METROPOLITAN DOMINANCE: A CASE STUDY OF TOURISM IN OKLAHOMA CITY

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1980

Submitted to the Faculty of the
Graduate College of the
Oklahoma State University
in partial fulfillment of
the requirements for
the Degree of
MASTER OF SCIENCE
December, 1985

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STUDY OF TOURISM IN
OKLAHOMA CITY

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ACKNOWLEDGEMENTS

I dedicate this thesis to my parents for their continual sacrifices, material and spiritual support, and encouragement during my entire life, and who made this manuscript possible.

I would like to express my thanks and appreciation to my major advisor, Dr. Larry M. Hynson, Jr., for his patience and constant guidance and assistance in every aspect of this study. His impressive knowledge of the urban literature contributed to a highly profitable working experience. I also appreciate Dr. Hynson's family, who provided more than enough time for Dr. Hynson to work with me.

Gratitude is also expressed to other committee members, Dr. Larry Perkins and Dr. Jack Bynum. Their insights made this task easier and my work more professional. Aside from their input on this thesis, they also helped me gain a better understanding of Sociology and the ecology of the city. Theirs is no small contribution.

Special thanks is given to Dr. Stella Hughes, who helped me with computer processing.

A final appreciation should be for Ms. Marianne, Director of toursim at the Oklahoma City Chamber of Commerce. Their financial support made this research possible. More importantly, they gave of their time, advice, and staff resources.

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NOMENCLATURE

ϕ	phi
p	significance level
r	Pearson's product-moment correlation coefficient
r_s	Spearman's rank order correlation coefficient
x^2	chi square
z	z test score

CHAPTER I

INTRODUCTION

Urban scholars have long held that the city is the economic nexus between central districts and the hinterlands. For example, with emergence of the industrial city of Western Europe the role of the factory assumed central place as the optimum site for providing its products and collecting cheap raw materials (Christaller, 1966). That functional role has remained, but has changed in emphasis as the prevailing mode of economy in the developed countries continues to change with time. The city in modern times encompasses a broader economic sector than just the manufacturing one.

As you will see, this study combines both economic and academic interest. Because the writer is from Seoul, Korea, he is especially aware of urban economic dominance. It is apparent that the Seoul metropolitan region dominates the nation with formidable economic force. Seoul City is the place where the monetary system is concentrated and more than one fourth of the national population is intertwined for economic survival. Since the development of South Korea has followed, to a great degree, the same pattern as that of the Western countries, it seems logical that both Seoul and South Korea should probably expand their urban economic bases similar to those patterns found in the cities of both Western Europe and the United States. With this belief in mind, the writer has sought to understand the U.S. cities so that he can contribute both to academic Sociology and urban economic development. As you will see in reading this thesis, he has tried to develop a greater understanding of the latter stages of the industrial development in the U.S.cities, and, at the same time, understand the emergence of metropolitanism reflecting the post-industrial era.

Background of the Study

This study is a joint effort between the Oklahoma City Chamber of Commerce, Oklahoma, and the Sociology Department at Oklahoma State University. Each of the parties has a special interest in exploring the topic of urban images. To illustrate, staff at the Oklahoma City Chamber of Commerce hope to define, evaluate, and exploit favorable urban images of Oklahoma City. All three of these goals, when properly achieved, should increase the frequency of utilization of Oklahoma City leisure facilities. This will be done as studies such as this provide new and fuller information about the urban images of Oklahoma City relevant to the related members.

In this regard, the role of the Sociology Department is to analyze and interpret the data now collected by the Oklahoma City Chamber of Commerce. For the study, the researcher made several trips to meet with the staff of Oklahoma City in the spring of 1985. During these trips, he became more familiarized with the tourism business, which, in turn, convinced him that a careful examination of tourism combined with the study of urban images was important for the understanding of metropolitanism in the post-industrial society. The final results of this study should yield some significant insights regarding metropolitanism and tourism.

Oklahoma City

Oklahoma City is the state capital and situated near the geographical center of Oklahoma. It is not only the most populous city in Oklahoma, but also the leading financial, commercial, and industrial center. Quite different from other cities, Oklahoma City has a very unique history: it was created in a single day (April 22, 1889) as a result of the Oklahoma Land Run. It was not until the federal government first opened up the area to white settlement that a mass of people resided in Oklahoma City.

With a unique history of establishment, Oklahoma City has a variety of cultural heritages and natural resources as well. The name Oklahoma itself comes from Indian words meaning land of the "Red People." Among famous cultural facilities are the Oklahoma Historical Society Library and Museum, in which are located a mass of source materials on Indians and early white settlers. The National Cowboy Hall of Fame is noted for its preservation of the frontier spirit. In addition, the city is an important extractor of oil. Oil derricks can be seen on the grounds of private houses, schools, churches, the governor's mansion, and even the State Capitol.

Purpose of the Study

Although the city has a long history of more than six thousand years, a metropolis is a new phenomenon which began to take shape just at the turn of the century. As nations become more and more urbanized, more people depend on the city in some way or another. Coupled with the technological development, the urbanization process has affected every person of a nation, whether that person lives in a rural or city environments. This idea is referred to as metropolitan dominance and it means that the city both expands and limits people's lives.

There are several ways the city expands people's lives. For one, the city provides a multitude of jobs where highly specialized knowledge workers are employed. These types of specialization are not found outside the city. Moreover, the city contains the centers of power and government. Generally, the seats of government are found in the larger cities of any country. Another example of metropolitan dominance is seen by the communication fields. The larger, more influential newspapers, radio stations, and television networks are also located in the cities. Finally, most major highways and airports connect the major cities with the hinterlands. All of these benefits expand the life styles of urbanites.

But at the same time this environment limits people's life styles. To a certain degree, the city contains the culture of people and, consequently, our beliefs, ideas, and life styles are shaped by a city. This idea was popularized by Louis Wirth and others at the University of Chicago at the turn of the century. Wirth (1938) referred to "Urbanism as a Way of Life," and, thereby, believed that the city had a negative influence on people's lives.

To briefly review this hypothesis, we should recognize that so much of sociology, and for that matter, urban research came from Wirth's thesis that it must be considered a classic. Nevertheless, there have been many criticisms about the solely negative and deterministic view of the city. It must be remembered that, at the turn of the century, many immigrants came into the United States. Aside from the congestion that this caused, there was a depression in the 1930's. So perhaps Gans (1962) is correct in suggesting that Wirth wrote about a historical peculiarity. More recently, Fischer (1976) has argued that the city may indeed strengthen interpersonal relations. His idea is known as the subcultural theory. This means that the massive effect of the city causes people to seek security in their ethnic or group enclaves: China Town, Italian Village, and the Black Ghettos.

It is of particular interest for this study, however, that all the major theories in urban sociology suggest the importance of metropolitan dominance. So whether one leans toward the deterministic notion of Louis Wirth, the compositional theory of Herbert Gans, or the subcultural theory of Claude Fischer, all agree that the city is the unique force which dominates people. Now let's explore the literature on metropolitan dominance.

Literature reveals that a metropolitan region has developed out of a town or a city in a limited sense due to the development of transportation system. Its function has so enlarged as to be a gigantic form, integrating a large surrounding area beyond its legal boundary. It not only provides goods and services for the adjoining territory, but also utilizes the natural resources rich in the outer zone. In this connection, this study has emerged as an attempt to empirically test the hypothesis of metropolitan dominance that large cities or metropolises dominate their hinterlands.

Although the metropolitan dominance hypothesis has been long standing, it is surprising that there have been fewer studies on this topic than on other topics of sociology. As a result, it still largely remains a hypothesis. Most of the research on metropolitan dominance has focused on the impact of metropolitanization. For example, some studies show how populations are geographically distributed, how industries develop in a particular area, and what relationships exist between people and between industries to sustain their lives and existence. Two theories encompass these ideas: the notion of central place and industrial location. Both stress the importance of location and economics. While their studies contribute to our understanding of the metropolis, we may, nevertheless, call these studies "static" in the sense that they analyze fixed phenomena of city regionalism. But this study goes beyond that static notion of cities.

The modern world is a complex web in which people move around due to the development of automobiles and corresponding highway networks, doubled with the increased leisure time. People are more than willing to travel for the purpose of business and/or recreation. In this sense, a modern world is a "dynamic" one in which we more often than not make a temporary movement nationwide. Thus the study of metropolitan dominance should include an analysis of travel pattern, at least in the post-industrial society. This study started with an aim at an empirical examination of metropolitan dominance like other studies, but it has been designed only to study how metropolises dominate their hinterland people in terms of leisure activities. Thus this study has its importance in two ways. The first is that it is the case study of Oklahoma City, Oklahoma, with regard to the hypothesis of metropolitan dominance. The second is that this is the first known study which relates travel patterns to the hypothesis of metropolitan dominance.

Definitions of Terms

Several terms are used throughout this study. Since these terms are specialized concepts in urban sociology and leisure research, they will be defined. Only later will these terms be operationalized for the empirical testing of hypotheses. Below are listed the important terms and their respective definitions.

Metropolitan Dominance is the characteristic of the city in relationship to the surrounding region. The city is assumed to dominate the hinterlands in all social institutions and interpersonal relationships.

Post-Industrial City is the characteristic of cities following the industrial stage. The main distinction is that the occupational structure expands into the service fields.

Urban Image is those ideas that people hold about the city in general and a city in particular. These ideas originate in the culture, and at least in the Western culture, these images tend to reflect an anti-urban bias. The concept has particular relevance for this research and the marketing of tourism done by the Chamber of Commerce.

Leisure Activities are those activities characteristic of either the upper affluent class or citizens living in a post-industrial society. Generally, it means that people have less time commitment to work and at the same time have more money for pleasure and recreation. This term is alternatively used with recreation.

Tourism is a specialized type of leisure activity whereby people temporarily travel from one place to another. It is especially relevant in the post-industrial society, because people have the means for rapid, cheap, and readily available methods of transportation. Travel, trip, and movement are sometimes used in place of tourism in this study.

Metropolis is a term originally used by Blumenfeld, a German geographer, who uses the term to describe large cities. Specifically, the term refers to a large city with a population of over a half million people in which the transportation time from the outer rim to the center city takes no more than 45 minutes. It is obviously used as a rather loose term to describe large cities. Appropriately this study compares several large metropolitan areas in the Southwest region--regions known as a metropolis.

These terms form the basic concepts that, like a fish net, assist us in capturing the essence of the large city, particularly as it affects leisure activities. They are foundational to our understanding the emerging patterns of the post-industrial city.

Assumptions

So far the author has discussed the importance of the city in general and the role of metropolitan dominance in particular. However, before the writer gives the purpose of the study and conclude this chapter, it may be important to list several assumptions about the study. These are important underlying assumptions made before and during the research itself.

1. Metropolitan dominance is a function of the industrial city. In modern times, metropolitanization occurred concomitantly with industrialization. Even though we are not concerned with analyzing this aspect of the city, it nevertheless precedes dominance.

2. The hypothesis of metropolitan dominance needs to be reexamined now in light of further industrialization. More specifically, since Daniel Bell's writings on the post-industrial city, it seems both timely and relevant to reexamine some basic features about dominance in light of changes in economic structures. A large proportion of people are now involved in the service field and a large proportion of economic gains are achieved in the third sector of the economy. Moreover, this process of economic restructuring will be continuous in the future.

3. If the post-industrial era is now shaping the city, it seems logical that demographic definitions of the city are less important than before. Perhaps now urban image as defined and carried in the minds of people is more significant than just size. If so, the definition of the city by

Louis Wirth needs expanding. The city is more than size, density, and heterogeneity. It is what people define the city to be.

4. Likewise, it is assumed that, within the service sector, leisure activity research holds great promise for explaining metropolitanism. Through analyzing this particular sector, we can specify the nature of metropolitan dominance today. In fact, the leisure industry is now the fourth largest in the United States.

5. Tourism contributes to greater mobility within and between cities worldwide. The impact of frequency of tavel to particular cities has significant economic consequences. Thus this assumption underscores how certain cities reflect a unique urban image to tourists, and how that image , in turn, influences them in their travel destinations.

6. Finally, it is assumed that tourism is orderly and predictable. It means that we can understand the patterns of tourism, and this understanding is an important aspect of metropolitan dominance.

Objectives of the Study

The objectives emerge from the stated purpose of the study, the need for the study, and the relevance of tourism in the study of metropolitan dominance. Based on these earlier statements, it is possible to construct some specific objectives of the study.

1. The first objective of the study is to contribute to the body of literature on metropolitan dominance by updating the research efforts in light of current trends and patterns of dominance. Other objectives are:

2. To understand the patterns of and motivations for travel from one place to another.

3. To analyze specific factors that influence urban image and travel, such variables as distance, source of information, types of leisure activity, and perceived quality of leisure activity.

4. To assist the Oklahoma City Chamber of Commerce. The staff at the Chamber are interested in conducting a market study on Oklahoma City's urban image. Specifically, they want to know what tourists think about Oklahoma City, what attracts people to the city, and how often they come here.

5. To establish a base line of data for this type of study. This is the first in a series of studies, studies which give the tourist department a better understanding of marketing strategies.

As you will later see, these research objectives become the basis for testing hypotheses. Moreover, they also become the empirical basis for evaluating our assumptions, purpose, and activities about urban image. Because so little work has been done on this particular topic, the specific hypotheses are deduced from general assumptions more than from empirical generalizations. That is the logic and rationale for post-industrialism which suggests some changes about the economic structure. This, in turn, should impact urban images and tourism. Finally, as this type of research becomes more prevalent, other social scientists can develop new hypotheses not only from the logico-deductive rationale, but also and more importantly, from empirical studies such as this one and the ones to follow in future days.

Limitations

In any joint research project such as this, there will naturally be some limitations. It is like two parties trying to decide on a course of action. Some compromises must be made along with trade-offs. This particular study is no different. Naturally, the Oklahoma City Chamber of Commerce is interested in practical data. The staff are less concerned with academic interest about theories or a body of scientific literature. And likewise, the bottom line for the Chamber staff is money. They want to know how to more effectively market the city. But first they must understand why people come to the city.

Academically speaking, this study can provide a significant link between earlier research and present patterns. So the researcher wants to test some hypotheses and contribute to scientific knowledge. The process of deliberation and negotiation established the study plan and design, resulting in this document. The final outcome is this study. In the process of planning and executing this study, several limitations emerged.

The data for the study are secondary ones, which were collected for the Oklahoma City Chamber of Commerce. The funding for and support of the study came from the Oklahoma City Chamber of Commerce. Naturally, they wanted information for their own purposes. Fortunately, however, the researcher was able to suggest questions which not only gave them valuable information, but also tested some valuable hypotheses about the topic. These questions were negotiated with the staff at the Chamber.

Another limitation concerned the sampling method and rates of return. Both of the limitations will be discussed more fully in the methods section, but for now, it is important to say that the sample is a purposive one. This means that questionnaires were mailed only to those people who asked for information about Oklahoma City. Likewise, the rates of return were much lower than the average rates on the mailed questionnaire. This is in contrast with the type of return rates we would expect in a small town like Stillwater with students or in classroom surveys.

Summary

In summary, this chapter has introduced the reader to the changing role of the city. With industrialization, the city took on a greater significance in modern life. Earlier studies focused attention on the importance of the city and showed how it dominated the region. But those studies need to be updated with current trends and patterns within the occupational strata.

The purpose is to explore the implications of metropolitan dominance for today's city. If the assumptions are valid, researchers need to understand the dynamics of change and the role of travel within and between cities. Thus the objectives should contribute to a greater understanding of those factors that influence people the most, especially when we think about travel plans.

In the next chapter, there will be a literature review about the research on metropolitan dominance, urban image, and tourism. Moreover, there is a brief discussion about the post-industrial society and its effect on the city.

CHAPTER II

REVIEW OF THE LITERATURE

Metropolitan Dominance

In an analysis of metropolitan dominance, N.S.B. Gras and R.D. McKenzie are outstanding. Gras, in An Introduction to Economic History (1922), termed the dominant economic pattern of the modern society "metropolitan economy," recognizing that modern technology and communications system shortened the distance of daily contact in organizing business for a large geographical area. He identified five stages of economic pattern according to the development of transportation system: (1) the collectional economy, (2) the nomadic cultural economy, (3) the settled village economy, (4) the town economy, and (5) the metropolitan economy.

Gras asserted that the towns which developed into metropolitan communities had two marked advantages: one is advanced transportation system and the other the possession of a large hinterland. They suggest that the metropolitan economy is a matter of function which a large center exercises over its hinterland, even though a town is a matter of size, whether population or a geographical area. For transportation, the most common means of transfer of capital, goods, and services is sure to be an automobile in modern times. Automobile travel has enabled business to overcome the geographical distance both in distributing good and services and in mobilizing the resources from the tributary area. Another advantage which a metropolis possesses thanks to modernized transportation system is that a metropolis makes use of the natural resources scattered over the wide surrounding area. Thus for the towns to develop into the metropolitan economy,

> One further qualification is absolutely necessary. The aspiring town or city must possess a hinterland, a tributary adjacent territory, rich in natural resources, occupied by a productive population and accessible by means of transportation (Gras, 1922, p. 185).

In forming a metropolitan economy in a true sense, the key is the function which a large center exercises over its adjacent territory even though the size and population are both important factors. Though the functions which a center serves for the local area cannot be easily defined for one reason or another, one sure function is commercial dominance: a central city not only produces goods and services for the local population but also affords banking, finance, schooling, and entertainment. If the metropolitan center fails to dominate its surrounding towns and villages with regard to commercial functions, it remains a town. Thus,

> . . . mere agglomeration of individuals, important as that is, does not constitute a metropolis in the sense used in this book. What counts most is commercial dominance over a wide area, a dominance

> which such large centers as Pittsburg and Detroit do not possess, for they are manufacturing towns, great and rich as such, but relatively insignificant as marketing centers for the adjoining district (Gras, 1922, p. 184).

Gras defined metropolitan economy basically as an organization of producers and consumers mutually dependent for goods and services. Producers are basically a nucleus of the metropolitan region, which affords banking, finance, wholesaling, and so forth, while consumers are an organization of population in the tributary area, which makes use of commodities and services provided by the central city by means of transportation, chiefly automobiles. Different from the town economy, therefore, the critical point of the metropolitan economy lies in the possession of a wide surrounding area. Towns, at least in an economic sense, are subjected to the metropolis, for it fails to integrate its adjacent territory.

> Just as villages remained when town economy prevailed, so do towns remain when metropolitan economy comes into existence. Towns remain, but in economic subordination to the metropolis. They continue to play a part, but as tributaries to a larger center. Towns exist, but not town economy (Gras, 1922, p. 186).

McKenzie used ecological concepts to describe the rise of metropolitan community. He asserts that metropolitan community is the product of competitive struggle for dominance between towns: some towns succeed in making most of newly developed transportation and communications technology during the struggle for existence, thus develop into a metropolis; others die out as a result of competition for survival with neighboring ones, or at least become integrated to the dominant metropolis in the economic sense.

To the ecologist, the development of organized communities appears to be the universal process by which all living things adapt to the environment (Hawley, 1971, p. 11). Human community is not an exception. McKenzie, pursuing his study of human community in the contemporary period as an adaptation process to the development of motor transportation, termed the dominant pattern of human habitat "the metropolitan community." He acknowledged that the city of nineteenth century had grown beyond its legal boundary, integrating its surrounding areas by providing commodities and services for and making use of natural resources from the adjacent territory.

The concept of "metropolitan community" of ecologists placed a great emphasis upon settlement pattern and the role of automobile transportation in integrating the elements of the metropolitan region. In this regard, McKenzie identified three periods of settlement in the United States chiefly according to the most prevalent mode of transportation: (1) the pre-railway era, (2) railway era, and (3) an era of city regionalism. The last stage of city regionalism has been developed principally under the influence of motor transportation. Although a city is on the whole a product of influx of population into a compact area where goods and services can be easily obtained in the railway era, its full development of exercising dominance over the hinterland region is not until the motor networks are fully developed in the twentieth century. The development of motor transportation has enabled zones of daily contact to enlarge to the point where the legal boundaries are erased by bridging the distances between urban and rural territory. The following statements convey the essential role of the motor vehicle:

> By reducing the scale of local distance, the motor vehicle extended the horizon of the community and introduced a territorial division of labor among local institutions and neighboring centers which is unique in the history of settlement. The large center has been able to extend the radius of its influence, its population and many of its institutions, freed from the dominance of rail transportation, have become widely dispersed throughout surrounding territory. Moreover, formerly independent towns and villages and also rural territory have become part of this enlarged city complex. This new type of super-community organized around a dominant focal point and comprising a multiple of differentiated centers of activity differs from the metropolitanism established by railway transportation in the complexity of its institutional division of labor and the mobility of its population (McKenzie, 1933, pp. 6-7).

Gras and McKenzie approached the hypothesis of metropolitan dominance in a different way: one through the economic history and the other through human ecology. However, both of them arrived at the same conclusion: the large cities or metropolises dominate their hinterlands in the modern period. It should be noted here that each of the unique analyses of a large city has some points in common regardless of their different approaches to the subject. The first lies in their assertion that a metropolis is not a matter of size, important as it is, but rather chiefly a matter of function it performs for both the central city and its surrounding territory beyond its legal boundary. In other words, function was identified as the key point to metropolitanism. Gras (1922, p. 184), acknowledging that merely a large population aggregate does not constitute a metropolis, maintained: "What counts most is commercial dominance over a wide area." McKenzie (1933, p. 70) also insisted that "The metropolitan region . . . is primarily a functional entity," acknowledging that metropolitan region extends as far as the city exerts a dominant influence. Its territorial scope is defined in terms of economic functions which the metropolis performs.

The second is the possession of a large hinterland by the central city. The hinterland area is not only the object for which capital, goods, and services are provided, but the place from which cheap natural resources are drawn for the central city. Therefore, the hinterland is one of the critical factors which make the metropolitan community come into existence. Without the hinterland, it is only a town or city, not a metropolis.

We are cautioned, before closing the interpretation of the two writings of Gras and McKenzie, that metropolitan dominance does not necessarily mean the unilateral flow of functions from the central city to the surrounding territory. It is rather bilateral: in general, while commercial products and services move from the central city to the hinterland, natural resources are transported from the outer to the inner ring. The exchange has been based upon the territorial division of labor of a central city and adjoining district which are mutually dependent for the benefits which each side provides. Therefore, the concept of dominance thus conceived of is merely a form of mutual dependence. Gras (1922, p. 187) conveyed the essential idea of the meaning of dominance as follows:

> Perhaps, indeed, it is somewhat incorrect to speak of the [hinterland] area as dependent upon the center, for, though that is true, the center is also dependent upon the outlying area with its towns, villages, and scattered homesteads. Interdependence of the parts is really the key to the whole situation.

Therefore, the concept of metropolitan dominance suggests the interrelationships between an inner locus and an outer periphery rather than the unilateral influence of the center over the outer region.

In the study of metropolitan dominance, two approaches can be identified, both of which reflect the vertical dimension of economic functions (Eberstein and Frisbie, 1982, p. 679). One approach, which includes Gras and McKenzie, emphasizes the dominant function of a central city over its adjacent territory. Bogue's study of 67 major cities in the U.S. was apparently influenced by this tradition, even though he was aware that "metropolitan influence . . . can extend completely across several intervening metropolitan areas" (Bogue, 1949, p. 27). Park's (1929) study of "Urbanization as Measured by Newspaper Circulation" is of the intrametropolitan dominance. The most common study in this field can be seen in the impact analysis of metropolitan dominance upon rural area (Carrol and Wheeler, 1966; Stoeckel and Beegle, 1969; Lamb, 1975; Lincoln and Friedland, 1977; Chou et al., 1982).

Another is the intermetropolitan study. This field divides metropolises into some categories such as dominant and subdominant cities, and examines the relationships between them as well as between metropolises and their hinterlands. In this connection, Duncan et al. (1960) showed that the seats of the Federal Reserve Banks exercise a greater influence over a wide area while cities with Branch Banks control and serve primarily their hinterlands.

Assessment of Metropolitan Dominance

In 1973, a futurist Daniel Bell (1973, p. x) declared that "the next thirty to fifty years we will see the emergence of what I have called 'the post-industrial society.'" The concept of the post-industrial society deals primarily with the economic transformation from producing goods to producing services. If the post-industrial society is based on services, then the United States is no longer an industrial society. The provision of services has displaced the production of goods for the last half century. A statistic shows that by 1977 the service sector of the U.S. economy has come up with almost double the goods sector in the gross national product. More specifically, in 1977, the service sector contributed $1,250.2 billion while the goods sector produced $649.8 billion (Ginzberg and Vojta, 1981, p. 49).

With the steady increase in the service sector, tourism gains more attention from many scholarly disciplines. One reason might be largely attributable to the rapid development of the tourism market. Several trends might account for the increase in the tourism market. One is the increase in the size of population. Simply put, as population grows, there increase prospective users of the market. The second is the development of transportation systems which enables the population accessible to the destinations which they wish to reach. The last one is in the change of the life style which people develop in the post-industrial society. In the post-industrial society, the standard of living is not measured by the amount of goods they consume. Rather what counts most is the quality of services. Bell's (1973, p. 127) statement conveys this idea in the best way: "If an industrial society is defined by the quantity of goods as marking a standard of living, the post-industrial society is defined by the quality of life as measured by the services and amenities--health, education, recreation, and the arts--which are now deemed desirable and possible for everyone." With the increasing disposable income, thus, people ask for more leisure activities both within and outside the place of residence. Moreover, the productivity of workers has been drastically raised thanks to advanced technology on agriculture, factories, and service sectors. In effect, the work hour has been cut with the corresponding increase in leisure time. Rudelius and his associates (1971, p. 251) explain the reason leisure time increased.

> There will be more leisure time available to the average American for vacations for several reasons: 1) an increase in the length of annual paid vacations and the number of paid holidays, 2) a decline in the number of hours worked per week, 3) earlier retirement coupled with longer life spans, and 4) later entry into the labor market for many young people.

Thus the economy in the post-industrial society is getting shaped largely by the tourism now more than ever before. Without the knowledge of tourism, it is deemed inappropriate to study the metropolitan dominance which researches the relationships between the central city and its hinterland. It is so much so that we need a work of relating tourism to the general hypothesis of metropolitan dominance. Thus a metropolitan dominance hypothesis will be tested in the context of increasing service economy and leisure activity in the post-industrial society.

Urban Image

Urban image refers to those ideas or notions to explain how people use mental pictures to move about their city and how they evaluate their urban setting. These images could be individualistic, since these are formed in the interaction between an observer and his environment. At the same time, these images could be culturally defined if they are shared by members of a society.

In addition to this specific function of a particular image, there is a more general application of urban images. This function of mental maps is more holistic and broader in scope. That is, people can evaluate cities from popular opinions, literature, or cultural biases. For example, Amerians have historically held an anti-urban bias. Thomas Jefferson believed that cities would destroy democracy. He also said that cities are like so many sores on a sick person. More recently, opinion polls have shown a shift in attitudes toward cities. But even so, most Americans prefer to live in suburbs or the country over a city.

With these brief comments, it is evident that attitudes people hold about cities in general and a particular city are rather complex. These facts, nevertheless, underscore the importance of the present research, especially as cities market their image to the general public as a businessman markets a product to consumers.

Our notions of a city have practical consequences.

Wirth's (1938) deterministic theory holds that simply being in the city creates a unique way of life. The three dimensions of a city--size, density, and heterogeneity--interact to weaken social bonds and isolate individuals. More recently, Fischer argued that the concentration of population had social-psychological consequences, but not of the sort Wirth described. It is known as the subcultural theory of urbanism. This school of theory holds that the population concentration "divides a community into distinctive and intensive subcultures, causing new ones to emerge and old ones to be strengthened" (Fisher, 1976, p. 239).

No matter which theory we prefer, a city has a different environment, physically and socially. In the city, Kevin Lynch (1960, p. 1) argues, "there is more than the eye can see, more than the ear can hear, a setting or a view waiting to be explored." Of course, a visitor's first impression of a city is of physical nature. So is that of a city dweller's. Lynch (1960, p. 4) studied a characteristic environmental image of a city that he defined as "the generalized mental picture of the exterior physical world that is held by an individual," and discovered that people tended to use five common categories when describing the city: paths, edges, districts, nodes, and landmarks.

These objects are all man-made. Every building, every street, and even the plant exist there because of people. That is, man creates a city. The city, in turn, works on people in daily lives. It gives people different meanings and notions of itself. Man not only creates his environment in the city, but also responds to it (Ittelson, 1978, p. 211). The very fact is that changing the city also changes ourselves.

Urban people are also surrounded by a social environment in which they pursue their daily work, and leisure activities as well. Generally, facilities and services are disproportionately distributed in favor of a city. One reason might be critical mass, which Fisher (1976, p. 37) defined as "a population size large enough to permit what would otherwise be only a small group of individuals to become a vital, active subculture." For any service, facilities, and institutions to exist, there should be a substantial number of customers or members. Berry (1967) revealed that the more urban a place, the greater the number and variety of services. When it comes to particularly specialized ones, the point is simpler enough:

> An exotic restaurant could not thrive in an isolated hamlet of three hundred, nor a Y.M.C.A. in a town with only twenty young men. For a service to be established, there must be a certain minimum number of users; the larger the community, the more easily is that minimum obtained (Fisher, 1976, p. 62).

Cities are "magnets, points of cultural focus attracting visitors and residents from wide hinterlands" (Rosenow and Pulsipher, 1979, p. 135). They are regarded as the place for opportunities, a greater variety of services and life styles that are more stimulating and more entertaining. They are also the place where people wish to spend their leisure time such that mobility becomes higher into that place especially as facilities for transportation and communication develop. Thus most people tend to identify themselves with a particular city. Spates and Macionis (1982, p. 83) summarized four ways people identify with a city: some knowledge is based on cliches and stereotypic images (e.g. Milwaukee--beer, Hollywood--movies); other knowledge is based on sport teams and important local events (Cowboys of Dallas, Inauguration Day in Washington, D.C.); still other knowledge is from historical events (e.g. the assassination of President John F. Kennedy in Dallas); and finally some knowledge is based on one's personal, detailed image of the city.

Tourism

In the literature on human mobility, scholars have studied the movement of people employing two basic concepts: cost and opportunities. In either case, human movement, whether it is temporary or permanent, has been restricted to a large degree by the distance. The cost barrier model illustrates that people tend to travel within the cost they are required to pay on the travel. Thus the probability of a traveler's going to a particular destination is inversely proportional to the distance from his or her place of residence. With regard to the pleasure travel, this model has been most commonly applied to the rural recreational sites, but Darragh and his associates (1983, p. 90) attempted to employ this model in estimating "the ability of a single [urban] site to attract visitors from a surrounding market area." Although he referred to distance as a significant variable in explaining travel pattern to a urban recreational site, it is not complete in the sense of its assumption that "substitute sites are uniformly available in all parts of the market area" (Darragh et al., 1983, p. 90). This assumption is not quite apposite because urban areas are not constantly distributed in the actual geography. Moreover, people used to pass a certain urban area to go to a particular urban recreational site for a particular reason.

As an attempt to compensate for the cost barrier model, Stouffer introduced an "intervening opportunities" model of human mobility. The idea behind the intervening opportunities model is that "the number of persons going a given distance is directly proportional to the number of opportunities at that distance and inversely proportional to the number of intervening opportunities" (Stouffer, 1940, p. 71). Thus this model focuses on the relationship between mobility and opportunities rather than between mobility and distance. Distance is rather a secondary factor which influences the travel pattern. It is quite likely that people move even a long distance if the opportunities provided by a certain destination are enough to make up for the distance (cost).

The concept of "intervening opportunities" may be interpreted as functioning in a rather negative way in mobilizing travelers to a certain site. Implicit in the Stouffer's idea is that nearer opportunities compete in an effective way with more remote opportunities. Thus intervening opportunities may be regarded as barriers preventing travelers from going to a distant place. This interpretation may obscure the fact that the number of trips to a certain place is inversely proportional to the number of opportunities provided at that place. In pointing to the role of intervening opportunities, Catton, Jr. (1965) showed that intervening opportunities could be either barriers or stepping stones according to the situation. The choice behavior of these opportunities as a retarder or reinforcer is influenced by various socioeconomic and demographic characteristic (Ethridge, 1982) and primarily a function of individual perceptions and preferences (Bergier, 1981).

When we combine a cost barrier model and an intervening opportunities model, a travel pattern is dependent to a large degree upon two variables of accessibility and opportunities. While some scholars studied the relationship between distance and mobility, others studied the relationship between opportunities and mobility. Unfortunately, however, we can seldom find any academic literature that deals with both variables at the same time. Thus it is not fortuitous that, in the study of the intervening opportunities' effect on a travel pattern, Smith (1981, p. 229) suggested a possible synthesis of the two models.

> By describing the difference between distance decay and intervening opportunities models . . . we can begin to describe a possible synthesis of the two. Human behavior, at least in the context of aggregate recreational travel, is affected by both the attraction of supply and the 'repulsion' of travel costs. On the one hand, travel is motivated by the opportunity to recreate. The greater the supply, the greater the total number of trips. Further, because the available supply increases as one considers regions further and further away from an origin (because the total area increased), one should expect the number of trips to increase with increasing distance.

Hypotheses

In this study of metropolitan dominance, several hypotheses will be set up and tested. But before that is done, the researcher presents the table on the variable relationships. Table I shows the relationships between independent and dependent variables. Since the researcher focuses on the role of tourism in metropolitan dominance in the post-industrial era, tourism is used as a dependent variable. Among independent variables are distance, the perceived quality of leisure activities, source of information, and type of leisure activities. Unique is the perceived quality of leisure activities, which is to be used as an intervening variable between distance and a trip.

TABLE I

RELATIONSHIPS OF VARIABLES

Independent Variable	Dependent Variable
City Size	Urban Image
Distance	
Urban Image	Tourism
Source of Information	
Type of Activities	

In Chapter IV, several hypotheses that focus on tourism will be tested and discusssed. Before that, it seems appropriate to review them here in light of the literature. That way the deductive connection of each hypothesis will be clearer. So now the five hypotheses are listed below:

Hypothesis I

There is no significant difference between the population size of a city and the perceived quality of leisure activities of the city.

Hypothesis II

There is no significant difference between distance and trip to Oklahoma City.

Hypothesis III

The variable relationship between distance and trip to Oklahoma City is not affected by the perceived quality of leisure activities.

Hypothesis IV

There is no significant difference between source of information and trip to Oklahoma City.

Hypothesis V

There is no significant difference in the proportion of activities people like in Oklahoma City between high sociability activities and low sociability activities.

Summary

Metropolitan region has become the most common pattern of human habitat since the turn of the century. Spatially, a metropolis has integrated a large proportion of settlement with more than seventy percent of the U.S. total population classified "urban." Functionally, a metropolis is a central place of economic, cultural, and political exchange that binds the subordinate parts and remote metropolises into one region. Moreover, a metropolis dominates our beliefs, ideas, and life styles in modern times.

Traditionally, metropolitan dominance has been studied employing such indexes as retail, wholesaling, manufacturing, and finance with a considerable emphasis upon local spatial structure of the region. In this regard, many scholars have been interested in the distribution of population and sustenance activities in relation to geographic distance. The most common findings, thus, have been that capital, goods, and services flow from the central nuclei to the subordinate areas while raw materials flow from the outer periphery to the inner zone within the unit of a particular metropolitan region.

In the post-industrial society, however, such unit of analysis as a metropolitan region as a closed system seems to be incomplete. With the steady increase of disposable income doubled with the increased leisure hours, people have been enabled to engage in leisure activities both within and outside their own residences. A large proportion of people are more than willing to overcome the distance to move to other places for business or just for fun. In this connection, it is not surprising that the travel industry in the U.S. have been one of the leading industries, marking the fourth largest one in terms of economic gains.

Although tourism is significant with regard to metropolitan dominance, a research tradition in this field has been restricted to the study of either barriers or facilitators of tourism. Some scholars illustrated distance or cost as a barrier to the traveler's willingness to make a trip while others suggested destination attractions as reinforcement of traveling motivations. In the study of the intervening opportunities model with relation to the travel pattern, Smith suggested that we incorporate the two models--distance decay and intervening opportunities--in one study.

TABLE II

SCHEME FOR METROPOLITAN DOMINANCE

Model	Factor	Range of Activity
Industrial Model	Size	Secondary sector
	Distance	Production of goods
		Regional activity
Post-Industrial Model	Service	Tertiary sector
	Urban image	Leisure activities
		Nationwide travel

In combination of the literature on metropolitan dominance and tourism, the researcher set up a scheme (Table II) which contrasted a post-industrial model with an industrial one of metropolitan dominance. To illustrate, the post-industrial model emphasizes the function of service and urban image as reinforcement of metropolitan dominance while the industrial model has a city size and distance as factors of metropolitan dominance. Moreover, the former is characteristic of nationwide tourism for leisure activites along with an economic expansion in a tertiary sector while the latter is characterized by local regional activities with a prevailing mode of a secondary sector in the economy.

CHAPTER III

METHOD AND PROCEDURES

Sample

For the study, the Oklahoma City Chamber of Commerce mailed 900 trade and 400 consumer questionnaires in August, 1985 to those who had expressed their interest in the trip to Oklahoma City. The sample consists of 121 trade and 35 consumer questionnaires, which were returned from travel agencies and prospective travelers to Oklahoma City respectively. Thus the response rate is 13.4 percent for trade, 9 percent for consumer questionnaire, and 12 percent in total. Of the responses, the researcher sorted out 27 trade and 11 consumer questionnaires which were thought of as irrelevant to the study. As the result, the total number of responses used for this study is 118.

As aforementioned, this sample is a purposive one which is selected for marketing the leisure activities in Oklahoma City. The sample population of both trade and consumer questionnaires sent their addresses, asking for brochures on Oklahoma City. Thus the sample may not well represent the total population, especially in the case of the consumer questionnaire. However, some evidences are found in the descriptive data of a sample population for trade to support the representitiveness of the total population.

TABLE III

DISTRIBUTION OF SAMPLE POPULATION
FOR TRADE BY REGION

Region	Population*	%	Sample	%
New England	11,969	5.3	5	5.3
N.Y.-New Jergy	24,923	11.0	5	5.3
Mid Atlantic	24,610	10.9	12	12.8
South	45,372	20.1	18	19.2
North Central	48,673	21.5	20	21.3
Northwest	8,522	3.8	6	6.4
Southwest	28,556	12.6	18	19.1
Pacific	33,544	14.1	10	10.6
Total	226,169	100.0	94	100.0

* Population in 1,000 increments.

$r = .82$, $p < .05$.

For more details, see Appendix 3.

Source: Population size from U.S. Bureau of the Census, 1980 Population Census (Washington, D.C.: Government Printing Office, 1983).

Table III compares the distribution of the sample population with that of the total population according to geographical region. As Pearson's correlation coefficient ($r = .82$) shows, the sample population is, at large, evenly distributed with the distribution of a national population. For example, the New England's proportion (5.3%) of national population is exactly the same as that of a sample population . The largest difference (6.5%) between the proportion of a total population and that of a sample population is seen in the Southwest region.

In addition, the arithmetic mean of distances from Oklahoma City to trade questionnaire respondents turns out to be 920 miles (a respondent from Hawaii is excepted). Both facts reveal that this sample, small as it is, represents the total population more than it appears.

However, when it comes to the consumer questionnaire, it is problematical. That is, a large proportion (75.0%) of respondents to the consumer questionnaire concentrate in the Southwest region. In addition, the arithmetic mean of distances from Oklahoma City to consumer questionnaire respondents is as small as 370 in miles. Thus a sample population for the consumer questionnaire is highly skewed and it would be better to call it a regional sample. Consequently, the consumer questionnaire is being used in a limited way.

Statistical Methods

Chi Square

Chi square is the test that can be used to evaluate randomness of expected versus observed cell frequency, and measures the statistical significance of what would be expected under a certain set of theoretical assumptions (Blalock, 1972, p. 279). For this thesis, the chi square test is used when examining the relationship between source of information and trip to Oklahoma City, and the relationship between distance and trip to Oklahoma City.

Spearman's Rho

Spearman's rank-order correlation measures the degree of association between two sets of ranked data. Therefore, it assumes at least an ordinal level of data. This statistics is used when the researcher compares the perceived quality of leisure activities with the city size.

T-Test

The t-test is used to determine whether two proportions are significantly different. The t-test as a modified form of the Z test is used where a sample size is particularly small (Champion, 1970, p. 138). It is assumed that the data being compared come from independent probability sample. One reason the researcher employs the t-test in the research is that only nominal level of data is required. In this study, comparisons are made between two proportions of high sociability and low sociability activities people like in Oklahoma City.

Operationalization of Terms

Operationalization refers to a specification of steps, procedures, or operations that researchers employ in actually measuring and identifying the observed variables (Babbie, 1983, p. 29). On this basis, the writer of this thesis develops some techniques and strategies that are to be employed for the test of hypotheses. For questionnaires, first of all, each questionnaire item has been constructed so that it may contain information on the perception of and attitude toward the leisure activities of Oklahoma City. The level of measurement varies from nominal to interval level. When it is necessary to combine nominal level with ordinal level, then ordinal level was reduced to nominal. Now that the questionnaire in general is discussed, let us turn to the specific way each concept being dealt with in this study is measured.

Metropolitan dominance is the characteristic of a city in relation to an adjoining area. It is being measured in this study in two ways: one involves a traditional concept of distance, the other the perceived quality of leisure activities which is conceived of as emerging as a viable factor on decision to make a trip in the post-industrial society. To be specific, distance is measured by locating the place of response according to the zip code of each respondent. So the writer uses a road map to decide the distance. The perceived quality of leisure activities is the image that people hold about leisure activities of the city in general and a city in particular. The perceived quality of leisure activities in this study measures the comparative relation of each Southwestern city with Oklahoma City. Since the perceived quality of leisure activities is compared only between Oklahoma City and other cities, the rank order is decided by comparing the number of the "better" and "worse" cases of a city with that of others. That is, if the "better" cases of a city are more than Oklahoma City, that city was conceived of as having a higher perceived quality of leisure activities than OKlahoma City.

Urban image is associated with personal relationship. That is, people tend to hold their views based on socialization with others and primary experiences. In this study, two types of source of information are being evaluated in relation to the frequency of trips to Oklahoma City: personal and impersonal. Personal information means those drawn from a personal experience of the city or friends talking about it. If a respondent chooses two answers, that is, personal experience and climate on the questionnaire (Appendix A, Question 9), it was classified into "personal." Impersonal information is those drawn from mass media or travel packages. If a respondent chooses two answers, for instance, travel package and climate, then it was classified into "impersonal."

Frequency of trips to Oklahoma City was measured according to whether the respondent has been to Oklahoma City. If the respondent who has personal information answers that he made a trip, then personal information is considered as an influential factor on a trip.

Two types of activities are constructed on the basis of Question 6 on the consumer questionnaire (Appendix B): one is high sociability activities and the other low sociability activities. High sociability activities categorize museums, attractions, restaurants, shopping, and entertainment. Low sociability activities consist of climate, hotels, location, and prices. If the proportion of high sociabiity activities a respondent liked in Oklahoma City is larger than that of low sociability activities, then it was conceived that the respondent prefers high sociability activities.

Summary

To summarize this chapter, the sample is a purposive one, and is drawn from two sources: a trade and consumer groups. Even though the response rate is low, the trade sample is representitive of the total population from the distribution of a sample population and the mean distance. However, the sample for the consumer questionnaire is highly skewed to the Southwest region.

The statistical methods to be used are the chi square test, Spearman's rho, and t-test. Each of these tests has its own rationale and limitations. Consequently, the author will use a particular method relevant to the test of each hypothesis.

To test the hypothesis, major terms are operationalized. These operationalized concepts include such variables as metropolitan dominance, perceived quality of leisure activities, source of information, and type of leisure activity.

In the next chapter, there will be a presentation of the summary of results. After that, using the above statistical methods and operationalized variables, the author will test the hypotheses and discuss the results of each test.

CHAPTER IV

RESULTS AND DISCUSSION

Summary of Results

In this chapter, there is a presentation of data analysis. The data come from the two kinds of questionnaire: the travel agencies and consumers (prospective tourists to Oklahoma City). From the analysis of data, several interesting results were found and they will be provided in the summary form below.

In a general sense, the findings are sometimes consistent with the industrial model of metropolitan dominance and sometimes support the proposed new model of post-industrialism. For example, it was found that distance was the prime factor related to tourism. However, there are other ingredients involved in deciding a travel destination. These include the perceived quality of leisure activities, source of information, and type of activities people like in a particular city. Of these, the perceived quality of leisure activities operates as an intervening factor in decision-making of travel destination, and it has an interesting relationship with the population size of a city. Listed below are some findings from the test of five hypotheses.

1. In general, the population size of a city has a

weak association with the perceived quality of leisure activities. However, there is a tendency for the perceived quality of leisure activities to vary directly with the city size above a certain level of population size and to vary inversely below that level.

2. Generally speaking, distance definitely affects tourism. People living closer to a particular city are more likely to make a trip than those living at farther distances from the city. This finding is consistent with the industrial model of metropolitan dominance.

3. The perceived quality of leisure activities emerges as an intervening variable to tourism. Distance, important as it is, is not the sole determinant of a trip, because the perceived quality of leisure activities will also influence one's decisions for travel in a post-industrial era. Specifically, while people who have a "worse" perceived quality of leisure activities on Oklahoma City were limited in their trip there by distance, those who have a "better" perceived quality of leisure activities on Oklahoma City made a trip regardless of distance.

4. Tourists prefer high sociability activities to low sociability activities in Oklahoma City. That is, people who made a trip to Oklahoma City preferred to engage in the social activities such as shopping, restaurant, and museum over less social atmosphere such as climate and price.

5. People with personal information about Oklahoma

City are more likely to make a trip to Oklahoma City than those with impersonal information such as brochures and travel packages. Thus it is desirable for the Oklahoma City Chamber of Commerce to develop techniques and strategies of effectively providing personal information in order to market the Oklahoma City leisure facilities.

Discussion of Results

This study is an attempt to empirically test the hypothesis of metropolitan dominance in light of touirsm. Thus the researcher tries to understand those factors that influence people to make a travel to a metropolitan center. In the analysis, it is believed that we can identify some patterns of tourism to a large city more effectively by the analysis of the hypotheses established earlier in this study.

Hypothesis I

There is no significant difference between the population size of a Southwestern city and the perceived quality of leisure activities of the city.

Table I illustrates both the population size and the perceived quality of leisure activities of Southwestern cities. The size of the cities range from the lowest 158 thousand of Little Rock, Arkansas, to the highest 786 thousand of San Antonio, Texas. For the computation of Spearman's rank order correlation, the perceived quality of leisure activities of each city is ranked according to the comparison of "better" and "worse" responses. If there are more "better" than "worse" responses on a particular city,

TABLE IV

COMPARISON OF CITY SIZE AND IMAGE

Southwest Cities	Population*		Image		
	size	rank	better	worse	rank
San Antonio	786	1	26	19	1
Kansas City	609	2	20	28	5
St. Louis	453	3	27	21	2
Oklahoma City	403	4	-	-	4
Ft. Worth	385	5	18	29	6
Tulsa	361	6	5	43	9
Albuquerque	332	7	25	23	3
Wichita	279	8	6	44	8
Little Rock	158	9	8	41	7

*unit: 1000

$r_s = .67$, $p < .10$.

Source: Population from U.S. Bureau of the Census, 1980 Population Census (Washington, D.C.: Government Printing Office, 1983).

it is conceived that the city is higher in rank than Oklahoma City in the perceived quality of leisure activities. By that method, each city could be ranked from the highest San Antonio to the lowest Tulsa.

Table IV compares the population size of Southwestern cities and their perceived quality of leisure activities by raw number and rank. As Spearman's rho, .67, shows, there is no significant correlation between the city size and the perceived quality of leisure activities at the .05 level. However, the relationship between the two variables is singnificant at the .10 level. Moreover, Figure 1 enables the researcher to provide more details of the relationship than just "accept/reject" of the hypothesis. Specifically, except for Kansas City and Albuquerque, as the city size increases, the perceived quality of leisure activities decreases to a point, then icreases again. Thus there would be a tendency for the perceived quality of leisure activities to vary commensurate with the city size above a certain level in the population size of a city. Such exceptions as Kansas City and Albuquerque should be clarified in such a way as to know why they are deviant form this tendency. In this regard, it is highly recommended for further research that the number of cities be increased so that we would generalize this finding.

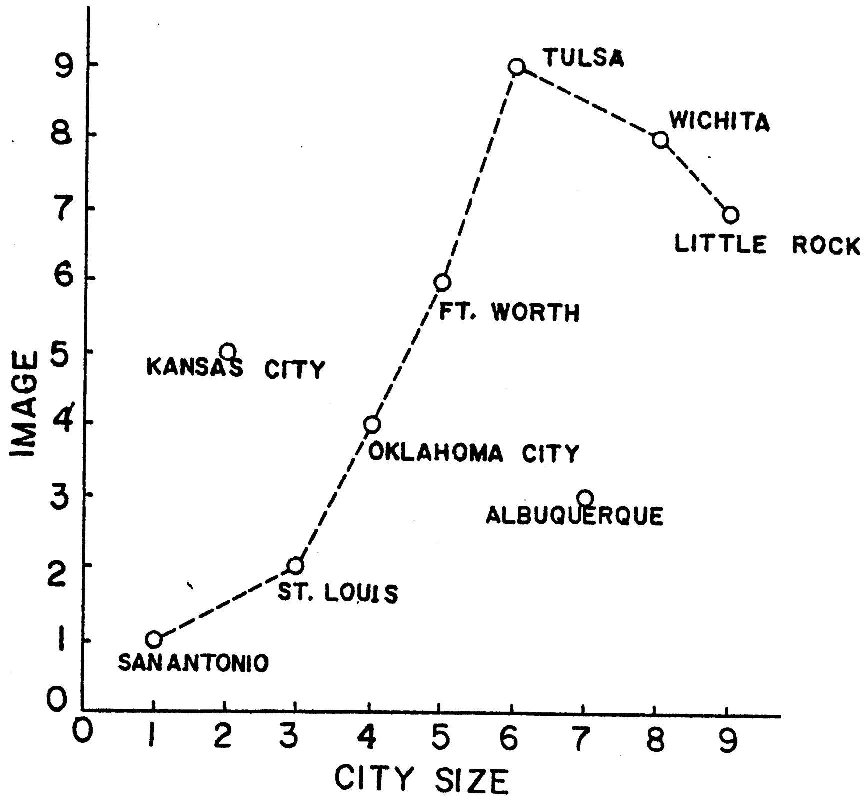

Figure 1. Comparison of City Size and Image

Hypothesis II

There is no significant difference between distance and trip to Oklahoma City.

This hypothesis is drawn from both the industrial model of metropolitan dominance and a "distance decay" model of human movement. The general hypothesis of metropolitan dominance shows that the degree of metropolitan dominance decreases as the distance from the central locus increases. So does the distance decay model. That is, as the distance to a particular site increases, the frequency of travel to that place decreases.

The chi square on Table V turned out to be 11.79. This value is representitive that there is a high association between distance and trip to Oklahoma City. In addition, the value of the phi shows the negative direction. Thus the researcher concludes that trip is inversely related to distance. This conclusion supports the industrial model of metropolitan dominance, a model which maintains that accessibility to the metropolitan center is the key to metropolitanism. Moreover, this supports the "distance decay" model of human movement as well, which asserts that the frequency of movement or travel decreases as distance

TABLE V

DISTANCE AND TRIP

Trip to Oklahoma City	Distance in Miles: Less than 920 N	%	More than 920 N	%
Yes	21	45.7	6	13.0
No	25	54.3	40	87.0
Total	46	100.0	46	100.0

$\phi = -.36$, $x^2 = 11.79$, $p < .001$.

increases. In all, this test proves that distance is still an influential factor on decision to make a trip.

Hypothesis III

The variable relationship between distance and trip to Oklahoma City is not affected by the perceived quality of leisure activities.

The next two tables examine the relationship between distance and trip controlling for the perceived quality of leisure activities. These tables are constructed so that we may test whether there is a significant relationship between the trip to Oklahoma City and the perceived quality of leisure activities as an intervening factor. This hypothesis has its importance especially in light of the post-industrial era. That is, while, in the industrial era, distance is alledgedly the determinant of travel, the perceived quality of leisure activities would be another crucial factor on a trip in a post-industrial age.

TABLE VI

RELATIONSHIP BETWEEN DISTANCE AND TRIP BY THOSE WHO HAVE A "BETTER" IMAGE

Trip to Oklahoma City	Distance in Miles			
	Less than 920		More than 920	
	N	%	N	%
Yes	9	60.0	2	33.3
NO	6	40.0	4	66.7
Total	15	100.0	6	100.0

$\phi = -.24$, $x^2 = 1.22$, $p < .30$.

Table VI is the relationship between distance and trips to Oklahoma City by those who have a "better" perceived quality of leisure activities on Oklahoma City. The chi square of 1.22 represents a low correlation between two variables with a negative direction. Thus it is likely that those who have a better image of Oklahoma City tend to make a trip to Oklahoma City, less influenced by distance. Although distance is important for decision to make a trip in general, it is less important for those who have a good image of Oklahoma City. This fact is clearer when it is compared to the next table.

TABLE VII

RELATIONSHIP BETWEEN DISTANCE AND TRIP BY THOSE WHO HAVE A "WORSE" IMAGE

Trip to Oklahoma City	Distance in Miles			
	Less than 920		More than 920	
	N	%	N	%
Yes	7	50.0	1	10.0
No	7	50.0	9	90.0
Total	14	100.0	10	100.0

$\phi = -.42$, $\chi^2 = 4.2$, $p < .05$.

Table VII shows the relationship between distance and trips to Oklahoma City by those who have a "worse" perceived quality of leisure activities on Oklahoma City. The phi and chi square of the two variables on the table turned out to be -.42 and 4.20 respectively. These values represent that the relationship between two variables on those who have a worse image of the city is significant at the .05 level. Differently put, those who have a worse perception of a city make a trip especially when distance is short. A closer look at Table VII reveals a good contrast of trips to Oklahoma City by distance. While exactly half of the people within 920 miles have made a trip, only one-ninth of people beyond

920 miles made a trip to Oklahoma City.

The analysis of the above two tables enables the researcher to conclude that distance is not the only determinant of a trip in the post-industrial period. The urban image is the intervening variable to a trip and it is cautiously predicted that the urban image would play a greater role in a trip in the post-industrial era.

Hypothesis IV

There is no significant difference between source of information and trip to Oklahoma City.

Table VIII shows the relationship between source of information and trip to Oklahoma City. Personal information represents those informations drawn from personal experience and/or drawn from personal contact with friends and/or relatives. If a respondent chooses two answers, for example, personal experience and climate, then it is classified into personal. Impersonal information refers to those informations drawn from mass media or travel packages. If a respondent chooses two answers, for example, travel package and climate, then it is classified into impersonal.

TABLE VIII

SOURCE OF INFORMATION AND TRIP

Trip to Oklahoma City	Source of Information: Personal N	Personal %	Impersonal N	Impersonal %
Yes	17	48.6	2	14.3
No	18	51.4	12	85.7
Total	35	100.0	14	100.0

$\phi = -.32$, $x^2 = 4.95$, $p < .05$.

By this method, the researcher yielded a phi and chi square of -.32 and 4.95 respectively. These figures are statistically significant at the .05 level. Thus there is a significant relationship between source of information and trip to Oklahoma City. A closer look at Table VIII will reveal that while nearly half the people who have personal information traveled to Oklahoma City, only a small proportion (14.3 %) of people who have impersonal information made a trip to Oklahoma City. It is inferred from the phi value on Table VIII that personal information is more influential than impersonal one on decision to make a travel. Therefore, Oklahoma City Chamber of Commerce is encouraged to use more personal information to mobilize prospective travelers to the City.

Hypothesis V

There is no significant difference in the proportion of activities people like in Oklahoma City between high sociability activities and low sociability activities.

Based on the activities which people play in Oklahoma City, the researcher divided them into two categories: one is high sociability activity, the other low sociability activity. This way of classification is somewhat arbitrary, but high sociability activities are designed to include shopping, restaurant, attraction, museum, and entertainment while low sociability activities are to consist of price, location, hotel, and climate. This hypothesis concerns what kind of activity is preferred in Oklahoma City by those who make a trip there.

As the z value ($z = 2.32$) shows, there is a significant difference in the proportion of activities people like in Oklahoma City between high sociability activities and low sociability activities. That is, Table IX suggests that people are more likely to like high sociability activities in Oklahoma City. In general, low sociability activities are low in the proportion of people who like in Oklahoma City.

TABLE IX

COMPARISON OF TYPE OF ACTIVITY BY DEGREE OF SOCIABILITY

Sociability	Activity	N of "likes"	Percentage
High	shopping	17	100
	restaurant	17	94
	attraction	15	94
	museum	10	100
	entertainment	12	92
	subtotal	71	95.9%
Low	price	11	85
	location	12	86
	hotel	14	87
	climate	12	70
	subtotal	49	82.1%

$z = 2.32$, $p < .05$.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary and Conclusions

The study of metropolitan dominance concerns the relationships between a large central city and its hinterlands. The hypothesis implies that only metropolises or large cities dominate a wide range of surrounding territory in their functional activities. In this sense, a metropolitan region is a functional unit in which two parties of a central city and its hinterlands exchange their function. That is, while a metropolitan nucleus provides its products and finance for the hinterlands, the adjoining rim, in turn, provides its raw materials for the center. In the study of metropolitan dominance, a traditional approach has focused upon local spatial structure, employing such indexes as wholesaling, retail, manufacturing, and population distribution. This research tradition reveals that an easy accessibility by means of automobiles enables a financial center to dominate its peripheral area. This thesis provided a framework for testing the hypothesis of metropolitan dominance, especially in light of the post-industrial society.

A post-industrial society is one in which a service sector of the economy expands both in terms of the number of people employed and the economic gains. The societal transformation from the industrial to post-industrial age is so evident as to affect a broad range of our life. One example is a rapidly growing tourism industry, one of the leading industries in the post-industrial period. With this in mind, the researcher tested the hypothesis of metropolitan dominance focusing on tourism in Oklahoma City, Oklahoma.

To conclude, the test of the five hypotheses reveals that distance is still a significant factor that influences people's decision for a trip. But other factors such as the perceived quality of leisure activities and source of information are interrelated, for they too influence decision about frequency of travel. This is especially true with the perceived quality of leisure activities, which acts as an intervening variable in tourism. Since the perceived quality of leisure activities of a city, when the city exceeds a certain level of population, is largely determined by the population size, it is concluded that large cities in particular or metropolises will still dominate both their hinterlands and smaller cities in tourism in a post-industrial era.

Recommendations for Further Research

This study is an exploratory one, which concerns metropolitan dominance focusing on tourism. Further investigation on this subject might examine the relationship betweeen the perceived quality of leisure activities and population size of a city by enlarging the sample size. There could be a break in population size, above which the perceived quality of leisure activities varies proportionately with the city size and below which the perceived quality of leisure activities varies inversely with the city size. It would be also interesting to decide the break point.

The direct relationship between the perceived quality of leisure activities and tourism might be examined. In this study, the perceived quality of leisure activities was introduced only as an intervening variable and it was found that the perceived quality of leisure activities is an important variable for a trip. It might be that the perceived quality of leisure activities will influence on the choice of a travel destination more strongly than distance in a post-industrial society.

Another suggestion is that the relationships between the independent variables should be researched in such a way as to determine a hierachy of influences of leisure trips. That is, research should isolate the independent variables that are the primary reinforcements of a trip, those that have lesser importance, and so on.

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APPENDIX A

TRADE QUESTIONNAIRE

TRADE QUESTIONNAIRE

Please help us serve you beter. Take a moment to answer the following question. Your answers remain confidential throughout our analysis. If you do want a final report of our study however, let us know. You will receive a final copy.

PLEASE CIRCLE YOUR ANSWER.

1. Did you receive the Oklahoma City material which you requested?

   A. Yes B. No

2. Why did you request the material on Oklahoma City?

   A. Client inquiry
   B. Sending groups/clients
   C. File update
   D. Other (Please specify)________________________

3. The information was:

   A. complete (all the information I needed)
   B. Somewhat complete (I still need some specifics)
   C. Not at all what I needed
   D. Other (Please specify)________________________

4. Based on the material received:

   A. I referred corporate travelers
   B. I referred family vacation travelers
   C. I planned group tours

   If so define group: __Church __Club __Senior ___Other

5. Have you been to Oklahoma City?

   A. Yes B. No

6. How do you think the quality of leisure in Oklahoma City compares with the following cities in the Southwest? (Please circle)

Tulsa	Better	Worse	San Antonio	Better	Worse
St. Louis	Better	Worse	Little Rock	Better	Worse
Kansas City	Better	Worse	Ft. Worth	Better	Worse
Albuquerque	Better	Worse	Wichita	Better	Worse

7. What influenced your decision to refer clients to Oklahoma City?

   A. Personal experiences
   B. Mass Media (TV, newspaper, etc.)
   C. Friends/clients talking about their experiences in OKC
   D. travel packages
   E. Culture and History
   F. Climate
   G. Other (Please specify)______________________________

8. On the average, how often do you utilize Oklahoma City as a travel destination?

   A. Several times per week
   B. 2-3 times per month
   C. Several times per year
   D. Just now planning a trip to OKC

9. Do you agree that your present location influences the frequency with which you or your clients visit OKC?

   A. Strongly agree
   B. Agree
   C. Neutral
   D. Disagree
   E. Strongly disagree

10. What is the major obstacle to coming to Oklahoma City?

   A. Distance
   B. Time
   C. Cost
   D. Other (Please specify)______________________________

11. What kind of activities, if any, do your clients enjoy most? Please rank in order of importance from 1 to 5, 1 being most important.

   _____ Mental-leisure activity (museums, theaters, etc.)
   _____ Shopping/window shopping
   _____ Outdoor activities (parks, lakes, golf, swimming)
   _____ Spectator activities
   _____ Events

12. Where do you live?

   City_________________ State__________ Zip____________

APPENDIX B

CONSUMER QUESTIONNAIRE

CONSUMER QUESTIONNAIRE

Please help us serve you better. Take a moment to answer the following questons. Your answers remain confidential throughout our analysis. If you do want a final report of our study however, let us know. You will receive a final copy.

PLEASE CIRCLE YOUR ANSWER.

1. Did you receive the Oklahoma City material which you requested?

   A. Yes B. No

2. The informataion was:

   A. Complete (all the information I needed)
   B. Somewhat complete (I still need some specifics)
   C. Not at all what I needed
   D. other (Please specify)________________________

3. Based on the material received:

   A. I am planning a trip to Oklahoma City
   B. I have already made a trip to Oklahoma City
   C. I am not coming

4. I am coming/came to Oklahoma City because:
   (You may choose more than 1 response)

   A. Visiting relatives
   B. Business
   C. Vacation only
   D. Medical
   E. Just passing through
   F. Other____________

5. I am not coming to Oklahoma City because:

   A. No further interest
   B. Change of plans
   C. Cost prohibitive
   D. Other

6. What I liked/disliked about Oklahoma City: (Please circle)

Museums	Liked	Disliked	Location	Liked	Disliked
Attractions	Liked	Disliked	Restaurants	Liked	Disliked
Climate	Liked	Disliked	Shopping	Liked	Disliked
Hotels	Liked	Disliked	Prices	Liked	Disliked
Entertainment	Liked	Disliked			

7. What influenced your initial inquiry? Please rank in order of importance from 1 to 7, 1 being most important.

_____ Advertising	_____ Family
_____ Brochure	_____ Passing through
_____ Specific Event	_____ Culture and History
_____ Other(Specify_________________________)	

8. Have you been to Oklahoma City before?

A. Yes B. No

9. If yes, was it for: (You may choose more than 1 response)

A. Business	D. Vacation	G. Group Trip
B. Convention	E. Special Event	
C. Family Visit	F. Passing Through	

10. How long ago was your trip?

A. Within the last year	C. Between 2-5 years ago
B. Within the last two years	D. More than 5 years

11. Was your visit to Oklahoma City:

A. As expectd B. Better than expected
C. Less than expected

12. Are you planning a return visit?

A. Yes B. No

13 How do you think the quality of leisure in Oklahoma City compares with the following cities in the Southwest? (Please circle)

Tulsa	Better	Worse	San Antonio	Better	Worse
St. Louis	Better	Worse	Little Rock	Better	Worse
Kansas City	Better	Worse	Ft. Worth	Better	Worse
Albuquerque	Better	Worse	Wichita	Better	Worse

14. In what year were you born? 19______

15. What is your sex? ____Male ____Female

16. What is your current position in the household?

A. Male Head of Household	C. Other Male
B. Female Head of Household	D. Other Female

17. What is your current occupation?

A. Self-Employed	E. Technical	I. Retired
B. Executive	F. Sales/service	J. Other
C. Management	B. Clerical	___________
D. Professional	H. Student	

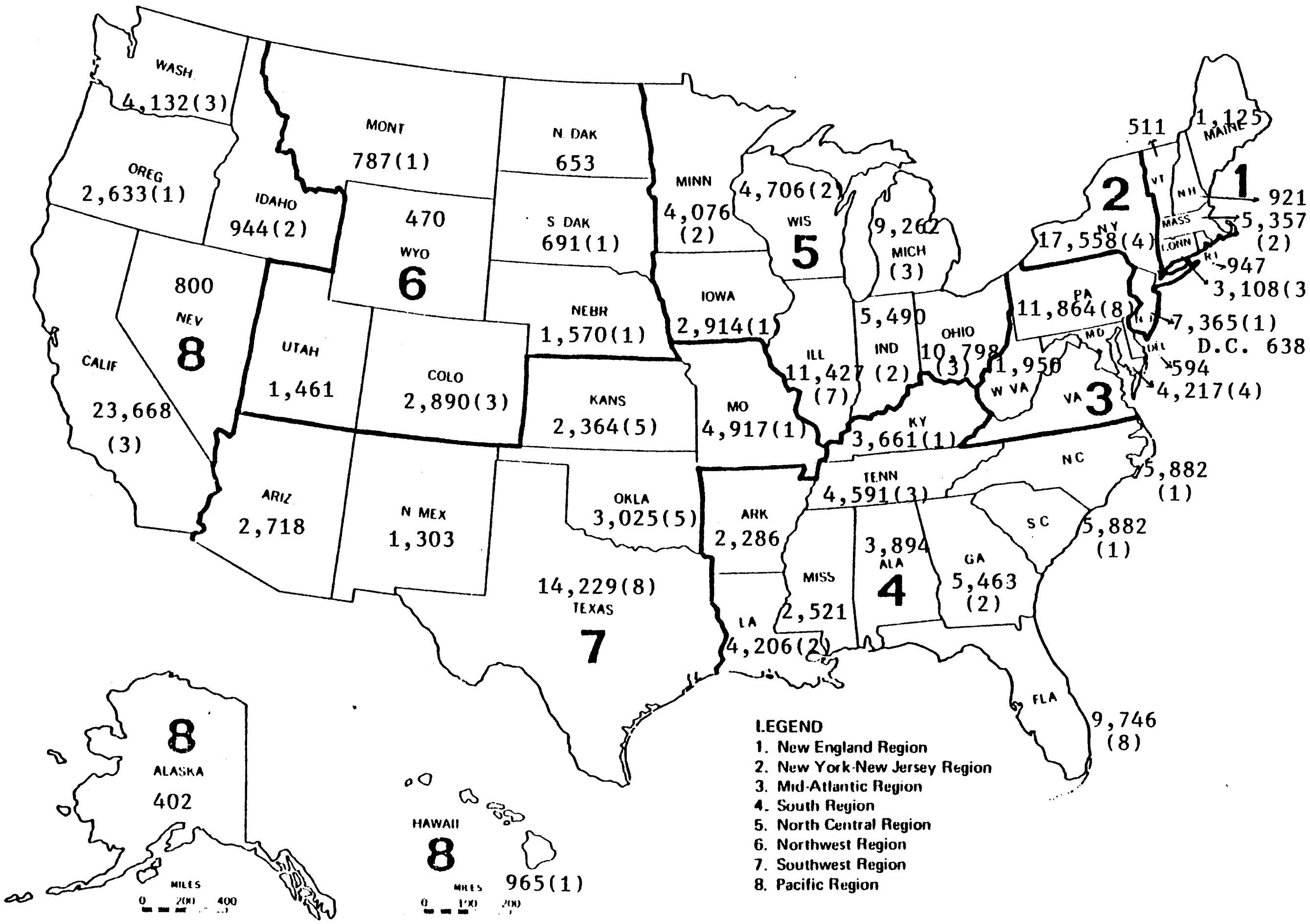
18. Where do you live?

City_______________ State_______ Zip___________

Thank you for your time.

APPENDIX C

MAP OF SAMPLE AND TOTAL POPULATON



Population in 1,000.

Sample population within parentheses.

Source: Population from U.S. Bureau of the Census, 1980 Population Census (Washington, D.C.: Government Printing Office, 1983).

VITA

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