higher than rural residents while rural residents value recreational activities higher than urban residents in a preferred holiday destination. There were no other significant differences in preferred holiday elements (performing sporting activities; being active; being adventurous; nature; warm and sunny) between urban and rural residents (hypothesis 5).

Hypotheses about more working hours leading to less time spent on sporting activities/in nature (hypothesis 4), different preferred landscape elements between urban and rural residents (hypothesis 6), differences in returning to the same holiday destination between urban and rural residents (hypothesis 8) and differences in the company on holiday between urban and rural residents (hypothesis 12) can be rejected since they are not significant.

6. Evaluation

Some critical observations can be made with regard to the research. Concerning the theoretical framework, literature should be more comprehensive. Specially concerning the section “locational preferences, transport, accommodation, company”. Here, theory is missing that could have provided information for the hypothesis 9, 10, 11 and 12. Ordinal variables are converted to interval variables in order to operate certain statistical tests. This is however risky since results can be misleading. Populations are often not normally divided. The amount of cases still is agreeable to conduct parametric tests.

Income has not been taken into account while this may have an impact on where and how people go

and stay on holiday. Several motivations may have been neglected such as going on holiday to enrich your education or to make new friends (Carr, 2006).

6.1 Future Recommendations

Although some conclusions are drawn, aspects are still missing. Results could be clarified with reasons, still to develop from future research. Examples are why urban people travel more to places outside Europe and why they make more use of hotels while the use of camping's would also be an option considering the "escape from daily life aspect". Some aspects (e.g. enrich education, making new friends) in a holiday destination have not been subject to this research while this could also strengthen the deviation in holiday behavior between the urban and rural. Since the aspect of income could have its influence in actually choosing a holiday location (rather than just preferring it), future research can also take into account the income aspect.

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8. Appendix

8.1 Questionnaire

ENQUETE

Mijn naam is Foeke Boersma, bachelorstudent aan de rijksuniversiteit Groningen. Met mijn onderzoek (vragenlijst) wil ik inzicht krijgen in het keuzegedrag tussen mensen op het platteland en mensen in de stad. Hierbij wordt het vakantieproces als middel gebruikt om te analyseren wat de invloed van een leefomgeving (stad/platteland) op het keuzegedrag is van een persoon. U blijft hierbij anoniem. Voor meer informatie betreft het onderzoek kan u contact opnemen met: foekeboersma@hotmail.com

_____

Lifestyle – (Er wordt bekeken in hoeverre elementen verschillen tussen stad en platteland. Zo wordt bekeken in hoeverre lifestyle bijdraagt aan de keuze voor een specifieke vakantiebestemming)

1. Wat is uw gezinssituatie
O ik heb geen kinderen O ik heb een kind(eren), thuiswonend O ik heb een kind(eren), uitwonend

2. Vervolg: hoe oud is/zijn uw kinderen?

.....

3. Hoeveel uur besteed u aan betaald werk per week?

O minder dan 10 uur
O 10 – 20 uur
O meer dan 20 uur – 30 uur
O meer dan 30 uur – 40 uur
O meer dan 40 uur

4. Hoeveel uur besteed u aan het uitoefenen van sportactiviteiten per week?

O minder dan 3 uur O meer dan 3 uur – 6 uur O meer dan 6 uur

5. Hoeveel uur besteed u in de natuur (bijvoorbeeld park/natuurgebied) per week?

O minder dan 3 uur O meer dan 3 uur – 6 uur O meer dan 6 uur

6. Heeft u een tweede huis die u als vakantiebestemming gebruikt?

O ja O nee

(Fysieke) aspecten van een gewenste vakantiebestemming

7 Wat is voor u belangrijk in een vakantie:

Element	**Zeer oneens**	**Oneens**	**Neutraal**	**Eens**	**Zeer eens**
a) De aanwezigheid van cultuur is belangrijk					
b) Het uitoefenen van sportieve activiteiten is belangrijk					
c) Recreatiemogelijkheden zijn belangrijk					

d) Het is belangrijk om ondernemend (veel doen) te zijn op vakantie					
e) Het is belangrijk om avontuurlijk te zijn op vakantie					
f) De aanwezigheid van natuur is belangrijk					
g) Het is belangrijk om een warme en zonnige omgeving te kiezen					
h) Bij het kiezen van een vakantiebestemming zoek ik naar een omgeving die anders is dan mijn eigen leefomgeving					
i) De keuze van een vakantiebestemming wordt beinvloedt door het hebben van kinderen.					
j) De aanwezigheid van bos is belangrijk					
k) De aanwezigheid van strand is belangrijk					
l) De aanwezigheid van water is belangrijk					
m) De aanwezigheid van dichtbijzijnde stad/steden zijn is belangrijk					
n)De aanwezigheid van gebergte is belangrijk					
	Zeer oneens				Zeer eens

Duur en frequentie van vakantie

8. Hoevaak gaat u gemiddeld per jaar op vakantie/hoevaak bent u afgelopen jaar op vakantie gegaan

O 0 keer
O 1 keer
O 2 keer
O 3 keer
O 4 of meer keren

9. Ik keer vaker terug naar een bepaalde vakantiebestemming:
O ja O nee

De manier waarop de vakantie beleeft wordt

10. Ik heb voorkeur voor een vakantie:
O In eigen land O binnen europa O buiten europa

11. Welk middel gebruikt u meestal om uw vakantiebestemming te bereiken?

O auto
O vliegtuig
O trein
O Anders, namelijk.....

12. Wat voor soort onderkomen gebruikt u meestal tijdens uw vakantieverblijf?
O hotel
O camping

O vakantiehuis
O Anders, namelijk.....

13. Ik ga meestal op vakantie:

O met familie
O met vrienden
O mijn partner
O alleen
O Anders, namelijk.....

14. Leeftijd: .....

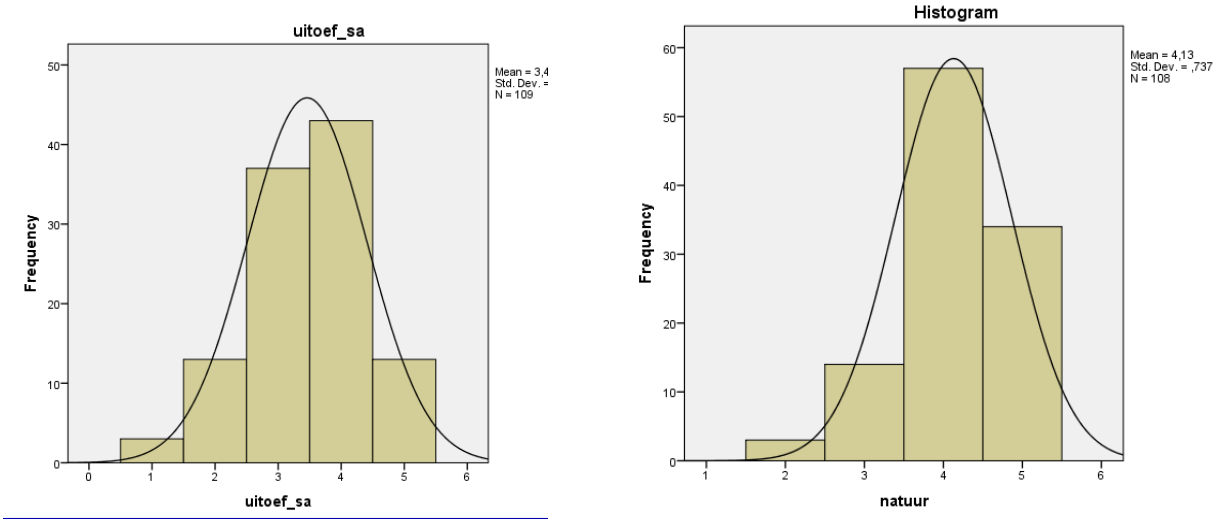
Hartelijk dank voor het invullen van de enquete!

8.2 Figures

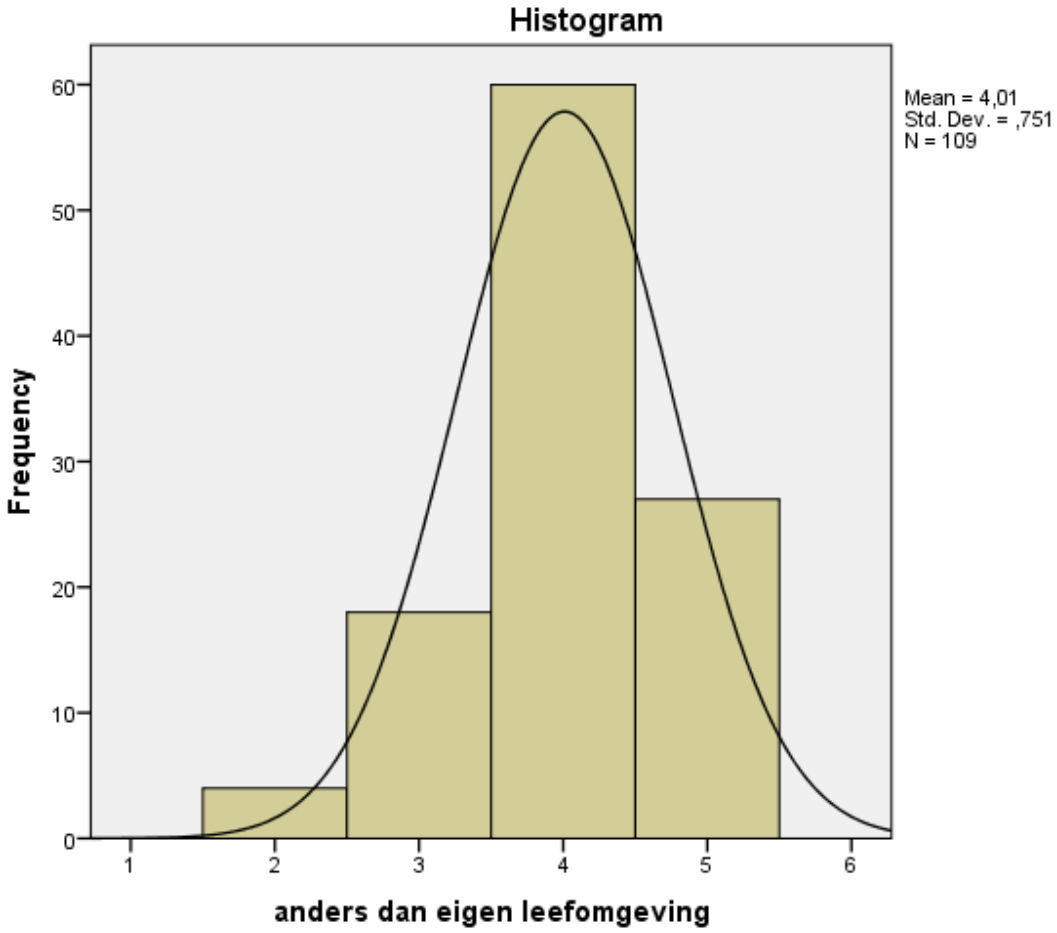
locatie

ruraal of urbaan			Frequency	Percent	Valid Percent	Cumulative Percent
urban	Valid	Rotterdam	54	100,0	100,0	100,0
rural	Valid	Rotterdam	1	1,8	1,8	1,8
		Vilsteren	10	18,2	18,2	20,0
		Lemele	20	36,4	36,4	56,4
		Luttenberg	24	43,6	43,6	100,0
		Total	55	100,0	100,0	

4.1 Information about respondents.



4.2 showing the distribution of the ordinal variables “importance of doing sporting activities while on holiday (left) and “importance of nature in a desired holiday destination (right)



4.2.1: Distribution based on normal curve; contradiction of everyday life

T-Test

Group Statistics

	ruraal of urbaan	N	Mean	Std. Deviation	Std. Error Mean
anders dan eigen leefomgeving	urban	54	4,24	,671	,091
	rural	55	3,78	,762	,103

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
anders dan eigen leefomgeving	Equal variances assumed	,479	,490	3,334	107	,001	,459	,138	,186	,732
	Equal variances not assumed			3,338	105,758	,001	,459	,138	,186	,732

4.2.1 Results from the statement: “holiday destination needs to be different from the daily life.”

T-Test

Group Statistics

	ruraal of urbaan	N	Mean	Std. Deviation	Std. Error Mean
uur_werk	urban	54	3,09	1,557	,212
	rural	51	3,63	1,562	,219
uur_sport	urban	54	1,72	,787	,107
	rural	54	1,67	,644	,088
uur_natuur	urban	54	1,44	,691	,094
	rural	55	1,56	,688	,093

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
uur_werk	Equal variances assumed	,004	,947	-1,757	103	,082	-,535	,304	-1,139	,069
	Equal variances not assumed			-1,756	102,625	,082	-,535	,305	-1,139	,069
uur_sport	Equal variances assumed	4,122	,045	,401	106	,689	,056	,138	-,219	,330
	Equal variances not assumed			,401	102,018	,689	,056	,138	-,219	,330
uur_natuur	Equal variances assumed	,130	,719	-,902	107	,369	-,119	,132	-,381	,143
	Equal variances not assumed			-,902	106,938	,369	-,119	,132	-,381	,143

4.2.2: Weekly working hours.

T-Test

Group Statistics

	ruraal of urbaan	N	Mean	Std. Deviation	Std. Error Mean
cultuur	urban	54	4,07	,887	,121
	rural	55	3,49	,767	,103
uitoef_sa	urban	54	3,30	1,002	,136
	rural	55	3,62	,871	,117
recr	urban	54	3,57	,860	,117
	rural	55	3,98	,593	,080
ondern	urban	54	3,98	,658	,090
	rural	55	3,82	,772	,104
avontuur	urban	53	3,58	,865	,119
	rural	54	3,46	,905	,123
natuur	urban	53	4,15	,744	,102
	rural	55	4,11	,737	,099
zon en warm	urban	54	3,91	,996	,135
	rural	55	3,60	,993	,134

		F	Sig.	t	df	Sig. (2-tailed)	Difference	Difference	Lower	Upper
cultuur	Equal variances assumed	,020	,887	3,674	107	,000	,583	,159	,269	,898
	Equal variances not assumed			3,669	104,229	,000	,583	,159	,268	,898
uitoef_sa	Equal variances assumed	,447	,505	-1,790	107	,076	-,322	,180	-,678	,035
	Equal variances not assumed			-1,788	104,401	,077	-,322	,180	-,679	,035
recr	Equal variances assumed	19,099	,000	-2,886	107	,005	-,408	,141	-,688	-,128
	Equal variances not assumed			-2,877	93,926	,005	-,408	,142	-,689	-,126
ondern	Equal variances assumed	3,701	,057	1,187	107	,238	,163	,138	-,109	,436
	Equal variances not assumed			1,189	104,961	,237	,163	,137	-,109	,436
avontuur	Equal variances assumed	,272	,603	,712	105	,478	,122	,171	-,217	,461
	Equal variances not assumed			,713	104,923	,478	,122	,171	-,217	,461
natuur	Equal variances assumed	,379	,540	,294	106	,770	,042	,143	-,241	,324
	Equal variances not assumed			,294	105,769	,770	,042	,143	-,241	,325
zon en warm	Equal variances assumed	,390	,534	1,614	107	,109	,307	,190	-,070	,685

4.3.1 General aspects. Differences in mean between urban and rural respondents based on T-test for independent samples.

T-Test

Group Statistics

	ruraal of urbaan	N	Mean	Std. Deviation	Std. Error Mean
bos is belangrijk	urban	53	3,13	,941	,129
	rural	54	3,46	,926	,126
strand is belangrijk	urban	54	3,61	1,140	,155
	rural	55	3,75	,726	,098
water is belangrijk	urban	54	3,98	,981	,133
	rural	55	3,84	,688	,093
steden dichtbij zijn belangrijk	urban	54	3,81	,826	,112
	rural	55	3,51	,791	,107
gebergte is belangrijk	urban	54	3,24	1,008	,137
	rural	55	3,27	,912	,123

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
bos is belangrijk	Equal variances assumed	,124	,726	-1,833	105	,070	-,331	,180	-,689	,027
	Equal variances not assumed			-1,833	104,868	,070	-,331	,181	-,689	,027
strand is belangrijk	Equal variances assumed	16,897	,000	-,736	107	,464	-,134	,183	-,496	,228
	Equal variances not assumed			-,733	89,653	,466	-,134	,183	-,499	,230
water is belangrijk	Equal variances assumed	3,080	,082	,896	107	,372	,145	,162	-,176	,466
	Equal variances not assumed			,893	94,819	,374	,145	,163	-,178	,468
steden dichtbij zijn belangrijk	Equal variances assumed	,641	,425	1,975	107	,051	,306	,155	-,001	,613
	Equal variances not assumed			1,974	106,587	,051	,306	,155	-,001	,613
gebergte is belangrijk	Equal variances assumed	,898	,345	-,174	107	,862	-,032	,184	-,397	,333
	Equal variances not assumed			-,174	105,521	,863	-,032	,184	-,397	,333

4.3.2: environmental aspects. Comparing means between urban and rural respondents. T-test for independent samples.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
hoevaak op vakantie gegaan	Equal variances assumed	,721	,398	2,845	107	,005	,510	,179	,155	,865
	Equal variances not assumed			2,839	101,989	,005	,510	,180	,154	,866

4.4 Returning or not.

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ruraal of urbaan * voorkeur voor vakantiebestemming	107	98,2%	2	1,8%	109	100,0%
ruraal of urbaan * middel om vakantiebestemming te bereiken	108	99,1%	1	0,9%	109	100,0%
ruraal of urbaan * onderkomen tijdens vakantie	108	99,1%	1	0,9%	109	100,0%
ruraal of urbaan * op vakantie met	108	99,1%	1	0,9%	109	100,0%

4.5 General statistics

ruraal of urbaan * voorkeur voor vakantiebestemming

Crosstab

Count

		voorkeur voor vakantiebestemming			
		eigen land	binnen europa	buiten europa	Total
ruraal of urbaan	urban	4	28	20	52
	rural	12	37	6	55
Total		16	65	26	107

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12,710[a]	2	,002
Likelihood Ratio	13,305	2	,001
Linear-by-Linear Association	11,985	1	,001
N of Valid Cases	107		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 7,78.

4.5.1: Locational preference

ruraal of urbaan * middel om vakantiebestemming te bereiken

Crosstab

Count

		middel om vakantiebestemming te bereiken				
		auto	vliegtuig	trein	anders	Total
ruraal of urbaan	urban	17	36	1	0	54
	rural	32	19	0	3	54
Total		49	55	1	3	108

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13,846[a]	3	,003
Likelihood Ratio	15,553	3	,001
Linear-by-Linear Association	2,170	1	,141
N of Valid Cases	108		

a. 4 cells (50,0%) have expected count less than 5. The minimum expected count is ,50.

4.5.2: Transport

ruraal of urbaan * middel om vakantiebestemming te bereiken Crosstabulation

Count

		middel om vakantiebestemming te bereiken		
		auto	vliegtuig	Total
ruraal of urbaan	urban	17	36	53
	rural	32	19	51
Total		49	55	104

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9,812[a]	1	,002		
Continuity Correction[b]	8,619	1	,003		
Likelihood Ratio	9,970	1	,002		
Fisher's Exact Test				,003	,002
Linear-by-Linear Association	9,717	1	,002		
N of Valid Cases	104				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 24,03.

4.5.2 adjusted transport statistics. Requirements are met now.

ruraal of urbaan * onderkomen tijdens vakantie

Crosstab

Count

		onderkomen tijdens vakantie					
		hotel	camping	vakantiehuis	appartement	anders	Total
ruraal of urbaan	urban	27	7	12	4	4	54
	rural	16	15	10	2	11	54
Total		43	22	22	6	15	108

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9,838[a]	4	,043
Likelihood Ratio	10,081	4	,039
Linear-by-Linear Association	3,159	1	,076
N of Valid Cases	108		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 3,00.

4.5.3 Accommodation

ruraal of urbaan * op vakantie met

Crosstab

Count

		op vakantie met					
		familie	vrienden	partner	alleen	anders	Total
ruraal of urbaan	urban	26	12	12	4	0	54
	rural	23	6	22	1	2	54
Total		49	18	34	5	2	108

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8,925[a]	4	,063
Likelihood Ratio	9,908	4	,042
Linear-by-Linear Association	1,384	1	,239
N of Valid Cases	108		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is 1,00.

4.5.4 Company

ruraal of urbaan * op vakantie met Crosstabulation

Count

		op vakantie met				
		familie	vrienden	partner	alleen	Total
ruraal of urbaan	urban	26	12	12	4	54
	rural	23	6	22	1	52
Total		49	18	34	5	106

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6,890[a]	3	,076
Likelihood Ratio	7,097	3	,069
Linear-by-Linear Association	,460	1	,498
N of Valid Cases	106		

a. 2 cells (25,0%) have expected count less than 5. The minimum expected count is 2,45.

4.5.4 Company. The requirements are still not met after the adjustments.