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**Segmenting Travel Situations
on the Basis of
Motivation and Information-
Collection by the Traveller**

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1 Abstract

In the study presented here, travellers from Switzerland are segmented on the basis of their information collection, with respect to their motivation structure derived in a study earlier this year.

The study illustrates the important role of information in tourism. A successful strategy consists of providing convenience and of building up a trustful relation between the tourist company and the tourist. Hereby, convenience is determined by quality of admission, availability of information and a customer tailored presentation of information contents. A trustful source of information shall not only be provided by private relations (friends and relatives) but more and more by employees of travel agencies, tourist information and companies.

One key goal of each information strategy lies in an optimal matching between human-oriented and technical-oriented sources of information.

2 Introduction: The Role of Information in Tourism (Theoretical Concept)

Tourist services are **immaterial** and **intangible** (BIEGER 1998). To begin with, this manifests itself as a mere promise of a potential performance on the part of the provider (SCHERTLER, 1994). There is no prefabricated product, since the service can only be produced once provider and customers meet so that the original promise can be redeemed (*uno actu*).

In a competitive market such as tourism, consumer awareness, selection, and choice of tourism and hospitality products depend heavily on the information to and used by the tourist (FODNESS/ MURRAY 1997; MCINTOSH/ GOELDNER 1990; MOUTINHO 1987).

From a guest's point of view, the **quality and quantity of the risk** which is linked to such a promise of performance is determined by information, which thus becomes the **harbinger and initial indicator of the later, actual tourist service**. It follows that the quality and quantity of the information that is available is an actual strategic success factor (LAESSER 1998).

For this reason, it is necessary to have a more detailed knowledge of potential guests' information bases, and to make the right sources available to them at the right time in accordance with their information behaviour. The goal to be pursued here is to provide potential guests with a positive experience at the early stage of information gathering (which may, among other things, increase the probability of a booking being made) (LAESSER 1998).

Exhibit 1: Travel Market Switzerland: Sources of Information (Means)

Source: Reisemarkt Schweiz 1998

The information sources employed by tourists form the basis for vacation planning. Usually people in a travel group (travel situation) share in the information process and mostly, several sources of information are consulted in planning a trip.

Potential guests' identification of their intentions and their travelling decision is the result of a variety of dimensions. The most important criteria of influence include (FODNESS/ MURRAY 1999; LAESSER 1998; SNEPENGER/ MEGED/ SNELLING/ WORRALL 1990):

- potential travellers' own intuition/desires;
- their own experience/satisfaction or dissatisfaction;
- information made available by the providers;
- information given by friends and relatives (recommendation by word of mouth);
- marketing influences such as information from guidebooks, press articles, TV programmes, TV/radio commercials and advertisements in the print media;
- the power or mystique of a brand or a brand name (geographical, topographical, potential travellers' predilections).

These criteria can also be perceived in the general **structure of information sources** used by Swiss travellers (cf. Exhibit 1): The most important criterion for travellers from Switzerland is information given by friends and relatives (very important or important for 47%). Also of great importance are local and regional brochures (39%), tour operator catalogues (24%) and travel guides, books and journals (25%). Oral information by travel agents and tourist information offices occupies the middle ground (about 20%). What is interesting is the fact that the Internet (World Wide Web), at 5%, has drawn practically level with TV programmes and has already overtaken videotext!

In this form, such a list of how information sources are utilised by all guest groups and in all travel situations does not allow for any conclusions regarding behaviour patterns. That lack will be eliminated in the following analysis.

3 Point of departure: the results of a segmentation of travel situations on the basis of motivation factors

Previous research and experience show that socio-demographic characteristics are increasingly less helpful for the segmentation of guest groups: guests “meander” and consume services **situatively**, opportunistically, as it were, free of any norms/structures and/or ties. Reference is often made to “hybrid” consumers who “zap” between various options in a manner that is virtually impossible to objectify, while the structure of their selection is less and less clearly recognisable. **It is therefore hardly possible any longer directly to infer certain behaviour characteristics** on the basis of people’s age, income, education, occupation, etc. (BIEGER 1997 und 1998; BIEGER/ LAESSER, 1999; ROMEISS-STRACKE 1999).

This has been revealed, in particular, in a **segmentation of travel situations on the basis of motivation factors** such as is represented in (BIEGER/ LAESSER 2000; for the significance of such a type of segmentation, cf. Exhibit 3, for instance, SCHEWE 1990; CRANDALL 1980; RUBENSTEIN 1980). This process results in the crystallisation of four paratypical travel situations (clusters or segments) (cf. Exhibit 2).

Exhibit 2: Four paratypical travel situations

1. Unemotional solo travel	A conspicuous feature is the very high quota of solo travellers (40%) who are hardly more than 35 years old (60% are younger than 35). Also particularly conspicuous is the reason for the trip: visits to relations and other reasons. Not surprisingly (on account of the low degree of motivation), such trips are very short (60% are shorter than 3 overnight stays), and the majority of them lead to destinations inside Switzerland.
2. Cultural hedonism	This cluster enthuses about culture, in particular (relatively greatest weight), but also about nature (absolutely greatest weight), yet also sets great store by relatively high comfort. This segment largely consists of well-educated people of 45+, often from two-person households (63%). They usually travel together (more than 60%). The predominant travel types are round trips, trips to cities and study trips to Germany, France, Italy, North West Europe and overseas.
3. Family-oriented	The fact that here, time for the family is the most important motive is easy to comprehend. But sports is also relatively important in this category. The central role played by Switzerland deserves special mention here: 64% of trips in this cluster have a Swiss destination. Just over 30% of all travellers are younger than 15. Naturally, most of them travel with 3 or 4 others from the same household. A majority of travel types can be characterised by “Visit to friends and relatives”, as well as summer and winter holidays in the mountains.
4. „Me(e/a)t-Marketing“	The weightiest motive is having time for one's partner. What is also important is doing sports, doing something for one's beauty, sunbathing, bathing and being flexible. This cluster consists of either families with teenagers or of young travellers (more than one third are between 16 and 35). The most popular destinations are in the Mediterranean (particularly Italy and Spain); the predominant travel type is “beach holidays” and “holidays in the snow”. Together with travellers from the second cluster, these travellers are most likely to aim for more distant destinations, albeit from different motives.

Source: BIEGER/ LAESSER 1999

Socio-demographic factors may serve to describe the clusters; the intensity of the influence of these factors, however, is trivial – with the exception of the age factor – and without any essential determinant force. Contrary to this, the **travel profile**, which, as it were, anticipates travelling behaviour, furnishes a significant basis. The decision as to how to travel where (and thus the demand for a certain travel types) proves clearly dependent on specific offers and options worked out by the destinations and the service providers. The trips on offer and the communication of these offers thus make a substantial contribution to actual demand, which is why communication must be focused accordingly. A clear and transparent offer helps individual guests – or, in most cases, the travel group – to demarcate their personal requirements, then to harmonise them, and finally to decide which destination to choose. **Offers are supposed to make people aware of what they want.** For this reason, it is postulated that in future, guest groups should be defined less on the basis of socio-demographic data – the population – or on the basis of the product – the trip – but rather on the **basis of the travel situation and the underlying motivation structure** (BIEGER/ LAESSER, 2000).

**Exhibit 3: Motive-based travel situations: a survey
(people: 18 years and older)**

How to read the following table: cluster 3 contains 23.9% of all trips. This group's most important motive is to spend time with the family (3.69 on a scale of 1 to 4).

Motivation factor (acronym)	Average	“Motivation structure” clusters (Quota of all personal trips or travel situations)			
		1 (19.1%)	2 (29.3%)	3 (23.9%)	4 (27.8%)
Average		1.52	2.17	2.14	2.83
Night life	<u>1.41</u>	1.42	<u>1.58</u>	1.18	<u>1.51</u>
Comfort	<u>2.27</u>	1.56	2.42	1.99	<u>2.82</u>
Time for one's partner	<u>2.87</u>	1.47	2.55	3.15	3.60
Time for the family	<u>2.84</u>	1.84	1.36	3.69	3.53
Nature	<u>3.08</u>	1.89	3.38	3.10	3.54
Culture	<u>2.33</u>	1.47	3.19	1.79	<u>2.78</u>
Freedom	<u>2.40</u>	1.43	2.65	2.03	3.11
Body	<u>1.40</u>	1.09	1.29	1.15	<u>1.86</u>
Sports	<u>2.01</u>	1.74	1.61	1.80	<u>2.57</u>
Sun	<u>1.97</u>	1.30	1.66	1.47	2.95

Scale: 1=not important to 4=very important

Source: BIEGER/ LAESSER, 2000

Precisely because the motives for a trip are increasingly determined by specific offers made by service providers and destinations, and less and less by the travellers' socio-demographic predispositions, an **exact analysis of information behaviour becomes indispensable.**

4 The segmentation of travel situations on the basis of the information acquisition structure

4.1 Procedure

On the basis of a cluster analysis – to establish groups – and a discriminant analysis – a multivariate process for the analysis of group differences – the data from “Reisemarkt Schweiz 1998” (Travel Market Switzerland) are used to examine Swiss travellers’ information acquisition structures for their common denominators (cluster analysis) and their discrepancies (discriminant analysis) (as to the method, cf. LANZ 1999; BACKHAUS ET AL. 1996; KAUFMANN/ ROUSSEUW 1990; ALDENDEFER/ BLASHFIELD 1984; PUNJ/ STEWART 1983).

In analogy with the procedure used for the clustering on the basis of motivation factors and the findings it yielded, this segmentation is not based on socio-demographic characteristics but on the intensity of the exploitation of individual information sources.

4.2 Results

Exhibit 4 provides an overview of the cluster analysis results. More than 94% of all the cases could be correctly classified in 4 clusters. The optimal number of clusters was determined in a hierarchic process (dendogram).

Exhibit 5 represents the individual clusters' travel profile structures. It is revealed that there are significant and meaningful relations between, in particular, destination, travel type, travel duration and the mode of travel (package tour or not). The following factors are also statistically significant but only have a trivial influence (without significance):

- age (Phi: 0.154);
- education (Phi: 0.094), occupation (Phi: 0.145) and income (Phi: 0.138);
- region of residence (Phi: 0.090) and size of the town/city (Phi: 0.069)

**Exhibit 4: Segmentation of travel situations on the basis of
how intensively information sources were used
(people: 18 years and older)**

How to read the following table: cluster 3 contains 48.7% of all trips. This group's most important information source is "Information from friends/acquaintances" (1.99 on a scale of 1 to 4).

Information source	Average	"Information structure" cluster (Quota of all personal trips or travel situations)			
		1 (17.4%)	2 (11.4%)	3 (48.7%)	4 (22.5%)
Average		1.80	2.41	1.15	1.52
Brochures, destination/region	<u>2.62</u>	3.00	3.26	1.09	3.14
Hotel brochures/hotel guides	<u>2.18</u>	2.65	2.90	1.07	2.09
Tour operators' catalogues	<u>2.15</u>	3.39	2.92	1.07	1.20
Information from travel agents	<u>2.07</u>	3.09	2.91	1.08	1.20
Information from the rail service	<u>1.45</u>	1.36	<u>2.14</u>	1.06	1.22
Info from the tourist office at the destination	<u>1.89</u>	1.47	2.88	1.10	2.09
Information from representatives in Switzerland	<u>1.55</u>	1.41	2.55	1.02	1.22
Adverts in papers/magazines	<u>1.53</u>	1.37	<u>2.35</u>	1.08	1.32
Travel guides/books/magazines	<u>2.15</u>	2.71	2.93	1.10	1.84
Video/CD-Rom	<u>1.21</u>	1.10	<u>1.71</u>	1.01	1.02
Trade fairs/exhibitions	<u>1.23</u>	1.10	<u>1.76</u>	1.01	1.05
Radio programmes	<u>1.22</u>	1.05	<u>1.77</u>	1.01	1.05
TV programmes	<u>1.41</u>	1.23	<u>2.25</u>	1.03	1.14
Videotext	<u>1.20</u>	1.05	<u>1.71</u>	1.02	1.03
Internet	<u>1.26</u>	1.23	<u>1.65</u>	1.05	1.12
Information from acquaintances	<u>2.51</u>	2.17	3.19	1.99	2.68
Other	<u>1.65</u>	1.29	<u>2.01</u>	1.81	1.47

Scale: 1=not important to 4=very important

Source: Database "Reisemarkt Schweiz 1998"; authors' own calculations

**Exhibit 5: Data on the structure of the travel profile (selection)
in the individual information clusters**

How to read the following table: 60% of cluster 3 travel to Swiss destinations. In comparison with the total (43%), this value exceeds the average. At 0.54, "Destination" and "travel type" have the best explanation value for the information structure (Phi).

Travel profile in brackets: intensity of the nexus between factor and information structure (Phi; 0-1)	Cluster 1 (17.4%)	Cluster 2 11.4%	Cluster 3 48.7%	Cluster 4 22.5%	Total
Destination (Phi: 0.54):					
- Switzerland	5	23	60	49	43
- Austria	5	7	4	6	5
- Germany	4	6	6	5	6
- France	12	12	10	15	11
- Italy	12	12	9	12	10
- Spain	12	7	4	4	6
- Portugal	1	0	0	0	1
- Greece	7	5	0	0	2
- Other Mediterranean countries	4	3	1	0	1
- North West Europe	9	4	3	2	4
- Scandinavia	2	1	1	2	1
- Eastern Europe	2	2	1	0	1
- North Africa/Middle East	5	2	1	1	2
- North and Central America	11	9	1	1	4
- South America	1	1	0	0	1
- Africa (centre and south)	1	1	0	1	1
- Australasia	7	5	1	0	2
Travel type (Phi: 0.54):					
- Beach holidays on a lake/by the sea	27	22	10	12	15
- Trip to/stay in a city	19	19	4	12	11
- Round trip by car/bus/rail	19	14	3	15	10
- Cruise	3	2	1	1	1
- Holidays in the country	2	3	3	7	4
- Holidays in the mountains (not in the snow!)	2	3	8	7	6
- Health-oriented holidays	1	4	1	4	2
- Winter holidays in the snow	0	3	7	4	5
- Winter holidays in warm countries in the sun	2	2	0	0	1
- Other sports holidays	4	5	4	3	4
- Event trip	4	4	8	6	6
- Visit to a theme park	4	2	0	1	1
- Study trip	2	2	2	1	2
- Language trip	1	1	0	0	0
- Shopping trip	3	1	2	1	2
- Visit to relatives/acquaintances	2	11	35	13	21
- Other travel types	7	5	11	12	10
Travel duration (Phi: 0.296):					
- 1 night	3	3	17	11	11
- 2-3 nights	17	15	29	22	23
- 4-7 nights	34	36	29	37	33
- 8-14 nights	32	27	16	21	21
- 15-21 nights	10	14	5	7	7
- more than 21 nights	5	6	4	2	4
Package tour (Phi: 0.534):					
- No package tour	22	46	84	77	67
- Individual package tour	45	30	5	11	16
- Group package tour	17	9	4	4	7
- Group package tour without courier	7	5	3	4	4
- Other type of package tour	10	9	5	5	6

Source: Database: Reisemarkt Schweiz (rounded values);

Bold: cluster values are relatively higher than the total

4.3 General Discussion

"INFORMATION CLUSTERS" ANGLE

Exhibit 6 reveals the result of a cross-tabulation between the "motivation structure" and "information structure" clusters. The relation is statistically significant, and with a Phi value of 0.483 quite strong (i.e. significant).

Exhibit 6: Cross-tabulation between the "motivation structure" and "information structure" clusters (people = 18+)

		“Motive” cluster				Total
		1	2	3	4	
"Information source" cluster	1	7.7%	50.3%	8.6%	33.4%	100.0%
		7.0%	29.9%	6.7%	20.9%	17.4%
	2	2.9%	27.5%	8.9%	60.7%	100.0%
		1.7%	10.7%	4.3%	24.9%	11.4%
	3	31.0%	18.2%	32.8%	18.0%	100.0%
		79.3%	30.3%	67.0%	31.6%	48.7%
	4	10.2%	38.0%	23.9%	27.9%	100.0%
		12.0%	29.1%	22.5%	22.6%	22.5%
Total		19.1%	29.3%	23.9%	27.8%	100.0%
		100.0%	100.0%	100.0%	100.0%	100.0%

Source: Database: Reisemarkt Schweiz 1998; authors' own calculations (Phi: 0.483)

To begin with, a look at the results of the various analyses enables us to note the following results **from the point of view of information clusters**:

- The information structure of the travel situations in **cluster 1** is characterised by the great importance of tour operator brochures and information provided by travel agents. The cluster combines 17.4% of all the travel situations, of which 80% are package tours. The preferred destinations are the entire Mediterranean, North and Central America, as well as Asia and Australia.
- **Cluster 2** (11.4% of all travel situations) tries to obtain information in the comparatively most intensive manner. Partially, this cluster evinces similar information patterns to cluster 1; however, the local/regional brochures are the most important information source in this cluster. The second most important information source is information given by friends and relatives. The role played by tour operators and travel agents remains strong, but no longer as pronounced as in cluster 1. A prominent (substitute) role, however, is played by the tourist representation of the destination country, and information given by friends and relatives. In this cluster, the Internet achieves the highest (albeit still very low) rate of importance as an information channel. It does not come as a surprise that 46% of all trips in this segment are not package tours; most of them are made to Switzerland's neighbouring countries, in Switzerland itself and to other continents.
- **Cluster 3** (48.7% of all travel situations) is the cluster which gathers and requires the least amount of information. The very high proportion of domestic trips (60%) and the central role of visits to friends and relatives largely explain this characteristic. Further preferred types of travel are mountain holidays (not in winter), winter holidays in the

snow, and event trips. The trips are comparatively short (46% with 3 and fewer nights); 84% of them are organised by the travellers themselves. Special mention must be accorded to the prominence of information given by friends and relatives as a source of information: in no other cluster does one single information source play such an isolated central role!

- In **Cluster 4** (22.5% of all travel situations), a majority of travellers obtain their information from local and regional brochures and from tourist information offices at their destination. Information given by friends and relatives also plays a role of above-average importance. The most important destinations are in Switzerland, Austria, France and Italy; the majority of the trips last 2-7 nights, and are not package tours.

"INFORMATION CHANNELS" ANGLE

The following points can be noted **from the point of view of information channels**:

- **Brochures**, i.e. local and regional brochures, hotel brochures/ hotel guides, tour operator catalogues, and information from travel agents and tourist information offices and tourist representations in the countries of origin remain the most widespread sources of information.
- The **print media** in the form of travel guides, books and journals/articles serve as a valuable information basis particularly for long-distance trips, regardless of whether those are package tours or individually organised trips.
- The **electronic media** (TV programmes, videotapes, CD-Rom; but also the Internet) are chiefly used for long-distance trips with a comparatively high degree of individual organisation (individual organisation requires more broadly based information). However, the proportion of such trips is comparatively low.

"MOTIVATION STRUCTURE" ANGLE

When **motivation structures are taken into consideration**, the following further regularities can be observed:

- The information behaviour in the **"unemotional solo travel" situation** is characterised by cluster 3: the low degree of travelling motivation is also reflected by the travellers' information behaviour.
- The **"cultural hedonism" travel situation** reveals two paratypical behaviour patterns: in just under 30% of all cases, clusters 1 and 4 mark an above-average presence. Substantial differences can be seen in travel duration, choice of destination and travel organisation, in particular. In simplified terms: the longer the trip and the more distant the destination, the more likely the choice of a package tour. This can be interpreted as a token of risk aversion (a substantial part of "cultural hedonism" travellers are older than 45) and as a desire for convenience.
- In the **"family-oriented" travel situation**, only superficial information is gathered (cluster 3). If they look for information at all, travellers in this category tend to rely on friends and acquaintances. Besides, their familiarity with Switzerland means that relatively less information is needed anyway. In addition, the role of the regular guest, which is played by a majority of these travellers, also adds to the subordinate significance of information.
- **"Me(e/a)t marketers"** are package tour travellers, or, in other words: package tour travellers are most likely to be "me(e/a)t marketers". This overlap is relatively high; information behaviour is identical with travel organisation and various other factors: beach holidays, city trips, round trips, as well as winter holidays (both in the snow and in the sun) are the most popular travel types. This is in keeping with the choice of destinations, which is dominated by the entire Mediterranean region and by more distant destinations.

NUMBER OF SOURCES

Depending on the degree of organisation and familiarity with the region of the destination, a varying **number of information sources** is used (cf. Exhibit 7):

- Whereas in **cluster 1**, 50% of all the travellers refer to fewer than 5 sources of information, 50% of **cluster 2** make use of more than 7 sources. This fact must, in particular, be attributed to the varying degree of organisation through others (package tours) combined with a similarity of destinations.
- The low information requirement observed earlier in **cluster 3** also manifests itself in the low average and mean of the information sources judged important or very important. The most central role in this cluster is played by information given by friends and relatives.
- The number of the information sources used is also rather low in **cluster 4**. The comparatively low information requirement can also be explained in terms of the travellers' familiarity with their destinations and, in other cases, of the minimisation of risk through booking a package tour.

Exhibit 7: **Number of important or very important sources of information**

Parameter	Cluster 1	Cluster 2	Cluster 3	Cluster 4
Mean	4.8	7.7	0.9	3.2
Median	5	7	1	3

Source: *Reisemarkt Schweiz 1998*

SPECIAL ROLE PLAYED BY "INFORMATION GIVEN BY FRIENDS AND RELATIVES"

A special role is played by the **source "Information given by friends and relatives"** (cf. Exhibit 8):

Exhibit 8: **The importance of "Information given by friends and relatives" related to the number of sources of information**

Number of Sources of Information	"important or rather important" among "Number of Sources of Information"	"important or rather important" among "Information given by friends and relatives"
1	46.2%	21.0%
2	58.6%	18.4%
3	59.2%	14.1%
4	55.8%	10.1%
5	62.9%	10.4%
6	70.8%	8.4%
7	80.7%	6.7%

Source: *Reisemarkt Schweiz 1998*

- From the **travellers' point of view**, the importance of information given by friends and relatives increases in proportion to the growing number of information sources. The

correlation is statistically significant (with $\phi = 0.494$), and can, in particular, be explained through those persons' role as "information filters".

- From the **providers' point of view**, it must be noted that in more than 50% of the cases in which information given by friends and relatives is important or very important, reference was made to only 3 or fewer sources of information.

By way of **explanation** of the central role of this information source, the following may be noted:

- Travelling is an area of consumption which possesses a very high **emotional value** and is closely connected with every individual's identity. Travelling is also apt to create identity. Modern people in a world of rapid change consider the maintenance and reinforcement of their own identities ("I want to apprehend myself as a person in my own right." / "I want to have an impact.") as increasingly important (BIEGER/ LAESSER 2000³). However, identity can be gained in a much more pronounced way through social interaction than through relationships with machines, which is why people are becoming even more important as "consultants" for travelling decisions.
- Another essential factor is **trust**. Since travelling is a highly opaque product with great material and emotional risks, travelling is always a business that requires trust. However, trust can only be established and communicated through "proxies" or "guarantors" in the form of brands and persons. Also, trust must not be reduced to reliability. Trust also involves the conviction that my guarantor means well, is well-disposed towards me and, in terms of travelling, follows my thoughts, proactively tries to eliminate risks, offers additional benefits of his own will, and creates access to new things.

5 Conclusions

The above analyses have revealed a great number of findings. This implies a number of consequences for tourist marketing in Switzerland, which are briefly described below:

- The **correlation between motivation structure and information structure** as represented in the analysis postulates a corresponding development and adaptation of tourist information. From the **incoming** point of view, it must be noted that Swiss customers' information requirements are relatively low, while the brokering role played by domestic guests cannot be overemphasised. From the **outgoing** point of view, it must be indicated that depending on the motivation structure of a trip, there will be information requirements that completely differ from other motives, not only in terms of contents, but also in terms of the diversity and intensity of the sources. For this reason, it is not sufficient for tour operators to provide different catalogues for different guest requirements; rather, tour operators themselves should become active as information filters and specifically support potential customers in their selection of information sources, for instance by the integration of retailers in an information concept, by cooperation with publishing houses, or by providing quality-checked links on the Internet.
- **In most cases, the acquisition of information is personal**, either through employees in travel agencies, tourist information at the destinations, or from friends and relatives. These people are actual "information filters" (i.e. trustee), thus taking on an important support function; in particular, they prevent selection problems such as may emerge through an excessively broad and vague choice of information sources. These brokers (and sometimes mediators) must therefore be more proactively integrated into the service providers' marketing drives, for example by means of special customer loyalty programmes or the creation of incentives along such lines.
- The **choice of media** is primarily a function of travelling distance, familiarity with a destination and the degree of trip organisation. The choice of suitable channels must therefore increasingly be made on the basis of specific subject matter, scope and target markets.
- An orientation towards guests' information requirements, which vary according to different decision-making situations, does not only improve convenience for guests, but also makes a crucial contribution towards a relationship of trust between guests and providers.

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