Hotel Tourism

Topic: Factor analysis and Discriminant analysis

Context:

This case is based on answers of questionnaires given to tourists at hotels in three different regions of Norway, here named Valleyland, Fjordland and Coastland, The data was gathered and analyzed by an outside organization with the aim to help all participating hotels in these regions to develop and improve their product.
Among the interesting questions to be asked were:

What are the factors underlying the choice of vacation spot?
How can satisfaction be explained?
What separates the areas wrt. product and guest profile?
Which groups/segments exist within each area?
How is the product at our hotel adapted to each segment?

The case is limited to a portion of the questionnaire, that of answering the question:

To what extent are the following important to you for choosing your vacation spot?

Nature | Bathing | Hiking | Entertainment | Peaceful | Culture |
Nice weather | New Experience | Children friendly | Good Food |
Excursions | Cheap prices | Uncommon | Community | Learn about area |
Get in shape | Shopping | Meet people | Clean nature |

The answers were given on a 7-graded scale
 1 = "Totally unimportant",… , 3 = "Some weight", …., 7 = "Very important"

The data file Hotel_Tourism.XLS contains answers from 769 respondents (a sample from a much larger file) in columns from left to right, as follows

Region (1 = Valleyland, 2 = Fjordland, 3 = Coastland)
followed by the coded answers for the 19 factors above (blank = No answer)

Task:
Try to answer some of the questions above by a suitable statistical analysis.