

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/37376260>

The Travel Behaviour of International Students: the Relationship between Studying Abroad and their Choice of Tourism Destination

Article in *Journal of Vacation Marketing* · January 2004

DOI: 10.1177/135676670301000106 · Source: OAI

CITATIONS

156

READS

4,434

3 authors, including:



Ian Michael
Zayed University

32 PUBLICATIONS 550 CITATIONS

[SEE PROFILE](#)



Brian E M King
Texas A&M University

298 PUBLICATIONS 8,126 CITATIONS

[SEE PROFILE](#)

The travel behaviour of international students: The relationship between studying abroad and their choice of tourist destinations

Ian Michael,* Anona Armstrong and Brian King

Received (in revised form): 6th May, 2003

Anonymously refereed paper

*School of Hospitality, Tourism and Marketing, Victoria University, PO Box 14428, Melbourne City, 8001, Australia

Tel: + 61 3 9688 4638; Fax: +61 3 9688 4931; E-mail: Ian.Michael@vu.edu.au

Ian Michael is a lecturer in marketing in the School of Hospitality, Tourism and Marketing at Victoria University, Melbourne, Australia. He is currently in the final stages of completing a Doctor of Business Administration (DBA). Ian's research interests include brand management, online consumer behaviour, tourism marketing and cross-cultural marketing. He has worked in industry for 18 years, in the advertising, pharmaceutical and tourism sectors in Australia and Asia, prior to academia.

Anona Armstong is the Deputy Director of the Centre for International Corporate Governance Research in the Faculty of Business and Law at Victoria University. She is a Fellow of the Australian Psychological Society; a Fellow of the Australian Institute of Company Directors and is currently active as a Member of the Victorian Council of the Institute of Public Administration and the Crime Prevention Advisory Council of the Victorian Department of Justice. She has published in the areas of her research interests: evaluation, governance and marketing.

Brian King is a professor and Head of the School of Hospitality, Tourism and Marketing at Victoria University. Brian is co-editor-in-chief of the journal *Tourism, Culture and Communication* and an executive adviser to *Journal of Vacation Market-*

ing. His research interests include tourism/migration linkages, destination marketing, the role of marketing in tourism planning and cultural sustainability.

ABSTRACT

KEYWORDS: *international, students, visiting friends and relatives (VFRs), Destination Victoria — Australia, education, behaviour*

This paper examines why international students opt for their chosen study destination. It also investigates their behaviour as tourists while studying, whether they hosted visits from friends or relatives and their overall economic contribution. The sample consisted of 600 international students studying in higher education institutions in Melbourne, Australia of which 219 responded. A stratified random sampling method was used with the key variables identified as country of origin, gender and university attended. Key questions included: What were the factors that prompted students to study in Australia? How did they become familiar with destinations and tourist attractions during the course of their studies? What tourist attractions and activities were most popular? It was discovered that word-of-mouth was the most significant medium of communication in the selection of educational destination. Most travel undertaken during the period of enrolment was for private purposes. The most popular Melbourne attraction was the Queen Victoria Market and The Great Ocean Road was the most popular attraction state-

Journal of Vacation Marketing
Vol. 10 No. 1, 2003, pp. 57–66,
© Henry Stewart Publications,
1356-7667

wide. The study also found that tourism related activities undertaken by overseas students contributed approximately A\$8.2m to the economy of the state of Victoria. The figure more than doubles to approximately A\$17.2m if the expenditures of visiting friends and relatives (VFRs) are included.

AUSTRALIAN EDUCATION AND OVERSEAS STUDENTS

The export of education by Australia grew rapidly during the 1990s, with most of the increase in demand accounted for by students from the Asia Pacific region. During the years 1991–94 education exports grew at an estimated 15 per cent a year and by 1995, there were approximately 70,000 Asian students studying in Australia yielding A\$2bn in direct export income.¹ In a study conducted by the Australian International Education Foundation (AIEF) in 1997, the number had more than doubled to 142,600 students, contributing some A\$3.337bn to the Australian economy. Between 1995 and 1997 Victoria's share of international students increased from 17,900 to 32,500 and the economic contribution from A\$400m to A\$823m.² This growth was not restricted to the Melbourne metropolitan area. Beneficiaries included regional campuses in locations such as Ballarat, Geelong, Gippsland and Warrnambool. Commentators have forecast continuing growth for Australian education exports. It was reported that Australian Universities and Technical and Further Education (TAFE) institutions could double their income over the next decade.³

The Australian share of the world market for international students has been estimated at 7 per cent. The growth of Australia's onshore higher education enrolment accelerated by 20.3 per cent in 2000 substantially ahead of the 1998 and 1999 growth, which were respectively at 6.8 per cent and 8.2 per cent. This success has been attributed to economic recovery in some parts of Asia (in 1997 Asian students represented 77 per cent of the international student population in Australia⁴) and to the growth of new markets, such as India, China, Thailand, Brazil and

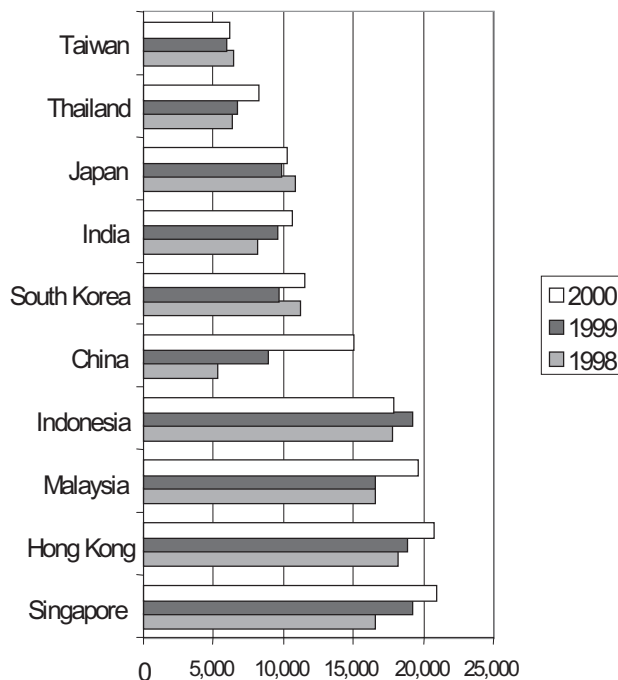
Scandinavia. In 2000, students from the former British colonies of Singapore, Malaysia and Hong Kong accounted for 28 per cent of Victoria's international students (Figure 1).⁵ The USA has now begun to rival some of Australia's more traditional source markets for international students, with the number of US students growing by one-third in 2002, to more than 7,000 students.⁶

In a study conducted by Australian Education International in 1999, it was found that there were around 160,000 overseas students in Australia studying at various institutions of higher education, vocational education, school education and in English Language Intensive Courses by Overseas Students (ELICOS) programmes.⁷ Australia now ranks third after Luxembourg and Switzerland in terms of the percentage of overseas students relative to all students. Some 13.7 per cent of all students in Australian universities and 18.8 per cent of all commencing students in 2000 were from overseas.⁸ Expenditure by international students on fees and goods and services grew by nearly 110 per cent between 1993 and 1999 with approximately 50.6 per cent of expenditure being fees paid directly to educational institutions. In 1999, Asian students accounted for 80 per cent of total expenditure on goods and services (A\$2,475m). Of this total, Indonesia accounted for A\$395m, Malaysia A\$289m, Japan A\$229m and Hong Kong and Singapore each accounted for A\$222m.⁹ As is evident in Figure 1, the Asian financial crisis led to a deceleration in student numbers in 1998–1999, but rapid growth resumed in 1999–2000. While South Korea, Japan and Taiwan all experienced negative growth in 1998–99, only Indonesia did so in 1999–2000 an indication of overall recovery.

In a study entitled 'Bigger than wool, nearly as big as wheat', Ms Sue Fujino highlighted the importance that overseas students played in the national economy.¹⁰ According to the study, education in 2001 easily outstripped wool export earnings and nudged the A\$4bn reaped by wheat. The same study found that overseas fee-paying students contributed A\$3.8bn towards the national economy in 2000–2001 (this includes students'

Source of international students in Australia (1998–2000)

Figure 1



Source: DETYA 2000

living expenses), this figure compares with A\$500m in 1990–91. Wool earned A\$2.3bn in 1990–91, but increased by only A\$200m in 2000–2001, though wheat sales more than doubled from \$1.8bn 11 years ago it did not equal education's growth rate.¹¹

In a further study it was found that Australian universities have reported soaring enrolments of overseas students in information technology (IT), especially by postgraduates even though the local job market remained depressed. In 2000, Monash University in Melbourne had 594 overseas postgraduate IT students and 1,754 overseas undergraduate IT students. By 2001, there were 870 overseas postgraduate students and 2,198 overseas undergraduate students.¹²

STUDY ABROAD AND INTERNATIONAL TOURISM IN VICTORIA

To understand the patterns of travel associated with the pursuit of education in a

particular destination, it is important to have an understanding of overall tourism activity. Tourism (including business travel) may exert an influence on the awareness of a destination in certain source markets and may influence accessibility through its impact on the provision of airline capacity. The marketing undertaken by a country or state as a tourist destination may affect its appeal as a place to study and (less directly) as somewhere that one might invite family and/or friends to visit during a period of study.

Tourism plays an increasingly significant role in Australia's economic development. International visitors to Australia were forecast to increase from 3.35 million in 1994 to 6.3 million in 2000 and then to 7.6 million in 2003.¹³ In the case of Melbourne, short-term visitation rose from 325,000 in 1984 to 625,000 in 1992 in Victoria from 339,000 to 683,000 over the same period of time.¹⁴ The main reasons given for visiting Australia by international visitors were: holidaying and visiting friends and relatives. The main

reasons for visiting Victoria were holidaying (63 per cent), visiting friends and relatives (18 per cent) and other reasons (10 per cent). The latter category included education.¹⁵ There were 1,060,000 international arrivals in 1999, who spent 20,494,000 nights in the state at an average of 19.3 nights.¹⁶ The visiting friends and relatives market is an increasingly important component of inbound tourism from Asia due to the increasing share of Australia's migrant population emanating from the region.

Victoria received 16.67 million domestic overnight visitors in 1999, a 23 per cent market share of all domestic overnight visits. Domestic visitors to Victoria stayed 52.6 million nights in 1999, an 18 per cent market share of domestic visitor nights indicative of a shorter average length of stay than was found in other states. Almost half of the visitors to Victoria came for holiday purposes, 52 per cent in the case of intrastate visitors and 34 per cent in the case of interstate visitors. Visiting friends and relatives accounted for 33 per cent of total visits to Victoria. The 25–44 year age group accounted for the largest proportion of visitors to Victoria (41 per cent), followed by the 45–64 year age bracket (29 per cent).¹⁷

In the year 2000, Victoria received a total of 1,075,000 international visitors of whom 1,015,000 visited Melbourne. The other major destinations that international tourists visited were the Great Ocean Road (130,000 visitors), the Goldfields (67,000 visitors), the Penguins at Phillip Island and the Gippsland area (56,000 visitors) and the Bays and Peninsula area around Melbourne (51,000 visitors).¹⁸

In recent studies, international visitor arrivals to Australia are forecast to grow at an annual rate of 7.3 per cent, from 4.8 million in 2001 to 10.4 million in 2012. This growth is broadly similar to the Tourism Forecasting Council's October 2001 forecast, but from a lower 2001 visitor arrival base than previously expected. The downturn in inbound tourism to Australia following the 11th September terrorism attacks is expected to be short term with a return to positive growth of 4.7 per cent anticipated for 2002. Export

earnings generated by tourism are expected to grow by an average annual rate of 6.7 per cent, from an estimated A\$17.2bn in 2001–02 to A\$34.9bn in 2011–12, in 2001–02 dollar terms.¹⁹

RESEARCH QUESTIONS

The purpose of this study was to explore the behaviour and economic contribution of overseas students and contributions by their visiting friends and relatives to the tourism economy in Victoria and to examine the relationship between study abroad and VFR travel.

The key issues were identified as follows.

- What were the factors that prompted students to select Australia as a place to study?
- How did students get to know about destinations and tourist attractions within Australia during the course of their studies?
- What tourist attractions and activities were most popular?
- Did the student's country of origin impact upon whether their friends and relatives visited them during their period of study?
- Do students influence future tourism patterns by participating or by influencing their friend and relatives?
- How do students spend their leisure/vacation time?
- What is the decision-making process involved?
- How does Victoria rate regarding choice of destination in comparison to other Australian states?

Drawing upon the key issues the following key research questions were formulated.

- Where did students source information concerning study in Australia, and what led them to select Victoria as their preferred location?
- What leisure activities did they undertake within Victoria, and what was their preferred and actual mode of travel?
- What is the incidence of visits by friends

and/or relatives during their period of study?

Because there may be a link between the tourist market, the number of students taking up residence in Australia and country of origin, two hypotheses were tested: first that there would be a relationship between the country of residence of students and expectations of visitors from overseas; and secondly, that there would be a relationship between country of origin and expectations of visitors.

METHODOLOGY

This research was carried out as part of Victoria University's 'Project partnership'. This partnership emphasises cooperative research between the University and industry partners and provided an opportunity for graduate students of Victoria University to work with industry to research an area of value to the industry. Tourism Victoria was identified as the key partner with the University in this project.

The selection of the sample was based on statistics sourced from the Department of Education, Employment and Training (DEET). A stratified sample was drawn up on the basis of country of origin of the student and the university of enrolment. The sample, which was made possible by the cooperation of international offices at the various universities and relevant student representative bodies, was representative of the overseas student population in Victoria. A total of 600 questionnaires were distributed via the international student offices of relevant universities. The student union offices of relevant universities were asked to mail the surveys directly to students. A total of 219 valid questionnaires were returned — a response rate of 36.5 per cent. The research team worked closely with Tourism Victoria and Australian Universities International to finalise the content and design of the questionnaire. A number of questions investigated the reasons given by overseas students for choosing Melbourne and Australia as places to study, their leisure and travel be-

haviour as students and tourism-related information seeking and decision-making behaviour in Melbourne and Victoria. Some broad issues covered in the questionnaire were as follows.

- Why was Australia chosen as a study destination?
- How did you find out about tourist attractions?
- What is the probability of friends and relatives visiting?
- The best time during the year to take holidays.
- Evaluation of the relative attractiveness of various tourism sites.
- Questions to quantify the economic contribution this segment makes to the Victorian economy generally and the tourism industry in particular.
- The economic contribution by their visiting friends and relatives.
- Their length of stay while holidaying.
- Issues pertaining to their decision making.

The questionnaires were coded and analysed after they were completed using SPSS software. The analysis produced frequencies, percentages and cross-tabulations. The significance of the cross-tabulations was tested using chi-square tests of significance. The accepted probability was $p \leq 0.05$.

ANALYSIS AND DISCUSSION

Sample profile – demographics

A majority of students surveyed spoke Mandarin at home (15.5 per cent), followed by Cantonese (14.6 per cent), and Indonesian (13.7 per cent). The combined total of Mandarin and Cantonese (30.1 per cent) indicates the significant presence of Chinese speaking students. Most were in the age group of 18–24 years (69.4 per cent), followed by 25–29 years (22.4 per cent). Around 55 per cent were female and 41 per cent male, with most being single (94.1 per cent). The majority of students lived in shared accommodation (41.1 per cent), followed by 'living with family and relatives' (19.2 per cent) and

university accommodation (15.1 per cent). Of the students surveyed, 55 per cent worked part-time, while 43 per cent did not work. The students sampled came from the following countries: Malaysia (26.5 per cent), Indonesia (14.2 per cent), Singapore (11.9 per cent), South Korea (10 per cent), Thailand (9.6 per cent) and Hong Kong (7.8 per cent). There are some differences from DEET's overseas student profile of Hong Kong (26.3 per cent), Malaysia (22 per cent), Singapore (18.6 per cent), Indonesia (5.6 per cent) and China (3.3 per cent). The relatively high prevalence of students working part-time is an interesting economic dimension since earnings generated within Australia may be contributing to the incidence of domestic travel activity.

Reasons for studying in Australia and Victoria

It was considered important to have an understanding of the motives for coming to Australia with a view to gaining insights into the relationship between holidaying, VFR and study abroad. The quality of education (36.5 per cent) was found to be the most important reason for studying in Australia, followed by recommendations from friends and relatives (29.7 per cent). Other notable responses were course content (24.7 per cent) and cost of study (24.2 per cent). Since respondents were asked to tick all answers that applied to them, multiple responses were received in the case of these questions. The information sources used by students in the selection of Australia were: friends and relatives (41.6 per cent), Australian education centres (36.5 per cent) and education exhibitions (26.5 per cent). Advertisements and information from places like consulates accounted for a further 11.9 per cent and 17.4 per cent, respectively. It is interesting to note that the involvement by destination marketing organisations (eg state tourism commissions) in education centres and education exhibitions is generally very minimal. This prompts the question of whether the potential synergies between the promotion of

study abroad and of tourism activity are being realised.

The travel patterns of students in Victoria and Australia

Of the 219 respondents, 141 (64.4 per cent) travelled within Australia during the course of their study, while 71 did not. Respondents were provided with an opportunity to note all of the states that they had visited. New South Wales topped the list with 51.1 per cent followed by Victoria with 50.2 per cent. The Northern Territory (8.7 per cent) and Western Australia (7.3 per cent) came last. Some of the reasons given for visiting specific destinations by students are as follows.

- *Sydney*: Recommended by friends and relatives. Being the largest city it warrants a visit. Many friends and relatives of Victorian overseas students lived in Sydney.
- *Gold Coast*: Most stated it had good beaches and many attractions.
- *Hobart and surrounds*: The scenic beauty of Cradle Mountain and its hinterland was a key attraction.

Some key travel motivators were as follows: recommended by friends and relatives, good beaches and many attractions, scenic beauty and historical significance. Many respondents (44.3 per cent) preferred to make their own arrangements, while 10.5 per cent went on conducted tour packages. This is consistent with the findings of Hsu and Sung who identified that international students preferred using cars, hotels/motels, and fast-food restaurants while visiting destinations.²⁰ In a study conducted in Western Australia, it was found that around 76 per cent of overseas students travelled by private road transport when visiting Western Australian destinations. Public transport was used by 24 per cent of the students (a much higher proportion than tourists in general). A significant number (31 per cent) of students rented cars while travelling.²¹

The Queen Victoria Market was the top

attraction in Melbourne (83.6 per cent) followed by the Southgate retail and waterfront precinct and the Crown Casino complex. It is notable that these three attractions all comprise a major retail component. With regards to attractions outside Melbourne, the Great Ocean Road with the associated 'Twelve Apostles' rock formations was most popular (52.2 per cent), followed closely by the Sovereign Hill heritage park (49.3 per cent) and the Phillip Island Penguin parade (45.2 per cent). It is worth considering these findings alongside the results of a study by Alhemoud and Armstrong who investigated the perceptions of students and foreigners living in Kuwait.²² They found that while foreigners were generally impressed with cultural attractions, students were more attracted to manufactured and created attractions.

Sixty seven per cent of the responding students stated they would revisit the destination they had travelled to during the course of their study. Students engaged in driving and shopping as activities while touring the state, whereas visiting wineries and engaging in water-based activities were not generally popular. Word-of-mouth (73.1 per cent) was by far the most popular method of obtaining information about places of interest when deciding to travel. Newspapers were regarded as a relatively insignificant source. The findings of the Pope *et al.* study of Western Australia are consistent with this with 59 per cent stating that they learnt about a tourist destination from friends.²³ Sixty eight per cent of students find Victoria a very interesting destination, while 5 per cent described it as 'boring'.

Around 36 per cent of respondents mentioned that the summer break (December–February) was the best time for travel around Australia. This was followed by the semester break in July between semesters 1 and 2 (the Southern winter) which was identified by 32 per cent as a good time to take a holiday. This is consistent with the findings of Field who studied the travel behaviour of the college student market segment in the USA.²⁴ He found that a many students travel during the spring and summer vacations. In a

study examining student travel behaviour in a US university, Hobson and Josiam concluded that there was substantial travel undertaken during semester breaks.²⁵

Travel expenditure

The average expenditure per student respondent on their most recent trip was A\$392. Extrapolating A\$392 by the total number of students studying in Victoria in 1997 (32,500) and considering that 64.4 per cent engaged in travel, the economic contribution to the Victorian economy would be approximately A\$8.2m. In absolute dollar terms, accommodation and transport account for the major expenditures. In the study conducted in Western Australia it was found that on average students spent about A\$323 per trip and took somewhere between 1.8 to 2.3 trips per year. Taking various variables into account, the study estimated that overseas students spent approximately A\$3.3m in 1999 on travel around Western Australia.²⁶

Visiting friends and relatives (VFRs)

Of all responses, 55 per cent stated that their friends and relatives visited them during the course of their study. Of these, most stated that their friends and relatives spent at least seven days in Australia and approximately 40 per cent hosted two or more visits from their friends and relatives. The country of residence impacted on the incidence of visits by friends and relatives with Hong Kong, Malaysian, and Singaporean students more likely to host visits. There may be a connection between Chinese ethnicity and capacity to pay as well as a demonstrable interest in engaging in family reunion among the Chinese student population.

Testing of the two hypotheses showed that there were significant relationships between expectations of hosting visitors over the next 12 months and country of residence (chi-square = 44.34, $p < 0.001$) and country of origin (chi-square = 97.48, $p < 0.001$).²⁷ Pope *et al.* discovered relationships between country of origin and travel expenditure.

Singaporean students exhibited the highest daily travel expenditure, followed by Indonesian students, Malaysian students were found to spend the least.²⁸

Intended future visits

About 64 per cent of respondents indicated that they intended to holiday in Melbourne and Victoria both on completion of their studies and after they had returned to their homeland. Students who expressed an intention to visit emphasized that they would recommend Melbourne and Victoria to their friends and relatives at home. The correlation between intention to visit Melbourne and Victoria on completion of their studies and recommendations to friends and relatives was significant ($r = 0.51, p < 0.001$).

Implications

The links between destination management organisations and the educational institutions that have the primary interest in persuading prospective students to visit are often weak.

A number of recommendations arise from the research findings that have particular relevance for destination management organisations (DMOs).

- DMOs such as Tourism Victoria could collaborate more actively with universities with a view to targeting overseas students and their VFRs more effectively as a market segment. One approach could be the provision of information kits about the state and relevant travel information at the time of student enrolment or at orientation. This could enhance the motivation of students to travel around the destination where Tourism Victoria should make staff available for presentations whenever possible to groups of international students.
- It was found that overseas students often travelled home for their summer vacation. Many universities now offer a summer school thus reducing the length of student breaks. Students may find it less expensive and more convenient to re-

main in Victoria during the breaks, thus providing an opportunity to introduce special student packages. This might lead to some substitution of Australian travel in place of international travel.

- The study identified a range of student preferences concerning entertainment and travel. Tourism operators could consider targeting this segment directly and introduce tailored products.
- The tourism industry could collaborate with universities to project positive images of the state as both an appealing destination and as a place to pursue quality education.
- For distribution purposes, DMOs could consider participation with Universities and other education marketers such as IDP Education Australia at various education trade fairs.
- DMOs might engage in a closer working relationship with other industry providers such as airlines, coach companies, attraction owners, and hoteliers with a view to targeting this growing segment.

CONCLUSIONS AND OPPORTUNITIES FOR FURTHER RESEARCH

When two-thirds of overseas students travel while studying in Australia and nearly as many intend to take holidays in Australia on completion of their studies and after they return to their homeland, they constitute a sizeable market segment for the tourism sector. The results suggest that the main reason for choosing Australia as a destination for study was the quality of education and that students learnt this through word-of-mouth from friends. This choice was supported by information about course contents and the cost. Students are also more likely to find out about tourism destinations from other friends by word-of-mouth than from traditional travel sources.

It was also found that little marketing of tourism by destination marketing organisations had occurred at education centres or exhibitions. Understanding education decisions therefore and linking tourism choices

with education choices appears to be a viable strategy for the tourism industry seeking new opportunities to attract tourists. Almost 75 per cent of respondents indicated that they would recommend Melbourne and Victoria as a tourist destination on their return home. Perhaps tourism marketers should target the international students currently in the education sector especially as word-of-mouth was identified as the strongest means of obtaining information for students.

The study identified the activities that are preferred by students such as dining, festivals and going to national parks. Arts and entertainment including theatre, theme parks and museums were also popular. As suggested above, tourism organisations could consider taking more advantage of what is already on offer, but not specifically marketed to the international student segment of the tourism market.

In conclusion the prospect for educational and study tourism in Australia appears to be very bright. If the destination is to take full advantage of the opportunities, improved coordination between tourism and educational institutions will be needed. With the changing demographics of overseas students associated with changes to the mix of source countries, and as universities experience more students arriving from the non-traditional markets of Asia, it would be interesting to investigate the emerging travel patterns of overseas students from the USA, Europe, the Middle East and other South American nations.

The present study has focused upon a particular state within Australia. It is, however, clear that the findings concerning the relationship between study abroad and visits from friends and relatives may be applied to destinations more generally.

REFERENCES

- (1) RMIT Communications and Marketing (1994) 'Victorian export education study', RMIT, Melbourne.
- (2) Australian International Education Foundation (1997) 'Survey of International Students Studying in Australia'.
- (3) McIlwraith, J. (1995) 'Taiwanese students an untapped market', *The Australian*, 18th July.
- (4) AIEF, ref. 2 above.
- (5) Auditor General Victoria (2002) 'International Students in Victorian Universities', Government Printer for the State of Victoria.
- (6) Lawnham, P. and Peacock, T. (2002) 'More US students, but west lags behind', *The Australian*, 1st May.
- (7) Australian Education International (2000) 'Overseas Student Statistics 1999', *DEETY Publication*, No. 6455 BULD00A, Canberra, Commonwealth of Australia.
- (8) Pope, J., Shanka, T. and Ali-Knight, J. (2002) 'The role and economic impact of international student and family tourism within Western Australia', *Paper for the 12th International Research Conference of CAUTHE*, Fremantle, Western Australia, February.
- (9) AEI, ref. 7 above.
- (10) King, T. (2002) 'Unis fleece wool', *Waverley Leader*, July, p. 21.
- (11) *Ibid.*
- (12) Foreshew, J. (2002) 'Foreign Flood to IT Courses', *The Australian IT*, 13th August, p. 29.
- (13) King, ref. 10 above.
- (14) Foreshew, ref. 12 above.
- (15) Tourism Forecasting Council (1998) 'Inbound Tourism Short Term Scenarios', *TFC*, Canberra.
- (16) Tourism Victoria (1994) 'International Visitors to Victoria 1984-1993', *Research Update*, Victorian Government Printer, Melbourne.
- (17) *Ibid.*
- (18) Bureau of Tourism Research (2002) 'National Visitor Survey, Bureau of Tourism Research, 2000 International Visitor Survey', Bureau of Tourism Research.
- (19) Forecast (2002) 'The Fourteenth Release of the Tourism Forecasting Council', Commonwealth Department of Industry, Tourism and Resources, Canberra City, Australia.
- (20) Hsu, C. H. C. and Sung, S. (1997) 'Spring break student travel — an exploratory study', *Journal of Travel and Tourism Marketing*, Vol. 36, No. 1, pp. 59-65.
- (21) Pope *et al.*, ref. 8 above.
- (22) Alhemoud, A. M. and Armstrong, E. G. (1996) 'Image of tourism attractions in Kuwait', *Journal of Travel Research*, Vol. 35, No.

- 4, pp. 76–80.
- (23) Pope *et al.*, ref. 8 above.
- (24) Field, A. M. (1999) 'The college student market segment: A comparative study of travel behaviors of international and domestic students at a southeastern university', *Journal of Travel Research*, Vol. 37, No. 4, pp. 375–381.
- (25) Hobson, J. S. P. and Sung, S. (1997) 'Travel behaviors of international students at a Midwestern university', *Journal of Travel & Tourism Marketing*, Vol. 1, No. 3, pp. 87–97.
- (26) Pope *et al.*, ref. 8 above.
- (27) Sekaran, U. (2000) 'Research methods for Business: A skill-building approach', 3rd edn, John Wiley, New York.
- (28) Pope *et al.*, ref. 8 above.