Specialist lodging in the USA: Motivations of bed and breakfast accommodation guests

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Sažetak
Interest in specialist lodging has become prominent in the United States as well as elsewhere in the world. Some of the world trends in tourism that are influencing this niche market are greater competition, increased market fragmentation and complexity, more experienced and discerning customers and communication technology. These factors have created a strong demand for unique products and the Bed and Breakfast providers have made efforts to create competitive advantages, leading to even more variety in the sector. This paper provides insight into motivational factors of the specialist-lodging sector in the United States, specifically Bed and Breakfast accommodation.

A study was conducted in order to explore, in some detail, the key issues of guests’ motivation, guests’ satisfaction, and guests’ sources of information in the USA. Of these factors, the motivational results of the study were primarily utilized for the purposes of this paper. Motives were aligned to the motivational career steps of Maslow (1954) needs and Pearce’s (1988) motivational travel ladder. Of the five hierarchical travel career steps, relaxation and physiological needs were ranked of highest importance. Understanding the key motivational factors of service provision may offer some direction in shaping facility, amenity, service and marketing decisions of specialist accommodation operators.

Ključne riječi
bed and breakfast; tourist motivations; specialist accommodation; niche lodging; USA

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Combined presentation of student reports and the lectures on Lodging and Accommodation for the subject Principles of Tourism II for the College of International Tourism and Hospitality Management of the Lyceum of The Philippines Cavite, Campus. All photographs are grabbed from the internet and credit is due to their respective photographers. Interest in specialist lodging has become prominent in the United States as well as elsewhere in the world. Some of the world trends in tourism that are influencing this niche market are greater competition, increased market fragmentation and complexity, more experienced and discerning customers and communication technology. This paper provides insight into motivational factors of the specialist-lodging sector in the United States, specifically Bed and Breakfast accommodation. A study was conducted in order to explore, in some detail, the key issues of guests’ motivation, guests’ satisfaction, and guests’ sources of information in the USA. Of these factors, the motivational results of the study were primarily utilized for the purposes of this paper. Common Bed and Breakfast Lodging in Puglia. By Martha Bakerjian. Updated 11/06/17. For tourists wanting to break away from usual accommodations while on vacation, bed and breakfasts and country inns are a natural go-to. If you are traveling to Italy, particularly the Puglia region, you might come across the term "masseria" or its plural, masserie, which is another way of saying a quaint accommodation at one of the historically restored farmhouses dotting the Puglia region. Many masserie are bed and breakfasts now. Masseria Defined. Some masserie have a restaurant serving typical dishes of Puglia and a few have cooking classes for guests. Other luxury amenities can include full spa services, golfing, and beach clubs.