

AGE AND SEX DIFFERENCES ON HUMAN NEEDS THAT INFLUENCE TOURIST ROLE PREFERENCE

YFANTIDOU G., COSTA G., MAVROMMATIS G.,
MICHALOPOULOS M.

Department of Physical Education & Sport Science
Democritus University of Thrace, Greece

Indroduction

- Tourism industry became in the 90s a highly specialized commodity. Thus, new forms of tourism were generated such as sport tourism, adventure tourism and ecotourism.
- Cohen (1972), was one of the first researchers to suggest that tourists could be classified on the basis of similar observable behaviors.
- Also Pearce (1982), identified specific behaviors associated with each travel role.

- Yiannakis and Gibson (1992), addressed this issue, specifically devising a comprehensive classification of 15 leisure tourists and they designed the Tourist Roles Preference Scale (TRPS).
- Murdi (2001) added two more tourist roles on TRPS: ecotourist and nature lover.

- One year later Gibson & Yiannakis (2002), presented again the latest version of TRPS (Table 1).
- Furthermore, TRPS was used at a research in Greece which indicated that the items of TRPS are significant in representing the tourist roles which measure (Yfantidou, Costa & Michalopoulos, 2008)

Table 1: Tourist roles by Yiannakis & Gibson (2002).

- **Sun Lover:** Interested in relaxing and sunbathing in warm places with lots of sun, sand and ocean
- **Action Seeker:** Mostly interested in partying, going to night clubs and meeting people for uncomplicated romantic experiences
- **Anthropologist:** Mostly interested in meeting local people, trying the food and speaking the language
- **Archaeologist:** Mostly interested in archaeological sites, enjoys studying history of ancient civilizations
- **Organized Mass Tourist:** Mostly interested in organized vacations, packaged tours, taking pictures and buying lots of souvenirs
- **Thrill Seeker:** Interested in risky, exhilarating activities which provide emotional highs
- **Explorer:** Prefers adventure travel, exploring out of the way places and enjoys challenges involved in getting there
- **Jetsetter:** Vacations in elite world class resorts, goes to exclusive night clubs, and socializes with celebrities
- **Seeker:** Seeker of spiritual and/or personal knowledge to better understand self and meaning of life
- **Independent Mass Tourist:** Visits regular tourist attractions but makes own travel arrangements and often “plays it by ear”
- **High Class Tourist:** Travels first class, stays in the best hotels, goes to shows, and dines at the best restaurants
- **Drifter:** Drifts from place to place living a hippie style existence
- **Escapist:** Enjoys taking it easy and getting away from it all in quiet and peaceful places
- **Sport Tourist:** Primary emphasis while on vacation is to remain active engaging in favorite sports
- **Educational Tourist:** Participates in planned study programs or education oriented vacations, primarily for study and/or acquiring new skills and knowledge.

Sport Tourism

- Gibson (1998), referred that sport tourism is a journey for recreation that lead people outside from their local societies, in order to participate at athletic activities, to attend them or to visit places that are related with sports.
- Hall (1992), determined sport as a particular form of tourism.

Purpose

- The purpose of this study was to determine whether the 15 leisure tourist roles devised by Yiannakis and Gibson exist in the Greek context today
- and to determine which of the 22 human needs have significant statistical difference between men and women and the age stages as Levinson (1996) defined: 17-22, 23-27, 28-33, 34-39, 40-45, 46-49, 50-55, 56-59, 60-65 and over 66 of tourists in Greece.

Sample

- The data was consisted of a stratified sample by age and sex of 1675 tourists from about fifty countries who visited Greece in summer (June-July-August 2007).
- The range of age was from 17 years old to 80 years old (Mean=36 years).
- The data was consisted from 773 men and 845 women (missing values 57).

- About half were married (45,1%), while singles-never married (43,7%).
- The majority was full employed (61,9%), while the 18,9% were students.
- As far it concerns the education, the majority were graduates of university or 4 year college (32%).
- Annual family income varied from 20.000-60.000€ for the 48,1%.

Questionnaire

- The questionnaire is based on “Tourist Roles Preference Scale” of Gibson Heather και Yiannakis Andrew (2002),
- and translated in Greek, German and Russian (control of cross-cultural validity) by Yfantidou G., Costa G. & Michalopoulos M. (2007) as Geisinger (1994) and Sperber (2004) proposed.
- Having the questionnaire in four languages it covered the majority of tourists.

- The questionnaire included 89 Likert Questions or closed questions that record:
 - a. description of tourist's activities,
 - b. description of vacation destination,
 - c. examination of major human needs,
 - d. demographical and personal data and
 - e. certain destination preference.

Process

- The questionnaires were distributed at the two bigger airports in Greece: Eleftherios Venizelos at Athens and Macedonia airport at Thessaloniki.
- The questionnaires were distributed to the tourists after the check in at the airport at depart from Greece to their countries or for Greeks to their town after their visit to Greece for vacation.

Limitation

- Tourists who participated at the research visited Greece only in summer (June-July-August 2007)
- and this period was selected as Gibson proposed to us for certain reasons
- and because of safety reasons of the airport as managers claimed that didn't allow us to continue the research for bigger period.

Results

- For the statistical analysis it was used the program SPSS. Cronbach α was used to examine the reliability of the questionnaire,
- in particular for the part of tourist roles $\alpha = .81$
- and for the part of human needs $\alpha = .85$.

- PCA and MDS were the exploratory analysis that was used to verify the tourist roles.
- A principal component analysis and quartimax rotation was used to verify the validity of TRPS questionnaire of the 34 variables of the tourist roles, for the specific sample. The analysis identified seven variables which explain the 52.78% of the total variance.
- Furthermore, to verify the validity of the TRPS, a multi-dimensional scaling model (multidimensional scaling, SPSS PROXSCAL) was developed for the entire sample and for males and females and it was revealed the tourists roles typology according to each other distances at three dimensional space.

- The pair of variables that presented high loading at principal component analysis and logical proximity (grouping together) at dimensional space, was accepted for measuring the same tourist role.
- The variables which satisfied the above criteria were sustained and the new variables – tourist roles were created through compute.

- With regard to the tourist roles "Independent Mass Tourist" and "Escapist" were decided to be separated in subclasses, because while they presented high loadings in the analysis of PCA, they abstained in the analysis of MDS, but presented positive cross-correlation between them (inter-item correlation matrix).

- ✓ One form of escapism involves getting away from the routine and stresses of everyday life (but not necessarily away from people) mostly in search of a change of scene (Escapist I).
- ✓ The second form suggests a search for solitude in places that are quiet and peaceful, such as a deserted beach or a cabin in the hills (Escapist II).
- ✓ The Independent Mass Tourist I enjoys visiting regular attractions but plans the whole vacation with little assistance or reliance on others.
- ✓ The Independent Mass Tourist II also enjoys visiting regular attractions but their vacations are characterized mostly by spontaneity and less planning.

- Afterwards tourist role preference was dichotomized into high and low preference (low “0” points 1-3 scale chose and high “1” points 4-5 scale chose) and table 3 presents the total percentages for each tourist role high preference. Since most tourists have multiple tourist roles, the figures exceed 100%.

Table 2: Typology of Tourist Roles

1	Sun Lover	SNL	38,20%
2	Action Seeker	ACT	8,60%
3	Anthropologist	ANT	25,40%
4	Archaeologist	ARC	25,10%
5	Organized Mass Tourist	OMT	4,40%
6	Thrill Seeker	TRS	4,60%
7	Explorer	EXP	5,80%
8	Jetsetter	JST	3,60%
9	High Class Tourist	HCT	4,70%
10	Seeker	SKR	6,10%
11	Independent Mass Tourist I	IMT-I	18,60%
	Independent Mass Tourist II	IMT-II	17,50%
12	Drifter	DTR	1,90%
13	Escapist I	ESC-I	33,70%
	Escapist II	ESC-II	12,20%
14	Active Sport Tourist	AST	2,10%
15	Educational Tourist	EDT	4,20%

- Also it was used confirmatory analysis for the fit measure of the scale TRPS to the sample.
- This yielded a stress value of 0.02 and a squared correlation coefficient of 0.99.
- The stress value is a goodness of fit measure between the data and the solution, with values from 0.00 to 0.15 indicating good fit (Stalans, 1995).
- The coefficient is a complementary concept measuring the proportion of variance not accounted for by the configuration. Values above 0.85 are generally accepted as indicating a good fit (Yiannakis & Gibson, 1992).
- The three dimensional solution represented satisfactory the data as the above measures shown.

Human Needs

- Two-way Anova for independent variables was used to explore the significant statistical differences between:
- dependent variable human needs
- and independent variables “age stages” (C) and sex (R).

- The results showed that there is not significant statistical interaction between “age stages”*sex on the 22 human needs
- and also there is not significant statistical main effect of sex on the 22 human needs.

Main Effect

- The variable “age stages” has statistical differences with the 16 of the 22 human needs
- and with Post hoc (LSD) it was revealed between which categories are those differences.

- Safety and personal security needs $F_{(9,1219)}=3.643$, $p<0.05$
- The need to feel competent, accomplished, successful $F_{(9,1219)}=3.162$, $p<0.05$
- The need for variety, excitement, stimulation $F_{(9,1219)}=4.979$, $p<0.05$
- The need for home and/or family $F_{(9,1219)}=5.978$, $p<0.05$

- Financial security needs $F_{(9,1219)}=8.834$, $p<0.05$
- The need for exploration, novelty, discovery, change $F_{(9,1219)}=4.880$, $p<0.05$
- The need to have clear goals, a direction in life $F_{(9,1219)}=3.661$, $p<0.05$
- The need to be occasionally taken care by someone else $F_{(9,1219)}=1.995$, $p<0.05$

- Sexual needs $F_{(9,1219)}=7.620$, $p<0.05$
- The need for health and well being $F_{(9,1219)}=2.687$, $p<0.05$
- The need for freedom, autonomy, independence $F_{(9,1219)}=2.173$, $p<0.05$
- The need for love and affection $F_{(9,1219)}=2.194$, $p<0.05$

- The need to feel good about yourself $F_{(9,1219)}=3.632$, $p<0.05$
- The need for creativity, self expression $F_{(9,1219)}=2.241$, $p<0.05$
- The need to play and have a good time $F_{(9,1219)}=3.568$, $p<0.05$
- The need to feel connected with one's history, roots, the past $F_{(9,1219)}=5.347$, $p<0.05$

Discussion

- The findings of this study support the existence of Yiannakis and Gibson's 15 leisure tourist roles in the Greek context and reaffirm the ability of the TRPS to operationalize Cohen's (1979) and Pearce's (1982, 1985) work. This study provides an exploratory analysis of leisure tourist roles within the Greek context and a confirmatory analysis of the fit of the model.

- Concluding Sun lover, Anthropologist, Archaeologist, Independent Mass Tourist and Escapist are the most famous tourist roles in Greece, so it is revealed a lack of other forms, which means less tourists.
- A reason maybe also the non efficient marketing for tourism product and a lack of organization for promoting new forms of tourism to those who are involved or would like to involve with tourism in Greece at public and private business.

- These results are very important for the planning of tourist packages and for the destinations marketing profile.
- Greece destinations should provide successfully “tourism products” that cover all tourist roles by individualizing its characteristics at each destination and abort the idea of generalization everything.

Human needs

- As it was revealed age differences are of vital importance to distinguish human needs and that means different target groups and plans for each destination in order to satisfy each target.

Thank you!

You are welcome!

