

FEMALE TOURIST'S LIFESTYLES AND HOLIDAY DECISIONS

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ABSTRACT

The changing habits of tourists make tourism sector expands its characterization, being insufficient to be based exclusively on socio-demographic variables. Further, in the last decades the change of woman's role carries us to wonder about her role in the vacation decision process within the family. In this work we identify typologies of women in function of variables such as: pre/post-holiday decisions, lifestyles and socio-demographic. The data obtained from 300 Spanish women married or living with a partner, show the need to deepen in the use of the lifestyles as an explanatory variable.