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An Assessment of the Relationship between Leisure and Holiday Behaviour: A Case Study of Young People

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ABSTRACT

This paper compares how young people behave while they are on vacation (i.e., holiday behaviour) and in their place of origin (i.e., leisure behaviour). The data on which this paper is based was collected using a series of in-depth interviews and recall diaries. Comparing behaviour in the holiday and home environments provides an analysis of the relationship between tourism and leisure, which is currently a matter of debate (Moore et al., 1995; Ryan, 1994; Colton, 1987). Consequently, this research may help to determine the compatibility of leisure and tourism theories.

The results of the study suggest that while they are on vacation the people interviewed tended to behave in a more liberal and hedonistic manner than when in their place of origin. However, this holiday behaviour seems to be an extension of their leisure behaviour, rather than separate from it. This may support the hypothesis that tourists' behaviour is influenced by a combination of socio-cultural norms and values, and personal motivations that are present in both the home and holiday environments.

INTRODUCTION

Historically regarded as two separate areas of research and study, a growing number of researchers have begun to investigate the relationship between leisure and tourism (e.g., Ryan & Glendon, 1998; Fedler, 1987; McKercher, 1996; Mannell & Iso-Ahola, 1987). For a critical review of the literature concerned with the relation between leisure and tourism behaviour refer to Carr (publication pending). The diversity of methods used to assess the nature of any relationship between tourism and leisure is shown in figure 1. The majority of these attempts to establish the nature of any relationship between tourism and leisure have indicated that the two are interrelated rather than being separate phenomena (Hamilton-Smith, 1987; Ryan, 1994; Fedler, 1987). However, Mannell and Iso-Ahola (1987: 329) note that “in spite of some intuitively obvious similarities between the two, at present, it is not possible to conclude when and under what conditions tourist experience becomes leisure experience.”

As figure 1 indicates, while a variety of ways have been used to assess the relationship between leisure and tourism, behavioural approaches appear to be relatively rare (Hamilton-Smith, 1987). This is despite the apparent importance of understanding the behaviour of leisured people and tourists (Bergier, 1981; D. Pearce, 1989; Thornton, 1995; Debbage, 1991). Consequently, the aim of this paper is to assess the behavioural relationship between leisure and tourism. This work is needed to determine whether theories developed in the leisure field can be used to advance understanding of the tourism experience and vice versa (Fedler, 1987). Within the context of this paper the ‘holiday environment’ may be identified as the area visited by an individual during his/her vacation. It is physically separate from the space these people inhabit normally and is where tourist behaviour is exhibited. In contrast, an individual's 'place of work and

residence' may be identified as his/her 'home environment', and may be viewed as the focus of leisure behaviour (Shaw & Williams, 1994).

Figure 1 Approaches used to understand the relationship between tourism and leisure	
Author/s (date/s)	Nature of approach
Mathieson & Wall (1982) Smith & Godbey (1991)	Comparison of definitions of the two academic fields.
Harris, et al. (1987) McKercher (1996)	Comparison of leisure & tourism industries.
Mannell & Iso-Ahola (1987) Ryan & Glendon (1998)	Comparison of motivations & psychological requirements of tourism & leisure for the individual.
Jansen-Verbeke & Dietvorst, 1987) Ryan & Kinder (1996)	Comparison of the geography of leisure & tourism.

METHODOLOGY

The data used in this paper is based on a study of the behaviour of young people in the town of Torquay, which is located in Devon, on the Southwest coast of England.

Information about the holiday behaviour of young people while on vacation and during their leisure time in Torquay was collected using a series of in-depth interviews and recall diaries. The latter were used as a starting point for the interviews to get the subjects to think about their behaviour and potential reasons for it. The interviews were then based around the activities recorded by the recall diaries. Ten people took part in the data collection process, five men and five women. A combination of convenience

and snowball sampling techniques was used to select these subjects from the local population during a series of visits to the centre of Torquay. All of the people who took part in the interviews were single (i.e., they were not married or involved with a partner). The reason for this is related to the suggestion that marital/relationship status may have an influence on behaviour (Laing, 1987). It is also worth noting that all of the subjects were between 18 and 24 years old. Although this definition of young people is in some senses arbitrary, it is not without precedence (e.g., Carr, 1997; Kilroy Travels. In - Bywater, 1993). For the purpose of this paper, all of the people interviewed have been given fictitious names.

THE EXISTENCE OF A TOURIST CULTURE

It has been claimed that people's behaviour while on holiday generally differs from that which they exhibit in their home environment (Shields, 1990; Pritchard & Morgan, 1996; Josiam et al., 1996; Dann & Cohen, 1991; Mathieson & Wall, 1982). Support for this hypothesis is provided by the data highlighted in Table 1 and 2, which illustrate how the interviewees behaved during a typical day in Torquay and while on vacation, respectively. These show that several of the people interviewed behaved differently during the daytime while they were on vacation, compared to when they were in their home environment. For example, while David spent a high proportion of his leisure time in Torquay relaxing and watching TV, he appears to have been far more active in Newquay, surfing almost non-stop from 9 a.m. until 5 p.m. Similarly, an important component of Peter's holiday behaviour seems to have been visiting historic sites whereas in his leisure environment Peter's behaviour during the daytime mainly consists of relaxing and watching TV.

Further support for the concept that peoples' holiday behaviour differs from how they behave in the leisure environment is provided by David, who reported drinking more alcohol during this time than he normally did in Torquay. Similarly, when asked if there were any differences between her leisure and holiday behaviour Jo replied, "well one of the major differences is that when we are in Torquay when we'd be coming home we were just going into a club in Ibiza and we were drinking a lot more." In addition, Emily stated that "I drink more on holiday" because "everyone does, it's just because you start drinking earlier and you drink later. You drink like during the day sometimes as well when you are away."

Table I
Behaviour at home

Person	9 - 11 a.m.	11 - 1 p.m.	1 - 3 p.m.	3 - 5 p.m.	5 - 7 p.m.	7 - 9 p.m.
David	Sleeping	Get up & relax, watch TV	Watch TV, relax/Work out or swim	Work out or swim/prepare meal	Eat dinner/get ready to go out	Pubbing
Ben	Sleeping/breakfast	Wash car/go see mum	Lunch/see friends	With friends/dinner	Watch TV/get ready to go out	Meet girlfriend/pubbing
Peter	Sleeping	Lunch/watch TV & Relax	Watch TV, relax/go into town	In town/back home & relax	Relax, watch TV/dinner	Get ready to go out/pubbing
Harry	Sleeping/breakfast, watch TV	Gym/workout	Lunch/go watch football match	Watching football match	Drink in bar/home, get ready to go out	Visit friend's house
Kate	Asleep	Breakfast/get dressed	Lunch with dad	Relax at home	Dinner/out to work	Work
Catherine	Get up/have breakfast	Get ready to go out/work	work	Work/dinner	Dinner/get ready to go out	Get ready to go out/pubbing
Emily	Work	Work	Work	Work	Work	Dinner/get ready to go out
Jo	Work	Work	Work	Work	Work/dinner	Get ready to go out/pubbing
Sarah	Sleeping/Watching TV	Work	Work	Get up/go to friend's house	Dinner/get ready to go out	Pubbing
	9 - 11 p.m.	11 - 1 a.m.	1 - 3 a.m.			
David	Pubbing/clubbing	Clubbing	Clubbing/home to sleep			
Ben	Pubbing/clubbing	Clubbing	Clubbing/get take-away & go to girlfriend's house			
Peter	Pubbing	Go to friend's flat/watch TV	Go home/sleeping			
Harry	Go to friend's house/clubbing	Clubbing	Clubbing/get take-away & go home			
Kate	Work/meet friends & pubbing	Pubbing (clubs too busy)	Pubbing/went to friend's house (3 a.m.)			

Catherine	Pubbing/clubbing	Clubbing	Clubbing/went home
Emily	Pubbing	Clubbing	Clubbing/went home
Jo	Pubbing/clubbing	Clubbing	Clubbing/went home
Sarah	Clubbing	Clubbing	Went to friend's house

Table 2
Behaviour on holiday

Subject (holiday destination)	9 - 11 a.m.	11 - 1 p.m.	1 - 3 p.m.	3 - 5 p.m.	5 - 7 p.m.	7 - 9 p.m.
David (Newquay, Cornwall)	Surfing	Lunch	Surfing	Surfing	Eating and getting ready to go out	Pubbing
Ben (USA)	In bed	Get up, breakfast, relax in hotel	Go to theme park	Go to theme park	Back to hotel / change / dinner	Go out to bar for drinks
Peter (Corfu)	Get up and get ready to go out / breakfast	Visit an historic building and have lunch	Relax / swim on beach	Browse around shops in nearby town	Back to apartment and have snack, shower, change of clothes	Go to nearby bar or pub
Harry (USA)	Sleeping in	Breakfast. Go to beach	On beach	Into town for takeaway meal	Back to hotel, relax, and watch TV and / or go for a run	Get ready to go out to have a few drinks at hotel
Kate (Newquay, Cornwall)	Wake up, go for breakfast	On beach	On beach	Into town to buy dinner	Get ready to go out, met neighbours for drinks	Into pubs
Catherine (Ibiza)	Got in at 7-8 a.m. from clubs and slept	Sleeping	Sunbathing	Sunbathing	Sunbathing/eating	Get ready to go out
Emily (Woolacombe, Devon)	Breakfast and swimming	Surfing	Rugby on beach	Getting back to campsite	Dinner & getting ready to go out	Drinking in pubs
Jo (Ibiza)	Sleeping	Relax at pool	At pool	At pool	Get ready to go out	Drinking in pubs
Sarah (Alcudia, Mallorca)	In bed	Sunbathing	Sunbathing	Eat	Get ready to go out	Dinner & bar
	9 - 11 p.m.	11 - 1 a.m.	1 - 3 a.m.			
David	Clubbing	Clubbing	Takeaway, then to cousin's home to sleep			
Ben	Walk around town	Back to hotel for drink. Go to bed	Asleep			
Peter	Eat out and visit pub / club	Clubbing	Return to apartment about 1-1.30am			

Harry	Went out to bar	Went out to bar	Went out to bar, then back to hotel
Kate	In pubs	Into club	Asleep in tent
Catherine	In bar	Bar crawl	Went to club at 3 a.m.
Emily	Drinking in pubs	Drinking in pubs	Bed
Jo	Pub crawl	Pub crawl	Head for a club
Sarah	Pub	Pub till midnight then home	Asleep

When asked to explain why she reported drinking more alcohol while on vacation Catherine replied, "I think it's 'cause like a lot of people say about Ibiza, 'oh, you'll go out there and you'll get wrecked every single night' and you've got to experience that and you've got to see what it's like 'cause a lot of the time I only get drunk sort of one night during the week, so I think it was to experience more than anything what it's like to drink every night." This suggests that peer group or social expectations influenced Catherine's behaviour in Ibiza, at least partially. Catherine's explanation for her greater alcohol consumption while on vacation also points to the existence of a 'tourist culture'. This culture may replace the socio-cultural norms and values that shape behaviour in the home environment while people are on holiday. As such the tourist culture represents an "animated nonordinary lifestyle, observable rituals, behaviours, and pursuits" (Bystrzanowski, 1989: 37). This has led to claims that "the tourist is almost a behavioural caste and thus needs special consideration" (Cooper, 1981: 360).

Peter provides further evidence of people behaving differently while on holiday compared to when in their home environment as a result of a tourist culture. He stated that "we would be more inclined to drink more over there [Corfu] than here [Torquay]. It's not the motivation for going out, but it's something you do when you are abroad. And you have a good time and enjoy yourselves." Indeed, Peter went on to say, "obviously you've got to stay up and have a good time" when you are on holiday. Likewise, when asked why she reported drinking more on holiday in Ibiza than at home, Jo replied "Just, I mean, you were on holidays you had the excuse to drink as much as you like, you didn't have to go to work the next day or have to get up early of anything and everyone just made complete idiots of themselves, it was the normal thing to do." Similarly, Ben's explanation of his holiday behaviour was, "you just go with the flow really. You are out there with that life, you have a different life when you are over there [USA] from when you are here [Torquay]."

The lack of physical representations in the holiday environment of the socio-cultural norms and values that help to shape people's behaviour in the home environment also seems to have influenced how some of the young people behaved while on vacation. For example, Catherine suggested that the absence of her parents in the holiday environment of Ibiza probably contributed to her greater alcohol consumption compared to when she was in Torquay. Another explanation for the difference in his holiday and leisure behaviour, Peter suggests, is related to differences in the physical environment. For example, when asked why he drank more alcohol while on vacation Peter replied, "at home I don't particularly need alcohol to relax because I have a group of my own friends and I can relax with them quite easily, but when I'm abroad sometimes you need to lose some inhibitions to meet new people and I'm more inclined to drink more when I'm abroad than when I'm home. I'm not a heavy drinker at all when I'm at home."

The lack of familiarity with the holiday destination was also used by Harry to explain why he drank more on holiday in the USA than in Torquay. He stated that "I think when you've had a few drinks you get more a bit confident, then you can approach women and chat to them and that, 'cause it is difficult being in a strange place and not knowing anyone, and you are standing there, just three lads and all the rest of the locals are talking to women. It's a bit intimidating. So I think the sooner we got drunk the better, really." These comments support the suggestion by Leontidou (1994), that individuals are influenced by the atmosphere of holidays.

Differences between the physical environment of Torquay and the holiday destination also seem to have influenced perception of personal safety. For example, Peter pointed out that "I definitely feel much safer abroad whether that's because I don't know the area and so I don't know of any rough areas, whether it's purely psychological like that, or I never saw any trouble the whole time I was over there, but then I can go a week here [Torquay] without seeing any trouble." "I suppose it's

‘cause everyone seems to be having a good time you think that everybody on the island [Corfu] is like that, there aren’t any locals and there aren’t any people who are just looking for trouble, just everyone seems to be out for a good time. Whereas down here [Torquay] I think it’s different.”

Kate also reported feeling a different level of safety when on holiday, although in her case she felt less safe, than when in Torquay. Kate said this was “because I know Torquay very well,” which suggested her lack of knowledge about her holiday destination made her feel less safe. Similarly, Sarah reported feeling less safe while on holiday, compared to when in her home environment due to a lack of knowledge about Mallorca. Her explanation for this was that in Alcudia, “you didn’t speak the language, you didn’t know much about the culture, got very busy, one minute you’d be in the centre of town, the next minute you’d find yourself in the middle of nowhere, you just didn’t know the area.”

THE EXISTENCE OF CULTURAL BAGGAGE

Despite exhibiting a number of differences in their behaviour, the respondents also showed that in some ways they behaved in a similar manner irrespective of whether they were in their holiday or home environment. Indeed, the results in table 1 and 2 show a high degree of similarity between the behaviour of the young people during the nighttime in their home and holiday environments. For example, Table 2 demonstrates how the majority of the young people went out to pubs and/or nightclubs from about 7 p.m. onwards, irrespective of their holiday destination. This behaviour is mirrored in Torquay where the respondents all stated they went out to pubs and/or nightclubs from approximately the same time, or as soon as they had finished work. Similarly, although he spent less time on physical activities/personal fitness while on vacation, Harry still went for the occasional run during his holiday.

Another example of similarities between holiday and leisure behaviour is provided by Peter who, as Table 1 and 2 show, reported a tendency to wander around town and browse in shops during the daytime, irrespective of whether he was on holiday or in Torquay. Even Jo, who had to work during the weekends in Torquay, stated that “If, I wasn’t working at the weekend I probably would like to go out with my friends, go down and see my boyfriend and probably to the beach and stuff during the summer.” This would have been very similar to the behaviour which Jo reported having done while on vacation.

These results provide support for the suggestion that “having arrived at the scene of their dreams, many tourists behave in much the same way as they do at home” (Krippendorf, 1987: 31). This similarity has been linked to the presence of deep rooted habits and value systems that tourists subconsciously take on holiday with them (Ryan, 1994). The existence of this ‘cultural baggage’/‘residual culture’ has been supported by Pizam and Sussmann’s (1995) hypothesis that it is differences in socio-cultural norms in tourists’ home environments that are, at least partially, responsible for differences in how people behave will on vacation. As a result, it has been suggested that “in behavioural terms, there seems little necessity to insist on a major distinction between tourism and leisure phenomena” (Moore, et al., 1994: 75; Thornton, 1995; Swain, 1995).

Sarah provides further support for the concept of cultural baggage. Her cultural baggage was physically represented by her friend’s mother who had accompanied them on holiday. This had a significant impact on Sarah’s behaviour while in the holiday environment. For example, when asked how much alcohol she drank on vacation, Sarah replied “Enough to get tipsy but not drunk because obviously we were with her mum and on one occasion she was as bad as us but not excessively, we’d have a couple of glasses of spirits maybe a glass of wine with our meal.” Sarah went on to say that had the mother not been in Mallorca, she and her friend would

have behaved very differently, “We would have been out all night. We’d probably be drunk and visiting more bars and things and we wouldn’t just be going for the entertainment and everything that the hotel had planned.” Within this context the mother may be viewed as a physical representation of the home environment which triggered Sarah’s cultural baggage, causing her to behave in a similar manner while on holiday compared to in Torquay. Catherine provides support for the hypothesis that physical cues in the holiday destination can lead to cultural baggage influencing behaviour. When asked about how safe she felt while on holiday in Ibiza she replied, “it was safe to a point because down the west end there [Ibiza], I mean, the majority of people around you are English.” In this case the trigger was the high percentage of English people which made Ibiza appear to be at least partially similar to Torquay.

Some of the people interviewed demonstrated less physical and more subconscious examples of cultural baggage that helped to determine their behaviour in the holiday environment. For example, when asked about talking to the men in Ibiza, Catherine stated “if a bloke that you’ve never even seen in your life comes up to you, you are always a bit wary and think oh God, who is he, what is he about.” These preconceived views of the potential danger of men are not just related to the holiday environment, rather they are a function of the sociocultural norms and values that influence behaviour in her home environment. Consequently, these views may be a part of Catherine’s residual culture. Jo provides confirmation that people may take some cultural baggage on holiday with them. While on holiday in Ibiza during the nighttime she stated that, “it’s me and my best friend who stick together but the other one would sometimes say ‘I’m going for a walk around’ she’d be quite happy to wander off, whereas me and my best friend stuck together.” In addition, Jo suggested, “I suppose leaving Max to go off on her own with some bloke was probably a stupid thing to do.” All these comments and actions appear to be related to sociocultural norms and values that influence behaviour and perception of safety in the home environment. This helps to confirm the view taken by Ryan (1994: 294),

that “tourists retain, while on holiday, the social skills used [in the home environment] to establish compromises, disbelief, and re-adjustments to perceived, as distinct from desired, realities.”

THE TOURISM - LEISURE CONTINUUM

So far the concepts of a tourist culture and cultural baggage, and tourism and leisure have been viewed as separate entities. However, it has been claimed that leisure and tourism may be fuzzy sets, linked together by a continuum (McKercher, 1996; MacBeth, 1993; Moore et al., 1995; Ryan (1995). Building on this theory, an explanation of the apparent similarities and differences in leisure and tourism behaviour may be the existence of a continuum between the tourist and residual cultures. This cultural continuum can be overlaid on the tourism – leisure continuum with cultural baggage and leisure at one extreme, and tourist culture and tourism at the other. In-between these two extremes behaviour will be influenced by a combination of these cultures. Therefore, how people behave on vacation may be a function of the interaction of the cultural baggage and tourist culture. How these two interact is not yet clear, with some tourists travelling with more cultural baggage than others (Bystrzanowski, 1989). However, the results of the interviews indicate that the influence of the tourist and residual cultures on holiday behaviour is at least partially influenced by physical cues/triggers. This suggests that the interaction of the two types of culture is specific to the individual, based on the nature of their place of origin, holiday destination, and who they are on vacation with.

Evidence for the existence of a tourism – leisure continuum is provided in table 1 and 2. While these show there are some differences between the holiday and leisure behaviour of the people interviewed there are also a number of similarities. These

differences and similarities are the result of the interaction of the tourist and residual cultures on the cultural continuum. In addition, certain aspects of the holiday behaviour of the subjects can be more accurately identified as extensions of how they behaved in Torquay during their leisure time. For example, although the young people may have claimed they consumed more alcohol while on vacation, they still reported drinking during their leisure time in Torquay.

The extension of leisure behaviour into the holiday environment suggests the tourist culture may be a creation of the sociocultural norms and values that exist within the tourist's place of origin. Evidence for this hypothesis is provided by Catherine, who when asked about her increased alcohol consumption while on vacation said, "I think it's 'cause like a lot of people say about Ibiza, 'oh, you'll go out there and you'll get wrecked every single night'." Eiser and Ford (1995: 337) support of this hypothesis, suggesting that "casualness and permissiveness in sexual attitudes [of the young tourists they studied] was not simply a function of the situation. Other results (e.g. concerning carrying condoms when out socially) imply considerable continuity in behaviour from home to holiday environments." Consequently, the same underlying socio-cultural norms and values may influence holiday behaviour, even when it appears to differ from that exhibited in the home environment (Ryan & Robertson, 1997). Although the tourist culture may originate within the home environment it is still differentiated from the residual culture as the norms and values of the two are different.

THE ROLE OF PERSONAL MOTIVATION

Ryan and Robertson (1997) argue that although the context of holidays provides the opportunity for people to behave differently compared to when in their home environment, this is not in itself a preface to behaviour that is different from that

exhibited within the leisure environment. This is, they suggest, because behaviour also requires certain pre-dispositions to action or motivations, amongst which is a willingness to 'experiment'.

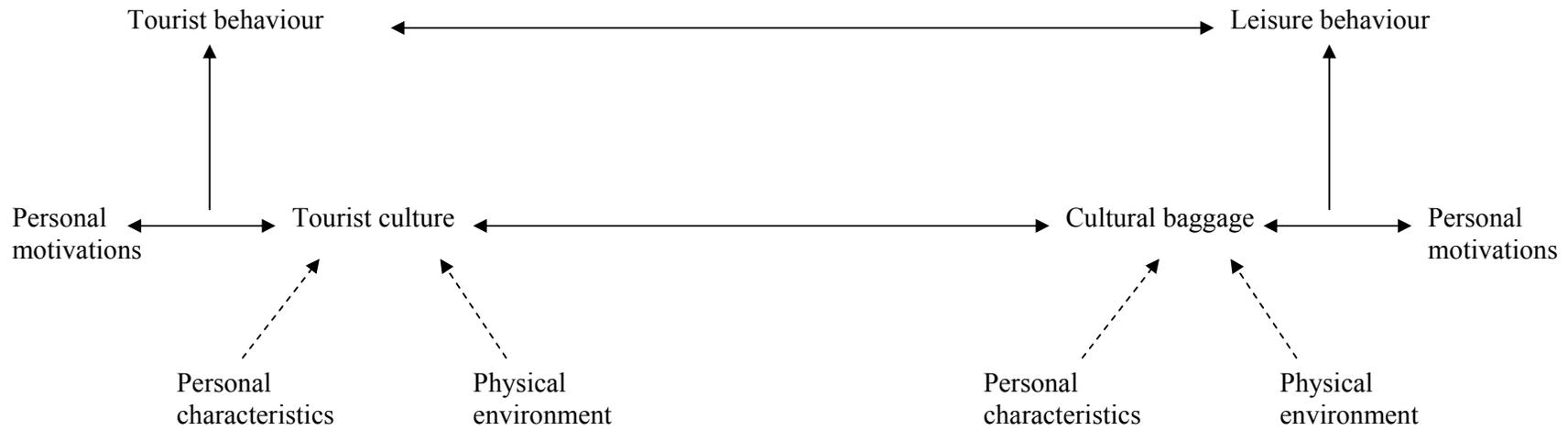
Ben provides evidence for personal motivations leading to differences between holiday and leisure behaviour. When asked to explain the behavioural differences illustrated in table 1 and 2 he replied, "at home it's like everyday like, you have a day off in the week and have to occupy yourself with something, but if you are on holiday you don't really care what you do, there's not so much pressure as if you are at home, and you've got choices to do your own thing." Ben added that on holiday "you've got no pressures, no have to do it, you do it when you want to. If you want to stay in, or go down and sunbathe or whatever, and do whatever you want. You don't have to do the things you normally have to when you are at home." Similarly, Peter stated that differences in his holiday and leisure behaviour were "because I'd been working all week obviously I'm tired and I don't get a chance to have a lie in during the week so I'd rather do that on a Saturday, but when I'm abroad, you've paid money to get out there and it's somewhere new and interesting and exciting and I want to get up and not be laying in bed, I want to be getting up and looking at it." The ability of personal motivations to contribute to differences in leisure and holiday behaviour is supported by Kate, who stated that her increased alcohol consumption while on holiday in Newquay was "because we went there to drink alcohol and relax, basically."

CONCLUSION

This paper has shown how the behaviour people exhibit in the holiday environment may be influenced by a combination of their own cultural baggage, personal motivations, tourist culture, and the physical and perceived environment. How

leisure behaviour is determined by a similar set of influences, minus the tourist culture, has also been illustrated. The manner in which these influences interact to determine observable behaviour in the home and holiday environments is shown in figure 2. In addition, the paper has recognized that tourist culture and cultural baggage may not be discreet entities and that both may influence tourist behaviour. The results highlighted in this paper also suggest the tourist culture may be a product of the society and culture of the tourist's home environment.

Figure 2
A Model of the Tourism – Leisure Continuum



Source: Carr (Publication pending).

Even though figure 2 identifies culture and personal motivations as separate influences on behaviour it is an oversimplification to say there is no relation between them. Rather, motivations and sociocultural norms and values are more accurately viewed as interrelated entities that are constantly changing as a result of their interaction with one another. It is also important to note how the behaviour of people may be influenced, as figure 2 shows, by personal characteristics such as age and gender, amongst others. These characteristics appear to help determine the nature of the sociocultural norms and values that influence individual behaviour (Pawson & Banks, 1993). However, personal motivations have the potential to alter the nature of any influence personal characteristics have on behaviour (Bialeschki & Hicks, 1998).

The paper has indicated that the physical or perceived environment may also have an indirect influence on how people behave. This hypothesis suggests that if the individual perceives a difference between the physical environments of their home and holiday destination their behaviour in the two locations may differ. In contrast, if similarities between the two environments are perceived then leisure and holiday behaviour may be similar. These physical/perceived similarities act as a trigger to the individual's cultural baggage which in turn influences observable behaviour. In the absence of these triggers the tourist culture will dominate as perceived differences trigger the influence of this type of culture.

Although the physical environments of the holiday and leisure environments may look different, this does not automatically mean that people will behave differently in the two places. Rather, preconceived mental maps and imagery cultivated in the home environment may still have an influence on behaviour in the holiday destination (Valentine, 1989). This suggests that despite the absence of environmental triggers some aspects of cultural baggage are so influential to certain

people that they still function even when a person is in a holiday environment that is significantly different to his/her place of origin.

Overall, the results highlighted in this paper and the model in figure 2 indicate that tourism and leisure behaviour are closely related. It has also been shown that the influences on observable behaviour in the holiday and leisure environments are very similar. This indicates that it should be possible to utilize previous work on behaviour during the leisure experience to gain a greater understanding of how tourists behave and vice versa. The model in figure 2 also indicates that how people behave in the leisure and holiday environments can lead to changes in the nature of the influences on their behaviour. Consequently, behaviour and the influences on how people behave are constantly changing (Massey, 1994).

More work needs to be conducted to verify the results of the study on which this paper is based, and to expand them to the general population. This would also provide a more accurate understanding of the role that personal characteristics play in determining leisure and tourism behaviour. In addition, a cross cultural study of leisure and tourist behaviour needs to be conducted to help verify the claim that the tourist culture is related to the sociocultural norms and values of the tourist's home environment. Understanding how different influences on behaviour are interrelated and interact with one another is another problem that needs further research to validate the nature of the model highlighted in figure 2.

The methodological framework used to collect the data on which this paper is based could be replicated in further studies of the relationship between tourism and leisure behaviour. However, the recall diary and in-depth interview methods are not without their faults. Together they form a method that demands relatively large amounts of time from the subjects, which has implications for gaining people's co-operation. Despite this, the interviews are necessary as they provide the level of

contact between interviewer and subject that is required to study often sub-conscious reasons for observed behaviour.

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