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MOTIVES FOR PARTICIPATION IN CHARITY ADVENTURE CHALLENGE PROGRAMS.

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Abstract

Charity organizations' involvement in tourism has been increased recently in UK, with the objective to raise money to achieve their goals. This study aimed to investigate the motives that drive individuals to participate in charity adventure challenge programs that are organized by charities as a fundraising method. One hundred and forty three (N=143) individuals, who had participated in five different charity adventure challenges, and were members of two UK charity organizations, participated in the study and filled an adjusted version of Ray and Ryder's (2003) tourism motivation questionnaire. The questionnaire included 50 items which were categorized in 8 dimensions: Cultural features, natural features, natural activities, other attractions, social motives, personal motives, learning motives, food and accommodation. The results indicated statistically significant differences in the motivation dimensions between members of different nationalities, education levels, age and family status. No significant differences were revealed between males and females. The results are discussed in terms of organizing programs and targeting the needs of different groups.

Key words: Motives, adventure challenges, charity organizations.