

STUDIES IN PHYSICAL CULTURE AND TOURISM
Vol. 18, No. 1, 2011

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**HUMAN NEEDS DETERMINING THE PROFILES OF POPULAR TOURIST ROLES
IN GREECE**

Key words: human needs, tourist roles, tourism, tourist role preference.

ABSTRACT

The motive to travel or to participate in tourism can be defined as a total of needs and attitudes that predispose an individual to act in a specific way. Motives have their roots in the basic psychological and sociological needs that strengthen every behavior. Tourist Roles Preference Scale (15 tourist roles) is a scale that examines the behavior and psychological needs of leisure tourists. The purpose of this study was to determine the intentions of male and female tourists in three different Life Eras in assuming different tourist roles. The Sun Lover, Anthropologist, Archaeologist, and Escapist I turned out to be the most popular roles assumed by tourists to receive. The low level of assumption of other tourist roles reveals that very few tourists visit Greece for reasons other than indicated by the aforementioned role profiles, which could be a result of inefficient marketing of tourist products.

INTRODUCTION

Motive is the wish of an individual for innovation. Tourists travel because they seek new experiences. Many researchers have shown that a new experience or a new idea can constitute the basic motive for the preference of a tourist destination [2, 3, 10]. The individual/tourist is concerned with satisfying his or her internal needs and holding onto his or her values. Possible combinations of motives, values and situations explain different tourist motives and perceptions [9]. The achievement of tourist experiences results from tourists' "open" ideas, sentiments as well as their perception of destinations and travelling companions [13].

The motives of simple tourists involve push and pull factors. Push factors are internal or sentimental factors that can be grouped into the following categories: escape from daily routine,

relaxation, prestige, health, adventure, social interaction, tightening family bonds, enthusiasm and experience. Pull factors are exterior, cognitive or causal factors attributed to the general attractiveness of destinations. For example, beaches, cultural attractions and natural landscapes constitute attraction motives and can instigate and facilitate the push factors [1]. To measure tourist motives, a questionnaire was designed on the basis of earlier literature, suitably structured for the population of northern Cyprus, using the push and pull factors [17].

It is generally accepted that the motives are rooted in the basic psychological and sociological needs that strengthen every behavior [7]. The issue of tourist role preference was addressed by devising a comprehensive classification of leisure tourists called the Tourist Roles Preference Scale (TRPS) [16]. The latest version of TRPS examines 15 tourist roles [6]. TRPS was used for similar

research in Australia, which indicated the significance of its particular items in representing the tourist roles they are intended to measure [4]. Furthermore, the questionnaire was verified for Greece in four languages: English, Greek, German and Russian [14] and for Cypriot citizens [11]. The purpose of the present study was to determine the psychological needs that influence tourist role preferences of male and female tourists. With regard to their age the subjects were divided into the so-called three Life Eras [8]: Era 1: Initial Adulthood (17-39 years); Era 2: Medium Adulthood (40-59 years) and Era 3: Final Adulthood (60 years and over).

METHODS

Sample

Data consisted of a stratified sample of 1,675 tourists from about fifty countries who visited Greece during the summer of 2007 (June-July-August 2007). The subjects' age ranged from 17 to 80 years (mean = 36 years). The sample included 773 men and 845 women (57 missing values). Roughly one half were married (45.1%), while the percentage of singles amounted to 43.7%. The majority of the subjects were employed full time (61.9%); 18.9% were students. Also the majority were university or college graduates (32%).

Measurement tools

The questionnaire was based on the Tourist Roles Preference Scale [6] translated into Greek, German and Russian [15], accounting for cross-cultural validity [5, 12]. The questionnaire in four languages allowed for covering the majority of tourists visiting Greece. The questionnaire included 89 closed-ended questions related to (1) description of tourist activities, (2) description of vacation destination, (3) examination of major needs, (4) demographical and personal data, and (5) destination preferences.

Procedure

The questionnaires were distributed at the two main airports in Greece: Eleftherios Venizelos in Athens and Macedonia airport in Thessaloniki, to foreign tourists departing from Greece after check-in, and for Greek tourists in transit to their final destinations in Greece after their vacation. The

survey was approved by the airport managers. The research delimitation was that the sample was collected only during summer, as airport security regulations made it impossible to continue research during other periods of the year.

RESULTS

Cronbach α for the tourist roles amounted to $\alpha = 0.81$, and for the needs to $\alpha = 0.85$. Principal component analysis (PCA) and direct oblimin rotation for the 22 psychological needs on the questionnaire identified 6 factors, which explains 57.74% of the total variance. PCA and quartimax rotation for 34 variables of the tourist roles identified 8 factors explaining the 57.69% of the total variance. PCA and Multidimensional Scaling Analysis (MDS) verified 15 tourist roles. After further examination of the role inter-item correlation matrix, four items measuring the Escapist and the Independent Mass Tourist profiles were treated as four separate roles, i.e. two subcategories of the Escapist and of the Independent Mass Tourist roles. Table 1 includes a complete listing of the tourist roles. Tourist role preference was dichotomized into high and low preference (low "0" – 1-3 points; high "1" – 4-5 points).

Table 1. Typology of tourists. Because of multiple tourist roles individual tourists may assume the percentages in the table exceed 100%

A/A	Tourist Roles	Percentage
1	Sun Lover	38.2%
2	Action Seeker	8.6%
3	Anthropologist	25.4%
4	Archaeologist	25.1%
5	Organized Mass Tourist	4.4%
6	Thrill Seeker	4.6%
7	Explorer	5.8%
8	Jetsetter	3.6%
9	High Class Tourist	4.7%
10	Seeker	6.1%
11	Independent Mass Tourist	18.8%
	Independent Mass Tourist	17.5%
12	Drifter	1.9%
13	Escapist-I	33.7%
	Escapist-II	12.4%
14	Active Sport Tourist	2.1%
15	Educational Tourist	4.3%

To examine psychological needs influencing the selection of popular tourist roles in Greece by male and female tourists in three Life Eras, a binary logistic regression was used according to gender, age and 22 psychological needs, with the stepwise method. The four most popular tourist roles were Sun Lover, Anthropologist, Archaeologist and Escapist I.

Sun Lover

Men. Binary logistic regression was used to examine the prediction of tourist role Sun Lover in men aged 17-39 and 40-59, with 22 psychological needs. The results revealed differences presented in Table 2 and 3, respectively. As for the men aged 60+ the results of the regression analysis showed that no need seemed to contribute to predicting a significant Sun Lover role.

Women. Binary logistic regression was used to examine the prediction of tourist role Sun Lover in women aged 17-39 and 40-59 with 22 psychological needs. The results revealed significant differences that are presented in Table 4 and 5, respectively. As for the women aged 60+ the results of the regression analysis showed that no need seemed to contribute to predicting a statistically significant Sun Lover role.

Anthropologist

Men. Binary logistic regression was used to examine the predicting of tourist role Anthropologist, in men aged 17-39 and 40-59 with 22 psychological needs. The results revealed significant differences presented in Table 6 and 7. As for the men aged 60+ the results of the regression analysis showed that no need seemed to contribute to predicting a significant Anthropologist role.

Table 2. Prediction of tourist role «Sun Lover» – men 17-39 years of age

Men 17-39 years		
-2LL: 1776.562	Cox-Snell R ² : 0.067	Nagelkerke R ² : 0.091
Needs	Coefficient B	Significance Level
Need of safety and personal security	-0.557	0.000
Need of health and well being	0.320	0.031
Need to feel good about oneself	-0.364	0.023
Need of companionship	0.314	0.037
Need to play and have a good time	-0.440	0.003
Need of home and/or family	0.444	0.002
Need to have control over events and circumstances in one's life	0.852	0.000
Need to feel connected with history and one's roots	-0.571	0.002
Need of solitude and privacy	0.453	0.009
	Constant (SE): 0.055	% Correct
χ^2 : 96.165, p < 0.001	Wald: 38.869	Classification: 58.4

Table 3. Prediction of tourist role «Sun Lover» – men 40-59 years of age

Men 40-59 years		
-2LL: 721.81	Cox-Snell R ² : 0.202	Nagelkerke R ² : 0.274
Needs	Coefficient B	Significance Level
Need of safety and personal security	1.004	0.000
Need of health and well being	-0.857	0.002
Need to feel good about oneself	-0.667	0.037
Need to play and have a good time	1.410	0.000
Need to feel competent, accomplished, successful	-0.983	0.001
Need of clear goals and direction in life	-0.815	0.004
Need of home and/or family	0.954	0.000
Need of esteem, prestige, status	-0.764	0.009
Need to feel connected with history and one's roots	-1.165	0.000
Need to get away from it all	1.292	0.000
Need to be occasionally taken care by someone else	1.074	0.000
	Constant (SE): 0.08	% Correct Classification: 60.8
χ^2 : 146.684, p < 0.001	Wald: 30.015	

Table 4. Prediction of tourist role «Sun Lover» – women 17-39 years of age

Women 17-39 years		
-2LL: 2300.580	Cox-Snell R ² : 0.050	Nagelkerke R ² : 0.067
Needs	Coefficient B	Significance Level
Need of safety and personal security	-0.366	0.004
Need of exploration, novelty, discovery, change	0.368	0.012
Need to get away from it all	0.370	0.006
Need of freedom, autonomy, independence	0.550	0.000
Need of love and affection	0.274	0.026
χ^2 : 88.330, p < 0.001	Constant (SE): 0.048 Wald: 6.133	% Correct Classification: 53

Table 5. Prediction of tourist role «Sun Lover» – women 40-59 years of age

Women 40-59 years		
-2LL: 801.625	Cox-Snell R ² : 0.102	Nagelkerke R ² : 0.138
Needs	Coefficient B	Significance Level
Need of exploration, novelty, discovery, change	0.761	0.011
Need of solitude and privacy	1.297	0.000
Need of companionship	-0.592	0.021
Need to feel good about oneself	-0.580	0.044
Need of creativity and self-expression	-0.748	0.013
Need to be occasionally taken care by someone else	0.600	0.021
χ^2 : 69.131, p < 0.001	Constant (SE): 0.080 Wald: 17.160	% Correct Classification: 58.2

Table 6. Prediction of tourist role «Anthropologist» – men 17-39 years of age

Men 17-39 years		
-2LL: 1250.077	Cox-Snell R ² : 0.094	Nagelkerke R ² : 0.148
Needs	Coefficient B	Significance Level
Need of health and well being	-0.532	0.006
Need to feel good about oneself	0.398	0.048
Need to play and have a good time	-0.650	0.001
Need of clear goals and direction in life	-0.529	0.012
Need of creativity and self-expression	1.158	0.000
Need of esteem, prestige, status	-0.536	0.016
Need to feel connected with history and one's roots	-0.779	0.000
Need of exploration, novelty, discovery, change	0.813	0.000
Need of solitude and privacy	0.530	0.009
χ^2 : 134.521, p < 0.001	Constant (SE): 0.067 Wald: 402.088	% Correct Classification: 79.3

Table 7. Prediction of tourist role «Anthropologist» – men 40-59 years of age

Men 40-59 years		
-2LL: 616.235	Cox-Snell R ² : 0.217	Nagelkerke R ² : 0.311
Needs	Coefficient B	Significance Level
Need to feel good about oneself	-2.387	0.000
Need of clear goals and direction in life	0.985	0.001
Need of home and/or family	-0.764	0.008
Need of creativity and self-expression	0.837	0.008
Need to have control over events and circumstances in one's life	1.383	0.000
Need of growth, self-discovery, self-fulfillment	-1.158	0.002
Need of esteem, prestige, status	-0.702	0.032
Need to feel connected with history and one's roots	1.363	0.000
Need to get away from it all	0.835	0.004
χ^2 : 157.896, p < 0.001	Constant (SE): 0.087 Wald: 109.372	% Correct Classification: 71.3

Table 8. Prediction of tourist role «Anthropologist» – women 17-39 years of age

Women 17-39 years		
-2LL: 1794.033	Cox-Snell R ² : 0.071	Nagelkerke R ² : 0.105
Needs	Coefficient B	Significance Level
Need of safety and personal security	-0.510	0.001
Need to feel competent, accomplished, successful	0.456	0.011
Need of companionship	0.315	0.028
Need of clear goals and direction in life	-0.506	0.002
Need to be occasionally taken care by someone else	0.705	0.000
Need of esteem, prestige, status	-0.379	0.032
Need of creativity and self-expression	0.681	0.000
Need of exploration, novelty, discovery, change	0.438	0.007
Need to have control over events and circumstances in one's life	-0.534	0.003
χ^2 : 124.944, p < 0.001	Constant (SE): 0.056 Wald: 383.080	% Correct Classification: 74.9

Table 9. Prediction of tourist role «Anthropologist» – women 40-59 years of age

Women 40-59 years		
-2LL: 640.434	Cox-Snell R ² : 0.179	Nagelkerke R ² : 0.255
Needs	Coefficient B	Significance Level
Need of safety and personal security	0.572	0.026
Need to feel competent, accomplished, successful	-0.651	0.036
Need of home and/or family	-1.276	0.000
Need of financial security	0.649	0.023
Need of companionship	0.940	0.001
Need to be occasionally taken care by someone else	-0.671	0.035
Sexual needs	-1.458	0.000
Need to feel good about yourself	-0.987	0.003
Need to feel connected with history and one's roots	0.660	0.014
χ^2 : 124.452, p < 0.001	Constant (SE): 0.087 Wald: 100.488	% Correct Classification: 70.6

Table 10. Prediction of tourist role «Archaeologist» – men 17-39 years of age

Men 17-39 years		
-2LL: 1205.278	Cox-Snell R ² : 0.102	Nagelkerke R ² : 0.162
Needs	Coefficient B	Significance Level
Need of love and affection	0.413	0.021
Need to play and have a good time	-0.587	0.002
Need to feel competent, accomplished, successful	0.534	0.017
Need of financial security	-0.581	0.007
Need to have control over events and circumstances in one's life	0.441	0.026
Need of growth, self-discovery, self-fulfillment	0.597	0.004
Need of esteem, prestige, status	-0.667	0.004
Need of exploration, novelty, discovery, change	0.586	0.004
Need to get away from it all	0.387	0.038
Need to be occasionally taken care by someone else	0.693	0.001
χ^2 : 147.281, p < 0.001	Constant (SE): 0.068 Wald: 432.237	% Correct Classification: 80.5

Table 11. Prediction of tourist role «Archaeologist» – men 40-59 years of age

Men 40-59 years		
-2LL: 660.594	Cox-Snell R ² : 0.183	Nagelkerke R ² : 0.259
Needs	Coefficient B	Significance Level
Need to feel good about oneself	-0.762	0.027
Need of companionship	-0.947	0.002
Need to play and have a good time	0.890	0.005
Need of clear goals and direction in life	1.549	0.000
Need of financial security	-0.676	0.011
Need of variety, excitement, stimulation	-0.780	0.022
Need to feel connected with history and one's roots	1.021	0.000
Need to be occasionally taken care by someone else	0.766	0.008
χ^2 : 130.022, p < 0.001	Constant (SE): 0.086 Wald: 94.295	% Correct Classification: 69.7

Table 12. Prediction of tourist role «Archaeologist» – women 17-39 years of age

Women 17-39 years		
-2LL: 1621.554	Cox-Snell R ² : 0.068	Nagelkerke R ² : 0.106
Needs	Coefficient B	Significance Level
Need of safety and personal security	-0.495	0.003
Need of home and/or family	0.338	0.024
Need to play and have a good time	-0.505	0.004
Need to have control over events and circumstances in one's life	0.457	0.011
Need of esteem, prestige, status	0.351	0.049
Need of exploration, novelty, discovery, change	0.492	0.004
Need of creativity and self-expression	0.911	0.000
Need to be occasionally taken care by someone else	0.788	0.000
χ^2 : 119.698, p < 0.001	Constant (SE): 0.060 Wald: 505.919	% Correct Classification: 79.3

Table 13. Prediction of tourist role «Archaeologist» for women 40-59 years of age

Women 40-59 years		
-2LL: 608.455	Cox-Snell R ² : 0.231	Nagelkerke R ² : 0.327
Needs	Coefficient B	Significance Level
Need to feel competent, accomplished, successful	-1.035	0.001
Need of health and well being	0.884	0.005
Need of freedom, autonomy, independence	-0.807	0.011
Need of clear goals and direction in life	0.690	0.027
Need of growth, self-discovery, self-fulfillment	-0.973	0.005
Need of variety, excitement, stimulation	1.046	0.002
Need of exploration, novelty, discovery, change	-0.836	0.014
Need of love and affection	0.626	0.028
Need of creativity and self-expression	1.007	0.002
Need to have control over events and circumstances in one's life	-0.753	0.016
Need to feel connected with history and one's roots	1.735	0.000
χ^2 : 166.275, p < 0.001	Constant (SE): 0.087 Wald: 93.509	% Correct Classification: 69.8

Table 14. Prediction of tourist role «Escapist I» – men 17-39 years of age

Men 17-39 years		
-2LL: 1569.761	Cox-Snell R ² : 0.109	Nagelkerke R ² : 0.152
Needs	Coefficient B	Significance Level
Need of health and well being	-0.336	0.040
Need of clear goals and direction in life	0.648	0.000
Need of creativity and self-expression	-0.465	0.015
Need to have control over events and circumstances in one's life	0.940	0.000
Need of variety, excitement, stimulation	0.914	0.000
Sexual needs	0.762	0.000
Need to feel connected with history and one's roots	-0.799	0.000
χ^2 : 156.887, p < 0.001	Constant (SE): 0.058 Wald: 146.456	% Correct Classification: 66.8

Table 15. Prediction of tourist role «Escapist I» – men 40-59 years of age

Men 40-59 years		
-2LL: 680.141	Cox-Snell R ² : 0.232	Nagelkerke R ² : 0.315
Needs	Coefficient B	Significance Level
Need of safety and personal security	1.113	0.000
Need of health and well being	-0.742	0.009
Need of companionship	0.819	0.004
Need to play and have a good time	1.255	0.000
Need of home and/or family	1.083	0.000
Need of financial security	-0.951	0.000
Need to have control over events and circumstances in one's life	1.281	0.000
Need of variety, excitement, stimulation	-1.285	0.000
Sexual needs	0.843	0.003
Need of esteem, prestige, status	-1.059	0.002
Need to get away from it all	0.952	0.001
Need to be occasionally taken care by someone else	-0.933	0.002
Need of solitude and privacy	0.647	0.045
χ^2 : 167.695, p < 0.001	Constant (SE): 0.081 Wald: 32.065	% Correct Classification: 61.3

Table 16. Prediction of tourist role «Escapist I» – women 17-39 years of age

Women 17-39 years		
-2LL: 2060.784	Cox-Snell R ² : 0.085	Nagelkerke R ² : 0.116
Needs	Coefficient B	Significance Level
Need of health and well being	0.501	0.001
Need of clear goals and direction in life	0.301	0.038
Need of freedom, autonomy, independence	-0.285	0.039
Need to play and have a good time	-0.468	0.002
Need of safety and personal security	-0.334	0.016
Need to feel competent, accomplished, successful	0.367	0.022
Need of home and/or family	-0.519	0.000
Need of companionship	0.417	0.002
Need of variety, excitement, stimulation	0.704	0.000
Need to get away from it all	0.549	0.000
Need to have control over events and circumstances in one's life	0.358	0.021
χ^2 : 149.721, p < 0.001	Constant (SE): 0.051 Wald: 133.914	% Correct Classification: 64.3

Table 17. Prediction of tourist role «Escapist I» – women 40-59 years of age

Women 40-59 years		
-2LL: 784.642	Cox-Snell R ² : 0.095	Nagelkerke R ² : 0.128
Needs	Coefficient B	Significance Level
Need of safety and personal security	0.600	0.006
Need of home and/or family	-0.492	0.025
Need to have control over events and circumstances in one's life	0.630	0.023
Need of growth, self-discovery, self-fulfillment	-0.598	0.045
Need of esteem, prestige, status	-0.712	0.015
Need to get away from it all	0.543	0.030
Need of solitude and privacy	0.686	0.024
χ^2 : 62.450, p < 0.001	Constant (SE): 0.081 Wald: 19.042	% Correct Classification: 58.8

Women. Binary logistic regression was used to examine the predicting of tourist role Anthropologist in women aged 17-39 and 40-59, with 22 psychological needs. The results revealed significant differences presented in Table 8 and 9, respectively. As for women aged 60+ the results of the regression analysis showed that no need seemed to contribute to predicting a statistically significant Anthropologist role.

Archaeologist

Men. Binary logistic regression was used to examine the predicting of tourist role of Archeologist in men aged 17-39 and 40-59 with 22 psychological needs. The results revealed significant differences presented in Table 10 and 11. As for the men aged 60+ the results of the regression analysis showed that no need seemed to contribute to predicting a statistically significant Archeologist role.

Women. Binary logistic regression was used to examine the predicting of tourist role Archeologist in women, aged 17-39 and 40-59 with 22 psychological needs. The results revealed significant differences presented in Table 12 and 13, respectively. As for women aged 60+ the results of the regression analysis showed that no need seemed to contribute to predicting a statistically significant Archeologist role.

Escapist I

Men. Binary logistic regression was used to examine the predicting of tourist role of Escapist I in men, aged 17-39 and 40-59 with 22 psychological needs. The results revealed significant differences presented in Table 14 and 15. As for the

men aged 60+ the results of the regression analysis showed that no need seemed to contribute to predicting a statistically significant Escapist I role.

Women. Binary logistic regression was used to examine the predicting of tourist role Archeologist in women aged 17-39 and 40-59 with 22 psychological needs. The results revealed significant differences presented in Table 16 and 17, respectively. As for women aged 60+ the results of the regression analysis showed that no need seemed to contribute to predicting a statistically significant Escapist I role.

DISCUSSION

As it has been revealed age differences are of vital importance to distinguish needs of different target groups and plans of tourist destinations in order to satisfy each target. Particular demographic characteristics point to particular tourist profiles or lack of other tourist target groups. Sun Lover, Anthropologist, Archaeologist, and Escapist I were the most commonly assumed tourist roles in Greece.

Sun Lover profile

A Sun Lover is interested in relaxing and sunbathing in warm places with lots of sun, sandy beaches and sea. 38.2% of the total sample marked their high preference of this tourist role (17.2% of men and 20.8% of women, 0.2% of missing values). These subjects belong to Life Era 1, are single, university graduates or students with medium income and full-time occupation.

The psychological needs positively affecting the selection of Sun Lover role by men aged 17-39

include a) need of health and well being, b) need of companionship, c) need of home and/or family, d) need to have control over events and circumstances in one's life and e) need of solitude and privacy. In addition, the needs that negatively influenced the selection of this role are: a) need of safety and personal security, b) need to feel good about oneself, c) need to play and have a good time, and d) need to feel connected with history and one's roots. The psychological needs that influence positively the selection of Sun Lover role in men aged 40-59 years include a) need of safety and personal security, b) need to play and have a good time, c) need of home and/or family, d) need to get away from it all, and e) need to be occasionally taken care by someone else. The psychological needs that influence negatively the selection of this role in men aged 40-59 years are a) need of health and well being, b) need to feel good about oneself, c) need to feel competent, accomplished, successful, d) need of clear goals and direction in life, e) need of esteem, prestige, status, and f) need to feel connected with history and one's roots. Finally, for men 60 years and over no need seemed to contribute to predicting a statistically significant Sun Lover profile.

The psychological needs that influence positively the selection of this role by women aged 17-39 years are a) need of exploration, novelty, discovery, change, b) need to get away from it all, c) need of freedom, autonomy, independence, and d) need of love and affection. The psychological need that influences negatively the selection of this role by women aged 17-39 years is the need of safety and personal security. The psychological needs that influence positively the selection of this role by women aged 40-59 years are: a) need of exploration, novelty, discovery, change, b) need of solitude and privacy, and c) need to be occasionally taken care by someone else. The psychological needs that influence negatively the selection of this role by women aged 40-59 years are a) need of companionship, b) need to feel good about oneself, and c) need of creativity and self-expression. For women at 60 years and over no need seemed to contribute to the predicting of a statistically significant Sun Lover profile.

Anthropologist profile

An Anthropologist is mostly interested in meeting local people, tasting local food and speaking the language. 25.4% of the total sample

marked a high preference of this role (11.6% of men and 13.8% of women). The Anthropologist profile subjects belong to Life Era 1 and 2, are married, university graduates with medium income and full-time occupation.

The psychological needs that influence positively the selection of this role by men aged 17 - 39 years are a) need to feel good about oneself, b) need of creativity, self-expression, c) need of exploration, novelty, discovery, change and d) need of solitude and privacy. The psychological needs that influence negatively the selection of this role by men 17 to 39 years of age are a) need of health and well being, b) need to play and have a good time, c) need of clear goals and direction in life, d) need of esteem, prestige, status, and e) need to feel connected with history and one's roots. The psychological needs that influence positively the selection of this role by men aged 40-59 years are a) need of clear goals and direction in life, b) need of creativity and self-expression, c) need to have control over events and circumstances in one's life, d) need to get away from it all, and e) need to feel connected with history and one's roots. The psychological needs that influence negatively the selection of this role by men aged 40-59 years are: a) need to feel good about oneself, b) need of home and/or family, c) need of growth, self-discovery and self-fulfillment, and d) need of esteem, prestige, status. For men at 60 years and over no need seemed to contribute to predicting a statistically significant Anthropologist role.

The psychological needs that influence positively the selection of this role by women aged 17 to 39 years are a) need of companionship, b) need to feel competent, accomplished, successful, c) need to be occasionally taken care by someone else, d) need of creativity, self-expression, and e) need of exploration, novelty, discovery and change. The psychological needs that influence negatively the selection of this role by women aged 17 to 39 years are: a) need of safety and personal security, b) need of clear goals and direction in life, c) need of esteem, prestige, status, and d) need to have control over events and circumstances in one's life. The psychological needs that influence positively the selection of this role by women aged 40 to 59 years are: a) need of safety and personal security, b) need of financial security, c) need of companionship, and d) need to feel connected with history and one's roots. The psychological needs that influence negatively the selection of this role

by women aged 40 to 59 years are: a) need of home and/or family, b) need to feel competent, accomplished and successful, c) need to be occasionally taken care by someone else, d) sexual needs, and e) need to feel good about oneself. For women at 60 years of age and over no need seemed to contribute to the predicting of a statistically significant Anthropologist role.

Archaeologist profile

An Archeologist is mostly interested in archaeological sites and enjoys studying history of ancient civilizations. 25.1% of the sample marked a high preference of this role (11.6% of men and 13.3% of women, missing values – 0.2%). They belong to Life Era 1 and 2, and are married, university graduates with medium income and full-time occupation.

The psychological needs that influence positively the selection of this role by men between 17 and 39 years of age are: a) need of love and affection, b) need to feel competent, accomplished, successful, c) need of growth, self-discovery, self-fulfillment, d) need of exploration, novelty, discovery, change, e) need to get away from it all, f) need to be occasionally taken care by someone else, and g) need to have control over events and circumstances in one's life. The psychological needs that influence negatively the selection of this role by men aged 17 to 39 years are: a) need to play and have a good time, b) need of financial security, and c) need of esteem, prestige and status. The psychological needs that influence positively the selection of this role by men aged 40 to 59 years are: a) need of clear goals and direction in life, b) need to play and have a good time, c) need to feel connected with history and one's roots, and d) need to be occasionally taken care by someone else. The psychological needs that influence negatively the selection of this role by men aged 40 to 59 years are: a) need to feel good about yourself, b) need of companionship, c) need of financial security, and d) need of variety, excitement, stimulation. For men at 60 years of age and over no need seemed to contribute to predicting a statistically significant Archeologist tourist role.

The psychological needs that influence positive the selection of this role by women between 17 and 39 years are: a) need of home and/or family, b) need to have control over events and circumstances in one's life, c) need of esteem, prestige, status, d) need of creativity and self-

expression, e) need of exploration, novelty, discovery, change, and f) need to be occasionally taken care by someone else. The psychological needs that influence negatively the selection of this role by women aged 17 to 39 years are: a) safety and personal security needs, and b) need to play and have a good time. The psychological needs that influence positively the selection of this role by women between 40 and 59 years of age are: a) need of health and well being, b) need of clear goals and direction in life, c) need of variety, excitement and stimulation, d) need of love and affection, e) need of creativity, self-expression, and f) need to feel connected with history and one's roots. The psychological needs that influence negatively the selection of this role by women between 40 and 59 years of age are: a) need to feel competent, accomplished and successful, b) need of freedom, autonomy and independence, c) need of growth, self-discovery, self-fulfillment, d) need of exploration, novelty, discovery, change, and e) need to have control over events and circumstances in one's life. For women at 60 years of age and over no need seemed to contribute to the predicting of a statistically significant Archeologist role.

Escapist I profile

An Escapist I enjoys taking it easy and getting away from it all in quiet and peaceful places. 33.7% of the sample marked a high preference of this role (15.8% of men and 17.9% of women). They belong to Life Era 1, are single or married, high school or university graduates with medium income and full-time occupation.

The psychological needs that influence positively the selection of this role by men aged 17 to 39 years are: a) need of clear goals and direction in life, b) need to have control over events and circumstances in one's life, c) need of variety, excitement, stimulation, and d) sexual needs. The psychological needs that influence negatively the selection of this role by men aged 17 to 39 years are: a) need of health and well being, b) need of creativity, self-expression, and c) need to feel connected with history and one's roots. The psychological needs that influence positively the selection of this role for men between 40 and 59 years of age are: a) need of safety and personal security, b) need of companionship, c) need to play and have a good time, d) need of home and/or family, e) need to have control over events and circumstances in one's life, f) sexual needs, g) need

to get away from it all, and h) need of solitude and privacy. The psychological needs that influence negatively the selection of this role by men aged 40 to 59 years are: a) need of health and well being, b) need of financial security, c) need of variety, excitement and stimulation, d) need of esteem, prestige, status, and e) need to be occasionally taken care of by someone else. For men at the age of 60 years and over no need seemed to contribute to the predicting a statistically significant Escapist I tourist role.

The psychological needs that influence positively the selection of this role by women between 17 and 39 years of age: a) need of health and well being, b) need of clear goals and direction in life, c) need to feel competent, accomplished and successful, d) need of variety, excitement, stimulation, e) need of companionship, f) need to get away from it all, g) need to have control over events and circumstances in one's life. The psychological needs that influence negatively the selection of this role by women aged 17 to 39 years are: a) need to play and have a good time, b) need of safety and personal security, c) need of freedom, autonomy, independence, and d) need of home and/or family. The psychological needs that influence positively the selection of this role by women between 40 and 59 years of age are: a) need of safety and personal security, b) need to have control over events and circumstances in one's life, c) need to get away from it all, and d) need for solitude and privacy. The psychological needs that influence negatively the selection of this role by women aged 40 to 59 years are: a) need of home and/or family, b) need of growth, self-discovery, self-fulfillment, and c) need of esteem, prestige and status. For women at 60 years of age and over no need seemed to contribute to the predicting of a statistically significant Escapist I role.

The low preference of the remaining tourist roles shows that few tourists are visiting Greece for reasons other than the aforementioned ones. This may be the result of inefficient marketing of tourism products, and lack of organization for promoting new forms of tourism to those who are involved or would like to be involved in public and private business in Greece. An effective analysis of tourist roles and needs could lead to efficient marketing forms directed at specific target groups, as promotion of tourist destinations should be based on specific profiles.

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