

## SOCIODEMOGRAPHIC VARIABLES IN PROFILING WELLNESS TOURISTS

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### **Abstract**

**Purpose** – The purpose of this paper is to examine sociodemographic variables in the context of profiling wellness tourists.

**Methodology** – Data was collected through self-complete questionnaire on a sample of tourists staying in one out of 15 wellness hotels situated in four wellness tourism regions of Republic of Croatia. Research was conducted from May through June in 2013. Data was processed using univariate, bivariate and multivariate statistics. Univariate statistics was used for general description of the sample; bivariate analysis was used for testing individual influence of sociodemographic variables on wellness travel motives, while multivariate statistics was used for determining the relationship between dependent and explanatory variables. Prior to the relationship testing, factor analysis was done on items measuring motivational factors.

**Findings** – In bivariate analysis all examined sociodemographic variables were significant for profiling wellness tourists based on their travel motivations. Results of regression analysis suggest that sociodemographic variables are linked to push motivational factors and intangible aspects of wellness tourist product, but they are not significant for tangible aspect of wellness tourist product.

**Contribution** – This paper examines the role of sociodemographic variables in profiling wellness tourists by testing the relationships on bivariate and multivariate levels. On bivariate level sociodemographic variables were significant in profiling wellness tourists based on their travel motivations. However, on multivariate level sociodemographic variables may not be the best choice in profiling wellness tourists.

**Keywords** Profiling, travel motives, sociodemographic variables, wellness tourists

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