Tourist Roles, Gender and Age in Greece: A Study of Tourists in Greece

Georgia Yfantidou, George Costa, Maria Michalopoulos

Department of Physical Education and Sport Science, Democritus University of Thrace

Correspondence with:

Georgia Yfantidou

gifantid@phyed.duth.gr

Thessalonikis 9, 69100 Komotini Greece

Tourist Roles, Gender and Age in Greece: A Study of Tourists in Greece

Abstract

This research is set in the context of tourism marketing and refers specifically to tourist roles. A representative sample of 1675 tourists brings to light the tourist role preference in Greece, and allows us to examine the possible differences between men and women of varying ages. The Tourist Role Preference Scale (TRPS) was used for this research. The findings of this study support the existence of Yiannakis and Gibson's 15 leisure tourist roles in Greece. Sun lover, anthropologist, archaeologist, independent mass tourist and escapist were found to be the most prevalent tourist roles in Greece. A comparison between gender and age revealed more similarities than differences. TRPS was proven reliable and valid for the sample used in this study and the questions of the scale represented significantly the tourist roles measured.

Keywords: tourist roles, typology, tourism, sport tourism, MDS, PCA

Tourist Roles, Gender and Age in Greece: A Study of Tourists in Greece

Introduction

With the increase in tourism in the 1990s, the tourism industry commenced to be viewed as a highly specialized commodity. In light of this trend, researchers focused on exploring the experience of tourists, and the importance of the tourist experience for tourists (Yfantidou G., Costa G., Mavrommatis G. & Michalopoulos M., 2008; Foo A.-J., Mcguiggan R. & Yiannakis A., 2004; Gibson H. & Yiannakis A., 2002). Tourism as a special form of leisure and free time has unique characteristics, where concrete types of tourism can be checked based on the behavior of free time (Moore K., Cushman G. & Simmons D., 1995). The majority of research suggests that men participate more in all forms of tourism types, and at all ages (Gibson, 1998; Frew E. & Shaw R., 1999). Thus, new forms of tourism were generated such as sport tourism, adventure tourism, and ecotourism. The terms "special form of tourism" (Weiler and Hall, 1992), "tourism focused on activities" (Wahab, 1975; Gartner, 1996), and "tourist roles" (Cohen, 1972; Pearce, 1985; Yiannakis and Gibson, 1992) have been used in order to describe the constantly increasing types of tourism.

The purpose of this study is to determine whether the 15 leisure tourist roles devised by Yiannakis and Gibson (date needed) exist in Greece today, and to determine the tourist role preference for men and women of different ages. The dependent variables are the tourist roles and the independent variables are gender and age.

Null Hypothesis: No statistically significant differences exist between age and gender of tourists, concerning the high preference of tourist roles.

Alternative hypothesis: Statistically significant differences exist between age and gender of tourists, concerning the high preference of tourist roles.

Tourist Roles

Cohen (1972) was one of the first sociologists to propose a typology to conceptually clarify the term "tourist". His four-fold typology- the drifter, the explorer, the individual mass, and the organized mass- is based on the degree of institutionalization of the tourist. This classification is often cited in academic studies, and attempts have been made to develop and refine it. Based on the study of Cohen, Pearce (1982) identified specific behaviors associated with each travel role. Pearce (1982) studied the behaviors of tourists such as the purchase of souvenirs, the search of luxury, the

observation of society and fellow, and the seeking of life meaning through travels or free time. This approach produced fifteen relative tourist roles (the simple tourist, the traveler, the vacationer, the jetsetter, the one that travels for business, the immigrant tourist, the tourist that relates to natural environment and protects it, the explorer, the tourist that travels for religious reasons, the educational tourist, the anthropologist, hippie, the sport tourist, the journalist who covers for his/her country certain events, and finally the pilgrim tourist). According to the above roles a new scale was created, which include all the above roles in five main categories: the nature tourist, the spiritual tourist, the pleasure seeker tourist through travels, the tourist which prefers the luxury, and the tourist that wants new cultures and new experiences.

Mo et al. (1993), also used and extended the typology of Cohen by creating a three dimensional measurement scale of twenty questions that was proved reliable and valid. This scale was named "International Tourist Role Scale - (ITR)". The dimensions of this scale were: Destination Oriented Dimension (DOD), Tourist Services Dimension (TSD), and Social Contact Dimension (SCD). Jiang et al. (2000), also utilized the ITR scale, and proved it's a reliable scale that properly identified three conceptual dimensions of Cohen's (1972) international tourist typology and successfully provided measures of novelty-seeking preferences on the three dimensions. The revised 16-item ITR is a more parsimonious instrument that provides equally adequate, if not more precise, measures for each of the three novelty dimensions derived from Cohen's international tourist role typology. It should be acknowledged, however, that the three factors of the new 3-factor, 16-item solution of the ITR explained only 38.5% of the total variance for the sample, while with the original 20 items, a 5-factor solution explained nearly 5% more of the total variance. The content validity of the ITR thus needs to be improved if the scale is to be used alone.

Smith (1989) categorized the tourists in five categories: the explorers, the elite tourists, the classic tourists, the mass tourists and the charter tourists. He pointed out that from the explorer to the charter tourists the probabilities of negative effects at destinations are increasing, while if the number of tourists remains small, the probabilities for positive effects increase. In addition, Lee and Crompton (1992) developed a scale of tourist innovation, which consisted of 21 questions and four dimensions that prologues as reliable, constant, and valid; and evaluates the psychological framework of innovation.

During the same year Yiannakis and Gibson (1992) devised a comprehensive classification of leisure tourists and designing the Tourist Roles Preference Scale (TRPS). Some years later Gibson (1994) reported that the preference of tourist roles changes by age. Some roles as the 'Action Seeker' and the 'Thrill Seeker' decrease in preference with age while the 'Anthropologist' and the 'Organized Mass tourist' increase in preference with age. Other roles such as the 'Escapist' and the 'Independent Mass tourist' remain constant in preference regardless of age. In addition, women appear to prefer traveling with friends and children while selecting "women-oriented" activities.

TRPS was the measurement scale that was used for the dissertation of Attle Simon Paul (1996), where he identified the tourist destination attributes preferred by individuals within each of the eleven tourist role market segments identified. Murdi (2001) added two more tourist roles: ecotourist and nature lover. Gibson & Yiannakis (2002) presented again the latest version of TRPS and identified 15 tourist roles. TRPS was also used in a similar study in Australia, which indicated that the items of TRPS are significant in representing the tourist roles they intend to measure (Foo, McGuiggan & Yiannakis, 2004).

Wickens (2002), based on the typology of Cohen (1972), conducted a research study at Chalkidiki, Greece, concerning mass tourists and investigated the different types of tourist experiences using semi-structured interviews and participant observations. Gursoy et al. (2003), presented a measurement scale of 16 questions and applied the multidimensional consumer involvement profile (CIP), developed by Laurent and Kapferer (1985) for leisure tourists at international vacation destinations. The results of the above study supported the multidimensional nature of tourists' involvement without revealing the factors discussed by Laurent and Kapferer. The revealed factors were three: the pleasure/interest, the probability of risk and the importance of risk.

Mohsin (2005) describes twelve tourist behaviors using a different scale of measurement. These tourist behaviors are: Active, Discovering Nature, Quest of experience, Ethnocentrism, Language barrier, Relaxation, Physical activity, Leisure, Novelty, Luxury, Relationships, and Australophilia. Moreover, Pritchard et al. (2006) presented the analysis IPA-Important Performance, a quantitative approach for rating consumer evaluations. Applications of this technique covered a wide variety of products such as tourism product (destination visit) and service settings. This process consists of three steps: (1) the researcher identifies a set of features or attributes of the product, (2)

the consumers are surveyed and asked two questions about each attribute, and (3) the average importance and performance scores are calculated for each attribute.

After the classification of tourists and environment/destination (activities and experiences that are sought and offered), an effective blending can be achieved between the tourists' experiences and the destinations (Pearce & Cook, 1987). For Mehmetoglu (2007), a definition based on motivation is more appropriate for theoretical forums, while the activity-based definitions better serve the needs of the tourism industry. Moreover, rather than understanding tourism as a sphere in which motivations and activities are entirely separate from the worlds of work, it is necessary to consider the continuities with everyday life as well as the transformations that tourists perform. For instance, it has been proposed that notions such as the performance of duty can equally apply to many of the performative conventions of tourism, but also, the notion of getting away from it all during a period that is extraordinary, generates the taking on of transgressive roles. The dangers of focusing on kinds of tourists rather than forms of tourism has been previously identified (Edensor, 2000).

Methodology

Sample

Data consisted of a stratified sample by age and gender 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 sex of the participants varied from 773 men and 845 women (missing values 57). Roughly half were married (45.1%), while singles/never married were (43.7%). The majority were employed full time (61.9%), while 18.9% were students. As far as education is concerned, the majority were graduates of university or a 4-year college (32%). Annual family income varied from 20.000-60.000€ for 48.1% of the participants.

Questionnaire

The questionnaire is based on the "Tourist Roles Preference Scale" of Gibson and Yiannakis (2002), and translated in Greek, German and Russian (control of cross-cultural validity) by Yfantidou, Costa & Michalopoulos, (2007) as Geisinger (1994) and Sperber (2004) proposed. Having the questionnaire in four languages covered the majority of tourists visiting the region. The questionnaire included 89 Likert Questions or closed-ended questions that recorded: (1) a description of tourist's activities, (2) a description of vacation destination, (3) an examination of major human needs, (4) demographical and personal data and, (5) certain destination preference.

Process

The questionnaires were distributed at the two main airports in Greece: Eleftherios Venizelos at the city of Athens and Macedonia airport at the city of Thessaloniki. The questionnaires were distributed to the foreign tourists after check in at the airport when departing from Greece, and for Greek tourists in transit to their final destination in Greece after their vacation. The delimitation of this research is that the sample was collected only during summer as security regulations at the airports did not allow for the continuation of the research during other time periods.

Results and Discussion

Demographic

Frequency analysis was used for the questions that concern demographic characteristics. Age was measured with the ten life stages that Levinson (1996), proposed (Mean=36 years) and additionally Gibson's model (1994) of life eras, was used resulting in three categories: 17-39 (55.4%), 40-59 (25%) and over 60 (6.8%). Missing values represented 12.9% of the sample. About half were married 45.1%, while single/never been married were 43.8%. As far as educational level was concerned, 17.7%, were High School graduates, some were two year college graduates 12%, 32% had a University or a 4-year college degree, and 16.5% had a Master's degree. The majority were employed full time/businesspersons (62%), while students comprised18.8% of respondents. Family total annual income had three categories: Under €20.000 (15.8%), 20.000-60.000€ (48.1%) and over 60.000€ (26.3%).

Reliability and exploratory analysis

Cronbach α̲ was used to examine the reliability of the questionnaire, in particular for the part of tourist roles α̲ =.81 and for the part of human needs α=.85. A principal component analysis (PCA) and multidimensional scaling (MDS) were the exploratory analysis used to verify the tourist roles. PCA 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 eight variables, which explain the 57.69% of the total variance. Furthermore, to verify the validity of the TRPS, a multi-dimensional scaling model (MDS-SPSS PROXSCAL) was developed for the entire sample and for males and females, and it revealed that the tourists' roles typology was according to each others distances at three dimensional spaces. 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. With regard to the tourist roles "Independent Mass Tourist" and "Escapist" were 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) (Table 1).

Table 1. Distances of tourist behaviors for the each role.

1	Sun Lover	relax (Q.1)	sun (Q.17) 0,122	nature (Q.18) 0,385
2	Action Seeker	crazy (Q.2)	romantic (Q.19) 0,494	
3	Anthropologist	local (Q.3)	culture (Q.20) 0,340	
4	Archaeologist	archaeological (Q.4)	history (Q.21) 0,095	
5	Organized Mass Tourist	tour operator (Q.5)	organized (Q.22) 0,352	
6	Thrill Seeker	risk (Q.6)	highs (Q.23) 0,000	
7	Explorer	adventure (Q.7)	challenges (Q.24) 0,334	outdoor (Q.34) 0,344
8	Jetsetter	celebrities (Q.8)	exotic (Q.25) 0,261	
9	High Class Tourist	class (Q.12)	luxury (Q.28) 0,009	
10	Seeker	spiritual (Q.9)	myself (Q.26) 0,354	religious (Q.10) 0,351
11	Independent Mass Tourist I	regular (Q.11)	(Correlation of subcategory 0,144)	
	Independent Mass Tourist II	hear (Q.27)		
12	Drifter	own (Q.13)	hippie (Q.29) 0,292	
13	Escapist I	away (Q.14)	(Correlation of subcategory 0,124)	
	Escapist II	peaceful (Q.30)		
14	Active Sport Tourist	sports (Q.31)	active (Q.15) 0,402	hunting (Q.32) 0,385
15	Educational Tourist	educational (Q.16)	skills (Q.33) 0,235	

Tourist role preference

Tourist role preference was then dichotomized into high and low preference (low "0" points 1-3 scale chose and high "1" points 4-5 scale chose) (See Table 2). Since most tourists had multiple tourist roles, the figures exceeded 100%. Crosstabulations were used to determine cell size for tourist role preference by gender. Each tourist role was cross-tabulated by gender. The analysis yielded in Table 2 shows tourist role preference percent for men and women separately.

Table 2. Percentages of each tourist role for men and women.

Tourist Roles	Gender		Total
	Male	Female	
SNL	17,2%	20,8%	38%
ACT	5%	3,4%	8,4%
ANT	11,6%	13,8%	25,4%
ARC	11,6%	13,3%	24,9%
OMT	1,8%	2,3%	4,1%
TRS	2,3%	2,3%	4,6%
EXP	3,2%	2,5%	5,7%
JST	1,6%	2%	3,6%
HCT	2%	2,6%	4,6%
SKR	3,2%	2,8%	6%
IMT-I	9%	9,8%	18,8%
IMT-II	8,4%	9,1%	17,5%
DTR	0,8%	0,9%	1,7%
ESC-I	15,8%	17,9%	33,7%
ESC-II	6,1%	6,3%	12,4%
AST	1,4%	0,6%	2%
EDT	2,2%	2,1%	4,3%

Confirmatory analysis

A confirmatory analysis was also used for the fit measure of the scale. 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; Siomkos & Vasilikopoulou, 2005). 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.

Tourist role preference at life eras

Age was recorded according to Gibson's model (1994), in three life eras: **Era 1:** Initial Adultness (17-39 years), **Era 2:** Medium Adultness (40-59 years) and **Era 3:** Final Adultness (60 years and over). The preference between men and women for each tourist role for the three life eras was determined through the control of independence of values with the command Crosstabs. Each tourist role was checked via Crosstabs concerning the independent variables life eras (age) and gender and was created a table 2x3. The

non parametric test Chi-square (χ^2) was also used in order to determine the relation between tourist roles, age and gender. Crosstabs analysis was used for the control of null hypothesis. The non parametric test (χ^2) is a method of analysis that measures the frequency with which the individuals (lines) present themselves in each category of tourist roles (columns) and checks the statistical significance of divergence of observed and expected values. The level of significance was defined $\alpha < 0.05$.

Sun Lover is the tourist, who is interested in relaxing and sunbathing in warm places with lots of sun, sand and ocean. According to (χ^2) results, the difference in preference of tourist role "Sun Lover", was not statistical significant between age (all life eras) and gender.

Action Seeker is the tourist, who is mostly interested in partying, going to night clubs and meeting people for uncomplicated romantic experiences. According to (χ^2) results, the difference in preference of tourist role "Action Seeker", was not statistical significant between gender and life eras 2 and 3, but for the life era 1 and gender the difference was statistical significant.

Table 3. Relation between preference of tourist role "Action seeker", age and gender – observed values (O) and expected values (E).

Action Seeker	Gender				Statistical χ^2
	Men		Women		
Life Eras	O	E	O	E	
17-39	60	47,5	45	57,5	**$\chi^2_{(1)}=6,819, p<0.05$**
40-59	7	7,1	7	6,9	$\chi^2_{(1)}=0,001, p>0.05$
60+	2	1,6	1	1,4	$\chi^2_{(1)}=0,248, p>0.05$

Anthropologist is the tourist, who is mostly interested in meeting local people, trying the food and speaking the language. According to (χ^2) results, the difference in preference of tourist role "Anthropologist", was not statistical significant between gender and life eras 2 and 3, but for the life era 1 and gender the difference was statistical significant.

Table 4. Relation between preference of tourist role "Anthropologist", age and gender – observed values (O) and expected values (E).

Anthropologist	Gender	Statistical χ^2

Life Eras	Men O	E	Women O	E	
17-39	**76**	**88,3**	**121**	**108,7**	**$\chi^2_{(1)}$=3,955, p<0.05**
40-59	57	57,5	58	57,5	$\chi^2_{(1)}$=0,012, p>0.05
60+	25	23,4	20	21,6	$\chi^2_{(1)}$=0,419, p>0.05

Archaeologist is the tourist, who is mostly interested in archaeological sites, enjoys studying history of ancient civilizations. According to (χ^2) results, the difference in preference of tourist role "Archaeologist", was not statistical significant between age (all life eras) and gender.

Organized Mass Tourist is the tourist, who is mostly interested in organized vacations, packaged tours, taking pictures and buying lots of souvenirs. According to (χ^2) results, the difference in preference of tourist role "Organized Mass Tourist", was not statistical significant between age (all life eras) and gender.

Thrill Seeker is the tourist who is interested in risky, exhilarating activities, which provide emotional highs. According to (χ^2) results, the difference in preference of tourist role "Thrill Seeker", was not statistical significant between age (all life eras) and gender.

Explorer is the tourist, who prefers adventure travel, exploring out of the way places and enjoys challenges involved in getting there. According to (χ^2) results, the difference in preference of tourist role "Explorer", was not statistical significant between gender and life eras 2 and 3, but for the life era 1 and gender the difference was statistical significant.

Table 5. Relation between preference of tourist role "Explorer", age and gender – observed values (O) and expected values (E).

Explorer	Gender				Statistical χ^2
	Men		**Women**		
Life Eras	**O**	**E**	**O**	**E**	
17-39	**39**	**30,2**	**28**	**36,8**	**$\chi^2_{(1)}$=4,997, p<0.05**
40-59	6	4,5	3	4,5	$\chi^2_{(1)}$=1,070, p>0.05
60+	1	1,6	2	1,4	$\chi^2_{(1)}$=0,508, p>0.05

Jetsetter is the tourist, who selects vacations in elite world class resorts, goes to exclusive night clubs, and socializes with celebrities. According to (χ^2) results, the

difference in preference of tourist role "Jetsetter", was not statistical significant between gender and life eras 1 and 2, but for the life era 3 it does not exist high preference of this role.

High Class Tourist travels first class, stays in the best hotels, goes to shows and dines at the best restaurants. According to (χ^2) results, the difference in preference of tourist role "High Class Tourist", was not statistical significant between age (all life eras) and gender.

Seeker tourist is a seeker of spiritual and/or personal knowledge to better understand him/her self and meaning of life. According to (χ^2) results, the difference in preference of tourist role "Seeker", was not statistical significant between age (all life eras) and gender.

As far as **Independent Mass Tourist** is concerned, two forms exist. The Independent Mass Tourist I enjoys visiting regular attractions but plans the whole vacation with little assistance or reliance on others. According to (χ^2) results, the difference in preference of tourist role "Independent Mass Tourist I", was not statistical significant between gender and life eras 1 and 2, but for the life era 3 and gender the difference was statistical significant (Table 6). The Independent Mass Tourist II also enjoys visiting regular attractions but their vacations are characterized mostly by spontaneity and less planning. According to (χ^2) results, the difference in preference of tourist role "Independent Mass Tourist II", was not statistical significant between age (all life eras) and gender.

Table 6. Relation between preference of tourist role "Independent Mass Tourist I", age and gender – observed values (O) and expected values (E).

Independent Mass Tourist I	Gender				Statistical χ^2
	Men		Women		
Life Eras	O	E	O	E	
17-39	90	81,8	91	99,2	$\chi^2_{(1)}=1{,}886$, $p>0.05$
40-59	36	37	38	37	$\chi^2_{(1)}=0{,}066$, $p>0.05$
60+	5	8,9	12	8,1	**$\chi^2_{(1)}=4{,}258$, $p<0.05$**

Drifter drifts from place to place living a hippie style existence. According to (χ^2) results, the difference in preference of tourist role "Drifter", was not statistical significant between age (all life eras) and gender.

Two forms of **Escapist** exist. 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). According to (χ^2) results, the difference in preference of tourist role "Escapist I", was not statistical significant between age (all life eras) and gender. 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). According to (χ^2) results, the difference in preference of tourist role "Escapist II", was not statistical significant between age (all life eras) and gender.

Sport Tourist is the tourist whose primary emphasis while on vacation is to remain active engaging in favorite sports. According to (χ^2) results, the difference in preference of tourist role "Sport Tourist", was not statistical significant between gender and life era 2, but for the life era 1 and gender the difference was statistical significant. As far as life era 3 is concerned, a high preference of this role was not found.

Table 7. Relation between preference of tourist role "Active Sport Tourist", age and gender – observed values (O) and expected values (E).

Active Sport Tourist	Gender				Statistical χ^2
	Men		Women		
Life Eras	**O**	**E**	**O**	**E**	
17-39	17	10,4	6	12,6	$\chi^2_{(1)}$=7,958, p<0.05
40-59	3	2,5	2	2,5	$\chi^2_{(1)}$=0,224, p>0.05
60+	-	-	-	-	-

Finally, the **Educational Tourist** participates in planned study programs or education oriented vacations, primarily for study and/or acquiring new skills and knowledge. According to (χ^2) results, the difference in preference of tourist role "Educational Tourist", was not statistical significant between age (all life eras) and gender.

Discussion and Conclusions

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 in Greece and a confirmatory analysis of the

fit of the model. It also suggests that the items should be updated to reflect current behavior, for example changing the wording of Q19 of the action seeker from "I try to meet people of the opposite gender for uncomplicated romantic experiences" to "I try to meet people for uncomplicated romantic experiences".

The demographic characteristics showed that families with low income do not prefer Greece as vacation destination. Most tourists have full time job/businesspersons that may justify high incomes. No differences were reported between men and women. Gender was not different between its categories. Age had big percentages at the two first categories 17-39 and 40-59, but ages of 60-over recorded smaller percentage. Finally, education levels revealed supremacy of University graduates, which may be related to income level and capability of tourism. This is in accordance to Standeven & De Knop (1999), who came up with the same result. The differences that exist in role characteristics between genders suggest that different socialization processes for males and females in regards to leisure experiences appear to affect tourist behavior.

Specifically there were no significant differences between life eras and gender at the preference of "Sun Lover", "Archaeologist", "Organized Mass Tourist", "Thrill Seeker", "High Class Tourist", "Seeker", "Independent Mass Tourist II", "Drifter", "Escapist I", "Escapist II" and "Educational Tourist". But there were differences between men and women at life era 1 at "Action Seeker" (more men than women), "Anthropologist" (more women than men), "Explorer" (more men than women) and "Active Sport Tourist" (more men than women). Also there were differences between gender and life era 3 for the "Independent Mass Tourist I" (more women than men). It is important to mention that no preference was revealed for life era 3 for the tourist role "Jetsetter" and "Active Sport Tourist". A comparison of the results of men and women revealed more similarities than differences. Additionally the percentages recorded for 10 out of 15 tourist roles were very low. Greek destinations should successfully provide "tourism products" that cover all tourist roles by individualizing the characteristics of each destination and abort the idea of generalization.

Demographic characteristics showed the profile of tourists and the lack of other tourist target groups. In conclusion, Sun lover, Anthropologist, Archaeologist, Independent Mass Tourist and Escapist I were the most famous tourist roles in Greece. Low frequencies, in the remaining tourist roles reveal that a small number of tourists are visiting Greece for reasons other than the aforementioned. This may be the result of inefficient marketing for tourism products, and the lack of organization for promoting new

forms of tourism to those who are involved or would like to be involved in Greece at public and private business.

Furthermore, for the sport tourists the values were disappointing. A lot that can be done to increase these values and Greece must face up the challenge of the global importance of sport. It is worth mentioning that these findings derived from a general tourist sample and if this study was conducted during a sport event in Greece the values would be different. After the Olympic Games of 2004 and the victory of the Greek Football National Team at Euro 2004, sport tourism in Greece was expected to increase, but according to the results of this study this was not the case. While building of these two hallmark sporting events of 2004, stakeholders for tourism in Greece should try to further promote the positive icon of these experiences to help Sport Tourism blossom.

References

Attle, S.P. (1996). Tourist role preference and the development of lifestyle profiles: implications for market segmentation and tourist destination selection. Doctoral Dissertation, university of Connecticut, Storrs, USA. AAT: 9634523.

Cohen, E. (1972). Towards a Sociology of International Tourism. Social Research 39, 164-182.

Edensor, T. (2000). Staging tourism. Tourists as performers. Annals of tourism research, 27(2), 322-344.

Foo, J.A., McGuiggan, R. & Yiannakis, A. (2004). Roles tourists play. An Australian perspective. Annals of tourism research, 31(2), 408-427.

Frew, E. & Shaw, R. (1999). The relationship between personality, gender and tourism behavior. Tourism Management, 20, 193-202.

Gartner, W.(1996). Tourism Development Principles, Processes, and Policies. Van Nostrand Reinhold, New York.

Geisinger, K. (1994). Cross-cultural normative assessment: translation and adaptation issues influencing the normative interpretation of assessment instruments. Psychological Assessment, 6(4), 304-312.

Gibson, H. (1998). Active sport tourism: who participates? Leisure Studies, 17, 155-170.

Gibson, H. & Yiannakis, A. (2002). Tourist roles. Needs and the lifecourse. Annals of Tourism Research, 29(2), 358-383.

Gursoy, D. & Gavcar, E. (2003). International leisure tourists' involvement profile. Annals of tourism research, 30(4), 906-926.

Hall, C. (1992). Adventure, sport and health tourism. In B. Weiler, & C. M. Hall (Eds.), Special interest tourism (pp. 141-158). London: Bellhaven Press.

Jiang, J., Havitz, M. & O'Brien, R. (2000). Validating the international tourist role scale. Annals of Tourism Research, 27(4), 964-981.

Lee, T. H. & Crompton, J. (1992). Measuring novelty seeking in tourism. Annals of tourism research, 19, 732-751.

Levinson, D. (1996). The seasons of a woman's life. New York: Knopf.

Mehmetoglu, M. (2007). Typologising nature-based tourists by activity – Theoretical and practical implications. Tourism Management, 28, 651-660.

Mo, C., Howard, D. & Havitz, M. (1993). Testing an international tourist role typology. Annals of Tourism Research, 20, 319-335.

Mohsin, A. (2005). Tourist attitudes and destination marketing-the case of Australia's northern territory and Malaysia. Tourism Management, 26, 723-732.

Moore K., Cushman G. & Simmons D. (1995). Behavioral conceptualization of tourism and leisure. Annals of Tourism Research, 22(1), 67-85.

Murdi, J. (2001). Predicting tourist role preference across the life course. Dissertation thesis, University of Connecticut. UMI: AAT 3002671.

Pearce, P. & Cook, J. (1987). Psychological studies of tourist behavior and experience. Australian Journal of Psychology, 39(2), 173-182.

Pearce, P. (1985). A systematic comparison of travel related roles. Human Relations, 38(11), 1001-1011.

Pearce, P. (1982). The social psychology of tourist behaviour. New York: Pergamon.

Pritchard, M. & Havitz, M. (2006). Destination appraisal. An analysis of critical incidents. Annals of tourism research, 33(1), 25-46.

Siomkos, G. & Vasilikopoulou, K. (2005). Application of analysis methods at the market research. Publications: Ath. Stamoulis. (In Greek)

Sperber A. (2004). Translation and validation of study instruments for cross-cultural research. Gastroenterology, 126, 124-128.

Smith, S. L. D. (1989). Tourism analysis: a handbook. New York: John Wiley & sons.

Stalans, L. (1995). Multidimensional Scaling. In Reading and Understanding Multivariate Statistics, L. Grimm and P. Yarnold, eds., pp. 99-136. Washington DC: American Psychological Association.

Standeven, J. & De Knop, P. (1999). Sport Tourism. Champaign, IL: Human Kinetics.

Wahab, S. (1975). Tourism Management, Tourism International Press, London.

Weiler,B., & Hall, C.M. (1992). Special interest Tourism. London: Belhaven Press.

Wickens, E. (2002). The sacred and the profane. A tourist typology. Annals of tourism research, 29(3), 834-851.

Yfantidou, G., Costa, G., Mavrommatis, G. & Michalopoulos, M. (2008). Age and gender differences on human needs that influence tourist role preference. Proceedings of the 10th World Leisure Congress, Quebec.

Yfantidou, G., Costa, G. & Michalopoulos, M. (2007). Evolution and perspectives of tourism in Greece. Proceedings of the 15th Congress of the European Association for Sport Management, 91-92.

Yiannakis, A. & Gibson, H. (1992). Roles Tourist Play. Annals of Tourism Research, 19, 287-303.