CUSTOMER TYPOLOGY ON THE TRAVEL MARKET

Lucie Waliszewská[1], Adam Skácel[2], Vojtěch Spáčil[3], Petra Halfarová[4]

[1] Ing. Lucie Waliszewská, VSB – Technical University of Ostrava, Faculty of Economics, lucie.waliszewska@vsb.cz, 0000-0001-9081-948X

[2] Ing. Adam Skácel, VSB – Technical University of Ostrava, Faculty of Economics, adam.skacel@vsb.cz, 0000-0002-2131-7600

[3] doc. Ing. Vojtěch Spáčil, CSc. VSB – Technical University of Ostrava, Faculty of Economics, vojtech.spacil@vsb.cz, 0000-0001-8461-1738

[4] Ing. Petra Halfarová, VSB – Technical University of Ostrava, Faculty of Economics, petra.halfarova.st@vsb.cz.

Abstract: The aim of this article is to create a customer typology on the travel market in the Czech Republic according to what way of travelling abroad consumers prefer. Quantitative research was used for conducting primary data, which were obtained through an online questionnaire survey in February 2022. The researched population consisted of residents of the Czech Republic, who are over 15 years old and travel abroad on holiday at least once a year (before Covid-19 pandemics). A total of 579 respondents completed the survey, from which 399 respondents travel abroad on holiday, remaining 180 interviewed people were excluded from the research as they do not travel abroad. All data were analysed using IBM SPSS Statistics program. Respondents expressed their agreement with a total of 14 statements depending on if they prefer individual or organised way of travelling abroad on holiday. Based on how they evaluated these statements they were divided into several segments, according to their common characteristics, using factor and cluster analysis. Four segments were defined for individual travel market: "Trendy travellers", „Adventurers", „Easy-going travellers" and „Open-minded travellers" and also four segments for the organised travel market: "Influenceable travellers", „Indifferent travellers", „Conservative travellers" and „Loyal travellers".

Keywords: Travel market, Segmentation, Cluster analysis, Marketing research, Questionnaire survey

JEL Classification: C38, C83, M31

INTRODUCTION

Tourism forecasts are now highly uncertain. The COVID-19 pandemic has significantly impacted the global tourism industry, with the number of foreign travellers dropping by 900 million (72 percent) from January to October 2020 and the industry reverting to pre-pandemic levels (Wang & Thiep, 2022). The COVID-19 pandemic also has shown a significant influence on the entire world and people's lifestyle. Numerous publications on the impact of the disease on individuals' mobility behaviour reveal that the willingness to travel and the usage of mass transit have remarkably declined (Beck & Henser, 2020, Zhang & Fricker, 2021, Luan et al. 2021).

Travel market has significantly evolved and changed. It can be stated that it is a diverse market and not all consumers behave the same way. The aim of this article is to create a customer typology on the travel market in the Czech Republic according to what way of travelling abroad customers prefer.

1. THEORETICAL BACKGROUND

Tourism and Travel Market

Tourism is crucial for humanity and a very important part in many people's lives. With its help consumers can satisfy wide range of their needs, such as need for relax, discovering new places, cultures and spending time with family. Travelling can have a positive effect on mental and moral values of individuals. In some countries tourism is closely linked with a significant part of the national economy, forms a notable part of GDP, employment and household expenditures. For the development of tourism, three factors are essential: safety in selected country, sufficient amount of customer's free time and reasonably large disposable incomes (Indrová et al, 2011). Travelling is defined as an activity of people who are temporarily staying in places outside their normal environment. There are several purposes of travelling, it can be purpose of spending a free time or holiday, business travel, occasion to see family members or many others (Jakubíková, 2012).

Travel market can be divided to two branches, that is individual travel market and organized travel market. Customers who prefer individual way of travelling search the travel offers and services themselves. They arrange transport, book accommodation, and plan all the activities in the selected destination, all by themselves. Nowadays there are many options where individuals can easily search and book all different types of accommodations in destinations across the whole word. There are also wide range of travel companies who offer flight tickets, bus tickets or can rent tourist a car. The second way of travelling is organized travelling. In this case customers are using services of travel agencies. The most widespread travel agency service is a tour package, which is a combination of transportation, accommodation, meals and entertainment services that are sold to the customer at a single price. In this case, the customer does not have to deal with anything else, the travel agency will take care of all the details (Jakubíková, 2012).

1.2 Market segmentation

Not all consumers have the same attitudes, characteristics, requirements, and ways to satisfy their needs. Therefore, companies need to find out how market segments differ from each other with respect to their products and brands or respond differently to elements of marketing communication. Subsequently, they must decide which segments to focus their efforts on (Pelsmacker, 2018). Market segmentation, deciding on target groups or segments to focus on, are important components of strategic marketing planning and the basic building blocks of a communication strategy. Understanding the purchase motivators and the behaviour of a target group is an essential element of successful marketing. Ideally, marketing segmentation should lead to the creation of internally homogeneous groups, in which should members of one segment respond equally to marketing stimuli, thus differ from members of other segments (Solomon et al, 2016).

As mentioned, the aim of segmentation is to define several market segments that significantly differ from each other. However, it is necessary to determine appropriate segmentation criteria first (Cahill, 2006). In this article, consumer attitudes in the travel market are analysed. Segmentation criteria are in this case based on attitudes and consumer behaviour in general. These criteria are called behavioural. As Kotler and Armstrong (2018) state, using behavioural criteria, consumers are divided into segments based on their knowledge, attitudes, degree of loyalty, frequency of use or reaction to the product. Many marketers believe that behavioural segmentation is the best starting point when building new segments.

After defining appropriate segmentation criteria, various analytical techniques, such as cluster analysis, conjoint analysis, multidimensional scaling, and automatic interaction detection, are used to subsequently identify consumer segments based on these criteria (Cahill, 2006).

1.3 Traveller typology

Although many studies on tourism treat the tourist as a homogenous type, some analysts have recognized that an understanding of the touristic experience requires constructing typologies (Wickens, 2002). Cohen (1972) was one of the first sociologists to propose a typology to conceptually clarify the term "tourist". His four-fold typology—the drifter, the explorer, the individual mass, and the organized mass—is based

on the degree of institutionalization of the tourist. Cohen later established a typology based on what causes people to travel by identifying five main tourist types: recreational, diversionary, experiential, experimental and existential tourists (Shah et al., 2022). While in the 1970s and 1980s typologies concerned tourism and tourists generally, more interest since emerged in segmenting forms of niche and special interest tourism (Shah at al., 2022). However, Joseph et al. (2022) is sceptical of such tourist typologies for not taking seriously "the comparison of clusters on the basis of external variables such as demographic or tripographic".

1.4 Research Goal and Questions

The goal of the research is to segment customers on the individual and organized travel market in the Czech Republic. Based on the research goal and literature overview of traveller typology a total of five research questions have been created. These questions are listed below:

- *How consumer segments on individual and organized travel market differ from each other?*
- *What is the difference between the attitudes of consumers who prefer individual way of travelling abroad and consumers who prefer organized way of travelling?*
- *What are the consumer's main reasons for choosing the way of travelling abroad?*
- *What effect has consumers' age on the preferred way of travelling abroad?*
- *What effect has consumers' net monthly income on the preferred way of travelling abroad?*

2. METHODOLOGY AND DATA

For the elaboration of the analysis in this article, primary data were used. Quantitative research was used for conducting primary data, which were obtained through an online questionnaire survey, more precisely using CAWI method (Computer Assisted Web Interviewing). This method was chosen to secure a larger sample of respondents resulting in better explanatory power of the obtained information. A questionnaire consisting of 8 questions was created for the purpose of online interviewing. To create the questionnaire the ABC method was applied, this abbreviation is derived from the English words: awareness, behaviour and characteristics. The first group consists of questions that verify respondent's awareness of the researched problem, in the second group of questions respondents' attitudes to the researched topic are detected. The last group of questions then serves to identify respondents themselves (Malhotra, 2010).

The research population consisted of residents of the Czech Republic, who are over 15 years old and travel abroad on holiday at least once a year (before Covid-19 pandemics). These customers are suitable potential respondents whose consumer behaviour will be a subject of this research as they have personal experience with travelling on holiday to foreign countries and are in the age when they can make their own money and spend them on holiday. The sample was determined based on a quasi-representative quota sampling technique according to the age structure of population (aged 15+) in the Czech Republic.

Period of data collection was from 1. 2. 2022 to 15. 2. 2022, they were collected using the Google Forms website. After the survey phase the data was downloaded from Google Forms and further modified in Microsoft Excel program. Total of 180 respondents did not meet the requirements of the population base and were excluded from the research as they do not travel abroad on holiday. Remaining 399 questionnaires advanced to the stage of processing, coding and subsequent analysis. After completing all modifications in Excel, the final data matrix was transferred to the statistical program IBM SPSS Statistics (version 26), where the analysis took place. To evaluate the obtained data, the classification of the first and second degree was used. In addition, factor and cluster analysis were applied to perform the segmentation and to create customer typology on the travel market.

The structure of the sample was defined according to the gender, age, net monthly income, and highest achieved education. A total of 53 % of women and 47 % of men participated in the research. According to age, the largest group of respondents was in the age category from 15 to 26 (34 %), second most numerous group were people in the age from 26 to 35 (33 %), followed by consumers from 36 to 45 years old (16 %). In terms

of net monthly income, the group of respondents with an income between 20 001 and 30 000 CZK prevails. This group occupies 28 % of the sample. The next three income categories have the same distribution in the sample, 19 % of respondents have income less than 10 000 CZK, next 19 % have income between 30 001 and 40 000 CZK and last 19 % have more than 40 000 CZK.

Last characteristics of respondents was the highest education level, most participants in the research have high school diploma (47 %) or college degree (45 %), only 8 % of them has compulsory education. The structure of the sample is visible in the Table 1.)

Tab. 1: Structure of the sample

		Percent
Gender	Male	47%
	Female	53%
Age	18 - 25	34%
	26 - 35	33%
	36 - 45	16%
	46 - 55	11%
	56 and more	6%
Highest education level	Compulsory education	8%
	High school diploma	47%
	College degree	45%
Net monthly income	0 - 10 000 CZK	19%
	10 001 - 20 000 CZK	15%
	20 001 - 30 000 CZK	28%
	30 001 - 40 000 CZK	19%
	40 001 CZK and more	19%

Source: Own research

3. EMPIRICAL RESULTS

First, respondents were asked to choose their preferred way of travelling abroad on holiday. Altogether 67 % of interviewed people prefer travelling individually without using any travel agency services. The remaining 33 % prefer organized way of travelling with travel agency.

According to the preferred way of travelling, respondents were then asked to evaluate a total of 14 statements on a Likert scale of 1 to 7 (1 = strongly disagree, 7 = strongly agree). Those who chose preference of individual travelling were evaluating statements concerning the individual way of travelling and vice versa. Then using factor and cluster analysis, consumers were divided into several segments (clusters) based on how similarly they evaluated these statements.

3.1 Customer Typology on the Individual Travel Market

Firstly, factor analysis was performed for the 14 statements concerning individual travelling in order to reduce their number to only a few factors so that it would be easier to apply and interpret following cluster analysis. In the first step of the factor analysis, conditions for its application were verified. Primarily, the value of the KMO Index was confirmed. This index should reach a minimum value of 0.6, but ideally at least 0.7. The KMO Index was in this case equal to 0.911, it means that the first condition was met (see Table 2). Secondly, it was necessary to verify the result of Bartlett's Test of Sphericity, which indicates whether factor analysis can be used or not. However, the null hypothesis and alternative hypothesis had to be defined first:

- *H_0: Correlation between variables does not exist; H_1: Correlation between variables exists.*

All testing was performed at a 5% level of significance. As can be seen in Table 2, the resulting significance value was equal to zero, the null hypothesis was rejected, and the alternative hypothesis was accepted. It can be stated that there is a correlation between the variables, so it is possible to use the factor analysis.

Tab. 2: KMO and Barttlett's Test for Statements Concerning Individual Travelling

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**0,911**
Bartlett's Test of Sphericity	Approx. Chi-Square	2270,732
	df	105
	Sig.	**0,000**

Source: Own research

Subsequently, the factor analysis was performed, based on the principal component method, Varimax rotation and Kaiser's rule, which states that the value of "Eigenvalues" is greater than 1. Original 14 statements were reduced to 3 new factors (Table 3). These four three factors explain 62,5 % of variance of the whole battery.

Tab. 3: Rotated Component Matrix with Factors that Are Influencing Individual Travellers

| Rotated Component Matrix			
	Component		
	Benefits	Trends	Target markets
I perceive individual travelling as more convenient.	0,685		
COVID-19 pandemic has influenced travel market.	0,799		
I plan to travel individually also in the future.	0,898		
I can customize my travels more when travelling individually.	0,897		
Individual travelling is suitable for exploring more locations.	0,796		
I perceive individual travelling as safe.	0,664		
I always prefer individual travelling to the organized travelling with travel agency.	0,631		
Individual travelling offers more choices.	0,85		
Individual travelling influences future development of travel agencies.		0,658	
Individual travelling is much more accessible than organised travelling through travel agency.		0,571	
People started to travel more individually due to Covid-19 pandemic.		0,758	
Individual travelling is currently trendy.		0,749	
Individual travelling is suitable for all age categories.			0,742
Individual travelling is suitable for consumers with low incomes.			0,719

Source: Own research

Some statements correlated with more than one factor, but they have been assigned to those factors with which they have the greatest correlation. As can be seen in Table 3, The first new factor was given the name "Benefits". It contains eight original claims, which describe important benefits of individual travelling. The second newly created factor was called "Trends" and includes a total of four original statements regarding individual travelling being currently trendy. The third factor was called "Target markets" and includes last two claims concerning target consumers, who are protentional individual travellers.

Afterwards, a cluster analysis was performed. Main task of this analysis is to classify objects into segments (clusters) based on their similarities and differences. It is a multidimensional statistical method used for market segmentation (Hendl, 2009). Cluster analysis was performed using three newly created factors (see in the paragraph above). First, hierarchical clustering was applied using the Ward's method and the Euclidean square distance. Based on the largest distance between clusters i.e., the largest difference of the coefficients calculated from the end of the table, the number of clusters was set at four. Next, these four clusters were created not only using the hierarchical clustering as in the beginning, but also through the non-hierarchical clustering method, specifically using K-Means method. Results of both approaches were compared, finally

the hierarchical approach was chosen for the final clustering, as more logical and easier to interpret clusters were created. The final number of clusters was also validated using ANOVA test. The four newly formed clusters were named based on the expressed level of agreement with the statements concerning individual travelling on holiday (see Table 4).

The first segment was named "Trendy travellers" and consists of 61,8 % of respondents travelling individually. The second largest group was entitled "Adventurers" and includes 28,1 % of individual travel market. The third segment was given a name "Easy-going travellers" with only 6,4 %. Finally, the last cluster was called "Open-minded travellers" and include remaining 3,7 % of individual travellers. The structure of the newly created segments on the individual travel market is shown in Figure 1.

Fig. 1: Structure of Clusters on the Individual Travel Market
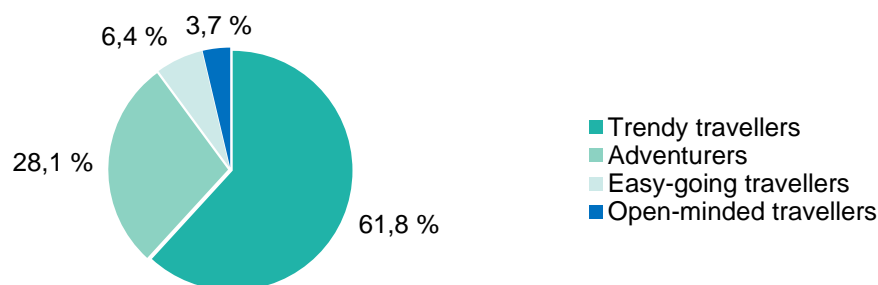
Source: Own research

Trendy travellers agree in the biggest extend with the statement that the individual travelling is currently trendy and that it is more accessible way of travelling compared to the travelling through travel agencies (see Table 4). They also claim that individual travelling can influence future development of travel agencies and that Covid-19 pandemic significantly influenced the travel market. Out of all these segments, they want to travel individually also in the future the most. Most consumers from this segment are from age category 15 to 35 years and have college degree. They come from all income categories.

Adventurers strongly agree that individual travelling is more adventurous and that they can explore more locations this way. Compared to other segments, they agree the most with the statement that individual travelling is safe. On the contrary they claim that individual travelling is not suitable for consumers with lower incomes. Adventurers would like to also travel individually in the future. These consumers are mostly in the middle age categories (36 to 55 years old). Above average income is typical for this segment, with third of this group being customers with net monthly incomes higher than 40 000 CZK.

Easy-going travellers rate almost all the statements above average. In contrast to other segments, they do not agree with any of these claims and occupy more or less a neutral position. Maybe they do not prefer either the individual or organized way of travelling. The statement with which they agree the most is that people started to travel more individually due to Covid-19 pandemic. This segment is mostly in the age category 18 - 36 years and come from all income categories.

Open-minded travellers agree the most with the claims that individual travelling offers more choices and that they can customize their travels this way. Compared to other segments, they think that this way of travelling is suitable for customers with low incomes. They prefer individual travelling because it is cheap. They plan to travel individually also in the future. Most of these consumers are in the age category from 26 to 35 years and have a high school diploma. Their net monthly income is average or below average.

Tab. 4: Average Values of Agreement with the Claims Concerning Individual Way of Travelling Abroad by Consumer Segments

Statements / Consumer segments	1st segment: **Trendy travellers**	2nd segment: **Adventurers**	3rd segment: **Easy-going travellers**	4th segment: **Open-minded travellers**
I perceive individual travelling as more convenient.	6,1	5,6	1,9	5,7
Individual travelling is suitable for all age categories.	5,1	4,4	2,9	3,4
Individual travelling is suitable for consumers with low incomes.	5,7	3,6	3,2	6,4
I can customize my travels more when travelling individually.	6,4	6,3	1,5	6,7
Individual travelling is suitable for exploring more locations.	6,2	6,8	2,0	5,5
I perceive individual travelling as safe.	5,1	5,8	2,5	4,3
I always prefer individual travelling to the organized travelling with travel agency.	6,0	5,2	2,2	5,6
Individual travelling offers more choices.	6,3	5,9	1,8	6,6
Individual travelling influences future development of travel agencies.	5,4	4,0	2,6	3,6
COVID-19 pandemic has influenced travel market.	6,6	6,4	1,8	5,0
People started to travel more individually due to Covid-19 pandemic.	5,6	3,4	3,7	2,2
Individual travelling is currently trendy.	6,5	3,8	2,9	4,4
Individual travelling is much more accessible than organised travelling through travel agency.	6,4	6,2	3,0	2,7
I plan to travel individually also in the future.	6,8	6,4	1,7	6,3

Source: Own research

3.2 Consumer Typology on the Organized Travel Market

The same procedure as for the individual travellers was used when creating customer typology on the organized travel market. First step was factor analysis, which was conducted for 14 statements concerning organized travelling. The main goal was to reduce the number of these variables to just few factors so that it would be easier to apply and interpret following cluster analysis. As the first step, conditions for application of factor analysis were verified. The KMO Index was in this case equal to 0.854, which is greater than 0,6, hence the first condition was confirmed (see Table 5). Then the Bartlett's Test of Sphericity was used to determine if it is possible to use factor analysis, whether there is a correlation between variables. The null and alternative hypothesis were defined as follows:

- *H0: Correlation between variables does not exist; H1: Correlation between variables exists.*

All testing was performed at a 5% level of significance. As can be visible in Table 5, the resulting significance value was equal to zero. The null hypothesis was rejected, and the alternative hypothesis was accepted. It is possible to claim that there is a correlation between the variables, thus it is possible to use the factor analysis.

Tab. 5: KMO and Bartlett's Test for Statements Concerning Organized Travelling

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,854
Bartlett's Test of Sphericity	Approx. Chi-Square	921,306
	df	105
	Sig.	<,001

Source: Own research

Afterwards, the factor analysis was performed based on the principal component method, Varimax rotation and Kaiser's rule. Original 14 statements were reduced to 3 new factors, as can be seen in Table 6. These three factors explain 61,2 % of variance of the whole battery.

Tab. 6: Rotated Component Matrix with Factors that Are Influencing Organized Travellers

Rotated Component Matrix			
	Component		
	Benefits	Loyalty	Changeability
Organised travelling through travel agency is safe.	0,839		
Organised travelling is very accessible.	0,802		
I will be travelling with travel agency also in the future.	0,735		
Travelling with travel agency is comfortable and easy.	0,86		
Covid-19 pandemic has influenced the travel market.	0,775		
Older people prefer organized travelling through travel agency.	0,759		
Organised travels are reliable.	0,804		
Organized travelling offers more choices than individual travelling.		0,738	
I have more information about the tour when travelling with travel agency.		0,699	
I consider myself as loyal customer, who purchases travel services through travel agency.		0,651	
Travelling through travel agency is cheaper than travelling individually.		0,637	
Individual travelling can not endanger the future of travel agencies.			0,631
I was thinking about travelling individually due to limited offers of travel agencies during Covid-19 pandemic.			0,716
Travel agencies are suitable for consumers with higher incomes.			0,708

Source: Own research

The first new factor was given the name "Benefits" (see Table 6). It encompasses seven original claims, which describe important benefits of organized travelling. The second factor was given label "Loyalty" and includes a total of four original statements which denote loyalty to organized travelling and its importance. Finally, last factor was called "Changeability" and depicts the possibility of changing the way of travelling abroad on holiday to individual travelling. This last factor also contains statement concerning organized travelling being expensive and more suitable for consumers with higher incomes.

Followingly, a cluster analysis was conducted using three newly created factors (see in the paragraph above). As the first step, hierarchical clustering was performed using the Ward's method and the Euclidean square distance. Based on the largest distance between clusters the number of clusters was set at four. Then these four clusters were created using both hierarchical and non-hierarchical approaches. The non-hierarchical clustering was applied using the K-Means method as it was previously used when segmenting the individual travel market.

Lastly, both results were compared and validated using ANOVA test, finally the hierarchical approach was chosen for the final clustering, as more logical and evenly distributed clusters were created. These four

segments were given a name based on the expressed level of agreement with the statements concerning organized travelling abroad on holiday (see Table 7).

The first segment was called "Influenceable travellers" and consists of 31,1 % of respondents travelling the organized way. The second most numerous group was named "Indifferent travellers", total of 30,3 % of organized travellers belong to this segment. Third segment was marked as "Conservative travellers", which include 28 % of customers that are travelling with a travel agency. Finally, the last cluster was called "Loyal travellers" and occupy remaining 10,6 % of organized travel market. The structure of four newly created segments on the organized travel market is shown in Figure 2.

Fig. 2: Structure of Clusters on the Organized Travel Market
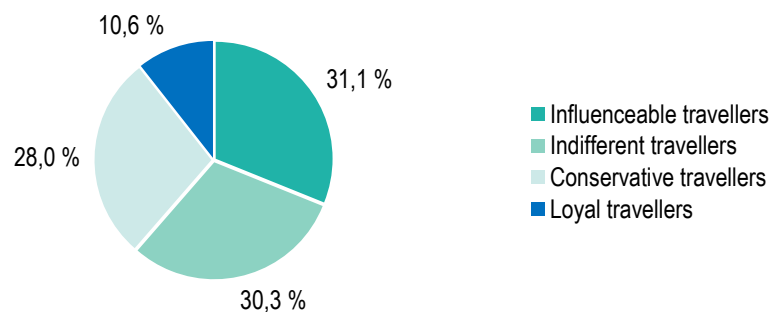
Source: Own research

Influenceable travellers agreed in the bigger extend with the claim that they were thinking about travelling individually due to limited offers of travel agencies during Covid-19 pandemic (see Table 7). They are also least loyal segment customers of travel agencies on the organized travel market. In addition, this segment least agrees with the statement that organized travelling is cheaper than the individual, on the contrary the think that organized way of travelling is more suitable for consumers with higher incomes. These consumers come from all age and income categories. They are mostly higher educated people with college degree.

Indifferent travellers rate almost all of the statements on average, they do not strongly agree with any of the claims. Their position is neutral, and they do not seem to have any strong relation to organized travelling. In fact, this segment seems to be travelling individually in the future, similarly like Influenceable travellers. The reason is that they do not consider themselves to be loyal customers of travel agencies and also they do not agree with the claim that they will be travelling with travel agencies in the future. They are very indifferent to the offers of travel agencies and organized way of travelling in general. Mostly these are consumers from 15 to 25 and 46 to 55 age category, their net monthly incomes are below average.

Conservative travellers are typical customers of travel agencies. They strongly agree with the claim that organized travelling is safe, comfortable, and easy. They value the comfort, convenience and security which travel agencies usually offer. It is a segment of people that do not want to step out of their "comfort zone". This segment would like to travel organized way also in the future. These customers mostly belong to the 36 to 45 age category and have average incomes, they are well educated with college degree. It is possible to assume that these are families with young children, so they want to enjoy comfortable and convenient holiday.

Loyal travellers consider themselves to be loyal customers of travel agencies, they rated this statement with highest marks. In addition, out of all the other segments, they are the ones who will most likely travel organized way also in the future. Similarly like the previous segment, they strongly agreed with the claims that when choosing organized way of travelling, they have more options, and it is very reliable, comfortable

and safe. Majority of these customers come from 56+ age category and have only compulsory education. Their net monthly average income is one of the lowest, ranging from 0 to 20 000 CZK.

Tab. 6: Average Values of Agreement with the Claims Concerning Organized Way of Travelling Abroad by Consumer Segments

Statements / Consumer segments	1st segment: Influenceable travellers	2nd segment: Indifferent travellers	3rd segment: Conservative travellers	4th segment: Loyal travellers
Organized travelling through travel agency is safe.	5,7	4,6	6,6	6,3
Organized travelling is very accessible.	5,5	2,4	6,3	6,2
Travelling through travel agency is cheaper than travelling individually.	2,9	4,1	5,0	4,8
Travelling with travel agency is comfortable and easy.	5,7	2,3	6,7	6,6
Travel agencies are suitable for consumers with higher incomes.	5,3	4,3	4,9	3,6
Older people prefer organized travelling through travel agency.	5,9	2,1	5,9	5,6
Organized travels are reliable.	5,0	2,5	6,1	6,3
Organized travelling offers more choices than individual travelling.	2,1	4,8	4,5	3,4
Covid-19 pandemic has influenced the travel market.	6,2	2,2	6,5	5,9
I was thinking about travelling individually due to limited offers of travel agencies during Covid-19 pandemic.	5,8	4,6	4,6	1,9
I have more information about the tour when travelling with travel agency.	3,7	3,2	5,7	5,8
Individual travelling can not endanger the future of travel agencies.	4,2	3,9	5,5	3,4
I consider myself as loyal customer, who purchases travel services through travel agency.	3,2	3,4	5,3	6,3
I will be travelling with travel agency also in the future.	4,8	2,4	6,2	6,7

Source: Own research

CONCLUSION

A key part of this article was the analysis of customer's attitudes and creation of customer typology on the Czech travel market. Respondents expressed their agreement with a total of 14 statements based on the way of travelling they prefer – individual or organized. Based on how they evaluated these statements they were divided into several segments, according to their common characteristics, using factor and cluster analysis. Four segments were defined for individual travel market: "Trendy travellers", „Adventurers", „Easy-going travellers" and „Open-minded travellers". As for organized travel market, a total of four segments were defined as well: "Influenceable travellers", „Indifferent travellers", „Conservative travellers" and „Loyal travellers".

Some significant differences in attitudes between the individual and organized travel markets are visible. There are two segments on the organized travel market, Influenceable and Indifferent travellers, who are thinking about switching to individual way of travelling in the future. Combined together, they currently occupy 60 % of the organized travel market (see Figure 2). These two groups are customers that travel agencies will potentially loose in time, as they are not loyal to their services. With that being said, the individual travel

market will probably grow even more in the future, which could be a serious problem for travel agencies. Compared with present situation on the individual travel market, there is only one small segment with 6% share on the market (see Figure 3), that maybe plans to switch to organized way of travelling, however these customers are very indifferent in their behaviour and their future preferences are unclear.

Typology which was executed in this paper is specific because it is divided to organized and individual travel market, in contrast to other published studies. In terms of customer typology, some segments that were created in this study are very similar to segments identified in previous articles. As an example, adventurers can be compared to explorers, which Cohen (1972) described. Secondly conservative travellers are comparable to recreational segment that Shah et al. (2022) identified. In contrary some new segments have been detected in this paper, examples are loyal and trendy travellers. Cohen (1972) determined total of four segments on travel market in his work, out of which two were named as individual and organized travellers. In this paper authors segmented the travel market more deeply, dividing it to two parts in the beginning– individual and organized market.

This study has potential limitations, these are mostly connected with sample and selection bias. The sample does not reflect the general population perfectly. This research is mostly applicable on younger generations because share of consumers from age category 46 years and older is limited, especially due to use of electronic surveying method. Lower is also share of respondents with compulsory and high school education than in general population in the Czech Republic. Additionally, there was no access to geographic scope of respondents, therefore it is possible they were not evenly distributed from the geographic point of view. Another possible limitation can be based on lack of previous research studies that divide travel market to organized and independent branches. There are only studies that focus on creating the typology on the travel market in general. Future research will be focused on overcoming these limitations.

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