

FROM NUDISM AND NATURISM TOURISM TO “NATOURISM”: DEFINING NATOURISM AND EXPLORING NATOURISTS’ MOTIVATIONS

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This article reviews previous attempts to define nudist and naturist tourism, and it elaborates detailed definitions through analyzing and discussing views of numerous natourist/nudist associations worldwide. Out of this process, the term “natourism” emerged, which includes the notion of “social nudity” as a main reason for traveling as well as a wide variety of ancillary stereotypical activities. As a term, “natourism” was tested after exploring the motivations of 1,508 natourists from all over the world. Although initially this study, through a literature review, identified three general motivation groups of natourism—namely, human motivations, motivations to travel, and nudism/naturism motivations—factor analysis made it possible to identify additional factors of natourists’ motivations, which included Naturalism and Relaxation, Sexuality, Stereotypical Travel Motivations, and Personal and Family Motivations. Despite the limitations of the study, findings confirm the appropriateness of the term “natourism” to establish parameters for further research.

Key words: Naturism tourism; Nudism tourism; Natourism; Social nudity; Natourists’ motivations; Behavior

Introduction

Nudity has prevailed throughout most of mankind’s existence (Goodson, 1991). For many old civilizations, from prehistoric times to the Greco-Roman civilizations and into part of the Middle Ages, complete nakedness was an accepted component of everyday lifestyle (Goodson, 1991). In postmodern world, attitudes are constantly changing, and the alleged righteous person regards public nudity as immoral

(Osberg, 2006). As a consequence, nakedness has been deliberately used, and at times continues to be used, as an offensive practice. For some people, nudism constitutes not only a voice to embody messages of liberation but also a form of protest against industrialized society (Goodson, 1991; Peeters, 2006). In addition, for many people, nudity provides an alternative way of vacationing in settings where “customary social codes and regulations of everyday life are temporarily inverted or suspended” (Lett, 1983, p. 36).

For countries such as Croatia, France, Greece, Germany, and Spain, naturist vacations constitute a rapidly expanding niche market for the tourism industry (Mintel Group, 2005). Despite the difficulty to find reliable statistics about the number of individuals who participate in nudist tourism—mainly because there are not only those who travel to naturist resorts motivated entirely by naturism opportunities but also those who practice naturism on holiday as an occasional activity—many studies (see Bacher, 1996; Coleman & Rees, 1992; Johnston, 2011; Jurdana, Milohnic, & Cvelic-Bonifacic, 2009) support that there is an increased demand for nudism/naturism holidays. It is estimated that in the US, 11% of the population participate in social nudity (Razzouk & Seitz, 2003), and the American Association for Nude Recreation reported that since 1992 its membership has increased approximately 75% to 50,000 members in 2007 (Johnston, 2011). In Britain, about 2.5 million people experience naturism during the course of a “normal” vacation (Easen, 2004). In addition, international naturist events—such as the “World Naked Bike Ride,” “Nude Recreation Week,” and the “Naked European Walking Tour”—attract large numbers of naturists/nudists.

Despite its significance, “nudism as an aspect of tourist behavior and leisure practice has been significantly neglected in the development of tourism knowledge” (Monterrubio, 2009, p. 37). Thus, it is interesting that so little has been done to explore nudist and naturist tourism as an alternative form of holidays. In line with Theobald’s (2005, p. 8) recognition of lack of standard definitions in tourism discipline, this study recognizes the need for nudist/naturist tourism to be theoretically explored by providing a clear definition about tourists who practice nudism as part of their vacation. Likewise, the topic of the motivations of naturists/nudists as a form of tourism holding unique characteristics has received limited research interest. In an attempt to provide a clearer understanding of nudist/naturist tourism, it is important to provide a broad definition that takes under consideration nudists’/naturists’ travel motivations. In contrast to past research (e.g., see Barcan, 2001; Bell & Holliday, 2000; Daley, 2005; Morris, 2009), which gave priority to the representation and meaning of nudity (e.g., Bacher, 1996; Barcan, 2001; Goodson, 1991; Smith & King,

2009), the primary aim of this study is to develop an integrated definitional framework that embraces the essence of naturist/nudist tourism and, as a consequential step, that tests the emerging definition by exploring key insights as to what motivates people to “depart” from the accepted social norms by practicing nudism while on vacation.

Literature Review

Research on Naturism/Nudism

Given the expansion of naturism and nudism the last two decades, numerous studies have been conducted about the nude culture (Mintel Group, 2005). These studies have been focused on issues such as the history of naturism (Daley, 2005; Holmes, 2006; Jefferies, 2006; Kruger, Kruger, & Treptau, 2002; Morris, 2009; Ross, 2005), the psychological aspects of nudism and the effects of nudity on sexual behavior (Bell & Holliday, 2000; Casler, 1964; Herold, Corbesi, & Collins, 1994; Smith & King, 2009; Vivona & Gomillion, 1972; Warren, 1933; Weinberg, 1965, 1968), nudists’ practices and expressions (Barcan, 2001; Obrador-Pons, 2007; Weinberg, 1981), general attitudes toward nudity (Forsyth, 1992; Negy & Winton, 2008; Story, 1987; Vivona & Gomillion, 1972), and social nudity in public beaches and nudist camps (Booth, 1997; Casler, 1964; Douglas, Rasmussen, & Flanagan, 1977; Evans, 2000; Herold et al., 1994; Vingerhoets & Buunk, 1987; Weinberg, 1965, 1967, 1981).

Among the limited tourism studies on nudity, Andriotis (2010b) explored the ways that the principles of Foucault’s heterotopia are articulated by users of a gay nude beach, functioning as an erotic oasis; Razzouk and Seitz (2003) conducted a study on 10 randomly selected nude recreation facilities in the US to identify various aspects pertaining to awareness, attitudes, and demographics of people patronizing them; and Jurdana et al. (2009) explored the features of the Croatian naturist camping market. In addition, several studies explored behaviors of patrons of nudist beaches—for example, Evans (2000), Holmes (2006), and Razzouk and Seitz (2003)—and found that although the culture of nudists can be common to a nude beach, the varying user groups can shape a nudist beach in distinctive ways. Finally, with the exception of

the study of Monterrubio (2009)—who undertook an in-depth analysis of the attitudes of residents of Zipolite (west coast of Mexico) toward the presence and behavior of nude tourists—only occasionally will one find references, rather brief or quite incidental, devoted to the effects of nudism on host societies (see, e.g., Cohen, 1982; Lea, 1993; Mehta, 1980; Wilson, 1994, 1997).

Naturists’/Nudists’ Motivations

According to early motivation studies, such as the ones of Iso-Ahola (1980, p. 230) and Murray (1964), “motive” is an internal factor that arouses, directs, and integrates certain behaviors. In the case of tourists’ behaviors, motives may depend on the destination visited (Andriotis, 2011; Andriotis, Agiomirgianakis, & Mihiotis, 2007; Monterrubio & Andriotis, 2014). Because tourists have no first-hand knowledge about a destination they have never visited before, their choice usually depends on symbolic information acquired either from the mass media or from friends and relatives (Andriotis & Agiomirgianakis, 2010; Heung, Qu, & Chu, 2001, p. 260; Mok & Armstrong, 1996). Thus, tourists may have specific motivations prior to their holidays, and these motivations can be the starting points that launch the decision to visit a destination, nudist or not. Numerous past studies on vacation motives—for example, Dann (1981) and Heung et al. (2001)—have been based on two distinct concepts—namely, “push” and “pull” factors. On the one hand, push factors are related to socialization, adventure seeking, general travel motivations, and the need to escape. On the other hand, the pull factors are all tangible and intangible destination elements that often attract tourists to a specific destination and establish the actual destination choice, such as nature, food, people, services, and so forth (Heung et al., 2001).

Despite the extensive research on various forms of travelers’ motivations, research on nudists’ motivations is limited. A notable exception includes studies that explored the motivations of users of nudist camps. However, all these studies have been conducted more than 30 years ago, and for this reason, their deconstructive arguments may ironically seem to be outdated. As expected, all these studies identified nudity as the core motivation of

nudist camp patrons. In particular, one of the earliest studies on nudism by Casler (1964) found as the main impetus to visit a nudist camp curiosity or the urging of friends and relatives, although further motives for frequent members were found to be self-improvement, recreation, and freedom. In a similar vein, Weinberg (1967) identified general and sexual curiosity as the main reason for people to make an initial visit to a nudist camp. However, Blank (1973) believed that “whatever his motivating determinants (personal psychodynamics, health or utopian ideals, subcultural factors or merely opportunity) . . . the nudist learns to disassociate nudity from sexuality” (p. 23). Likewise, various studies—for example, Vingerhoets and Buunk (1987) as well as Weinberg (1967)—reported that when sexual curiosity is satisfied, motives are not implied in the traditional nudist image of seeing members of the opposite sex in the nude. Instead, they are directed toward enjoying the sun and air, the leisure and relaxation, and the recreation of a summer resort. Going further, Douglas et al. (1977) reported that many men initially visit nudist beaches to watch nude female bodies, but within a short period of time, the numerous female bodies lose much of their originally exciting value (Vingerhoets & Buunk, 1987). Weinberg (1981, p. 296) found that in different stages of their “nudist career,” nudists affiliated with a nudist camp were characterized by different sets of motives, which were based on personal experiences at the camp and the demand to obtain benefits of sociological interest, such as freedom, the family-centered nature of recreation, and emphasis on friendliness and sociability. Finally, Andriotis (2013), in his study of antinomians in Gavdos, found that the practice of nudism enhances opportunities for freedom and socialization.

Methodology

Data Collection

In an initial attempt to differentiate the two concepts (naturism and nudism), definitions were derived from academic literature search and a plethora of relevant websites. Although these definitions were useful in enhancing the current understanding, it was found that they explored the two concepts in a normative way. To further explore the two concepts

by identifying their key differences and similarities and to define nudist/naturist tourism, a survey of 37 national and 36 regional associations affiliated with International Nudist Affiliation (INF) was conducted. In total, 14 of these associations replied to the following questions: (a) Are there any differences/similarities between the terms naturism and nudism? (b) How would you define tourism associated with naturism/nudism? Following the first communication, a second e-mail was sent to the representatives of the 14 associations with the request (a) to review the term “natourism” and the definition that emerged from their responses as well as from academic literature and (b) to provide their thoughts and detailed insights.

As far as the natourists’ survey is concerned, for the reason that a random sample was not available, respondents were selected out of the members of nudist and naturist associations worldwide. In more detail, in mid-September 2010, e-mails were sent to the 37 national and 36 regional associations, inviting them to distribute an online questionnaire to their members. Reminder e-mails were sent in October and finally in December. In total, 15 national and 11 regional associations agreed to distribute the online questionnaire to their members, and some of them placed a link to the online survey on their website.

Questionnaire Design

An online questionnaire was chosen as a research tool for collecting data. Main reasons for this included the wide geographical area that could be reached and the lower costs involved. The questionnaire was designed on the basis of a comprehensive review of relevant tourism literature and the consultation of the participating associations. Table 1 presents the studies used to design the questionnaire. It is divided in two columns, one consisting of studies dealing explicitly with nudism/naturism and one with general studies.

On the basis of these sources, three main categories and dimensions of motivations were identified—namely, human motivations in general, motivations for travel, and motivations for naturism and nudism. These categories were used for analytical purposes. The questionnaire comprised five sections, but in this article, only two are analyzed.

Table 1

Studies Used to Design the Questionnaire

Nudism/Naturism Studies	General Studies
Herold et al. (1994), Negy and Winton (2008), Razzouk and Seitz (2003), Smith and King (2009), Story (1987), Vingerhoets and Buunk (1987), Weinberg (1965, 1967, 1968)	Andriotis (2011), Andriotis and Agiomirgianakis (2010), Andriotis et al. (2007, 2008), Aslan and Andriotis (2009), Dann (1981), Heung et al. (2001)

The first section explored respondents’ motivations to a 25-item, 5-point Likert-type scale ranging from 1 (*very unimportant*) to 5 (*very important*). The second section consisted of questions about respondents’ sociodemographic characteristics such as age, gender, marital status, sexual orientation, education, income, employment status, geographic origin, and area of residence, which have been explored in most past motivation studies, nudist or not (see, e.g., Douglas et al., 1977; Holmes, 2006; Mercer, 1972; Mintel Group, 2005; Vingerhoets & Buunk, 1987; Weinberg, 1967). After receiving requests from the participating associations, the questionnaire was translated into the following seven languages: English, French, German, Italian, Spanish, Catalan, and Hungarian. In total, 1,542 online questionnaires were completed, of which 1,508 (97.8%) were usable.

Analytical Procedure

Several statistical procedures were carried out for this article using Statistical Package for the Social Sciences (SPSS) Version 19.0. At first, descriptive statistics (frequencies, means, and standard deviations) were calculated, when appropriate. Following this, a factor analysis was performed. Before using the factor analysis procedure, three tests were used to test whether the data were appropriate. First, to test the reliability of the scale, Cronbach’s alpha was calculated. The value of Cronbach’s α was 0.855, showing that the scale was reliable. Second, to check the appropriateness of the factor model, the Kaiser–Meyer–Olkin test was used. The Kaiser–Meyer–Olkin measure of sampling adequacy had a large enough value (0.868), indicating that both the number of variables and the sample size were appropriate for factor analysis. Third, Barlett’s test

for sphericity was used so as to examine the hypothesis that the variables may be uncorrelated to the population. The result of Bartlett’s test for sphericity was 14,241.933 ($df = 300$, $p = 0.000$), thus rejecting the null hypothesis. Following the appropriateness of the data, the 25 motivational items were factor analyzed using the principal component method. Varimax rotation produced five factors with eigenvalues greater than 1 and loadings greater than ± 0.45 . One of those factors consisted of only one variable—namely, “getting all over tan”—and was dropped out of the factor analysis.

Findings

In this article, data analysis is centered on four major themes: the definition of the concept natourism, sociodemographic characteristics, general motivations, and natourists’ motivational attitudes.

Defining Natourism

Since the emergence of the concepts of nudism and naturism, their usage has varied historically and regionally. (This is evident in Table 2, which briefly presents the history of nudism/naturism.) Although for some people, the terms nudism and naturism seem interchangeable, for others they are loosely defined. As a consequence, they have provoked passionate discussion and have prompted numerous thoughtful ideas (Jurdana et al., 2009; Mintel Group, 2005). In fact, both concepts have nudity in

common. However, they have several differences. Naturism can be considered an ideological movement expressed through social nudity, and a natural lifestyle that celebrates the culture of the free body and social interaction (Mintel Group, 2005). As Glenne Findon (New Zealand Naturist Federation, personal communication) put it,

I use the term naturism (or naturist) not nudism (or nudist). The difference as I see it is subtle but important. A naturist is a person who aspires to the naturist philosophy as defined by the INF. A nudist is a person who just likes to be naked.

In this vein, a nudist is not necessarily a naturist, and for true naturists, naturism means a lot more than just removing clothes. In practice, naturism is “living in respect and harmony with nature, or as nature intended, or another way of putting it would be to say we prefer being clothed with the sun” (Judy E. Williams, Wreck Beach Preservation Society, Canada, personal communication). In other words, naturists are “somehow more dignified, respectful, environmentally aware, etc., although a ‘nudist’ is just a naked person” (Andrew Welch, British Naturism, UK, personal communication). Thus, “nudism has a derogatory meaning among many naturists, while naturism is taken more seriously, although some think that using the word naturism is only looking for an excuse for being nude” (Michel Vaïs, Fédération Québécoise de Naturisme, Canada, personal communication).

Table 2
History of Naturism

Date	Event
1778	The word naturism was first introduced by the Belgian Jean Baptiste Luc Planchon. It was advocated as a means of improving health and natural lifestyle and had nothing to do with nudity (Härmänmaa, 2009; Woycke, 2003).
1891	The first known naturist club was established in British India.
1903	Paul Zimmerman opened the first organized club for nudists near Hamburg.
1930s	Australasians referred to themselves as nudists up until the 1930s, when Cousins, a New Zealand author, started using the term “naturism” in his writings, which were published in the British naturist magazine <i>Health and Efficiency</i> (Daley, 2005, p. 162).
1960s	In North America, after 1960, naturism began to be more identifiable within the “free beach” movement—which was started by a group that opposed the direction of the official nudist organization and that aimed to make naturism more acceptable to those who did not feel comfortable joining a naturist club—whereas nudism continued to be more identified within private resorts (Matthew Kerwin, Southeast Michigan Naturists, personal communication).
1974	The International Naturist Federation (2003) defined naturism as “a lifestyle in harmony with nature, expressed through social nudity, and characterized by self-respect of people with different opinions and of the environment.”

From the above discussion, it is evident that the concept of naturism is immediately richer than simple nudism and derives from the idea that nudism revolves around nature (Monterrubio, 2010). For the reason that the term naturism suggests more going back to nature and being natural than just simply being nude, the participating associations in this study prefer to call their members naturists. In fact, the term naturist has been more frequently used, with “nudist” being the older term (Federation of Canadian Naturists, 2011). In the context of tourism, Michel Vaïs (Fédération Québécoise de Naturisme, Canada, personal communication) believes that

nudist tourism is tourism that offers the possibility of being nude . . . Naturist tourism offers the possibility of being nude, but with a dimension of care for environment, of ecology, of presence of nature, of respect for oneself and others (this can include healthy food, no tobacco, using natural health techniques, etc.).

By reviewing the relevant literature (e.g., Bacher, 1996; Blank, 1973; Smith & King, 2009), it emerges that tourism experts have failed to define nudist and naturist tourism in their work, leaving these terms open to manifold definitions. Therefore, this study was conducted in an attempt to define nudist and naturist tourism, by using the concepts of naturism and nudism as a starting point. However, these concepts had to be extended and refined to include the aspect of tourism.

Because social nudity is common to both nudist and naturist tourism for the purpose of this study, the term “natourism” is proposed with the intention of combining both concepts. *Natourism* is a form of tourism that evolved from the need and desire of tourists for a special kind of nude recreation, and it is defined for the purpose of this study as the act of traveling with the main motive to participate in nude activities in conjunction with other ancillary types of motives such as sightseeing, socialization, experiencing culture, nature, and so forth. The aforementioned definition was approved by the participating associations. For instance, Glenne Findon (New Zealand Naturist Federation, personal communication) mentioned the following: “I think the term natourism is a great word . . . Great! I will be promoting the use of that word here in

New Zealand.” Furthermore, Michel Vaïs (Fédération Québécoise de Naturisme, Canada, personal communication) stated, “I find interesting the term ‘natourism,’ along with the definition that you have given it.”

Natourists’ Sociodemographic Characteristics

The sociodemographic characteristics of respondents are presented in Table 3. Most respondents (90.8%) were men and married (67.3%), probably practicing natourism together with their partners, meaning that the sex distribution of those practicing natourism would be more balanced. In contrast to past researchers (e.g., Andriotis, 2010b; Holmes, 2006), who empirically identified a large number of gay people within naturists, this study revealed that most respondents were heterosexual (87.7%) and that few respondents were bisexual or homosexual (6.7% and 5.6%, respectively).

Natourists were underrepresented in the 18- to 30-year-old age groups, and the majority of respondents (39%) belonged to the age group of older than 51 years of age. These findings confirm past research—for example, the study on European naturism by the Mintel Group (2005)—that found that naturists hold an older demographic profile. Additionally, Weinberg (1967) and Mercer (1972, p. 136) found that nudists were underrepresented within the younger age groups, mainly because younger people appear to show a preference for crowded beaches where nudity in the majority of cases is not accepted. On the contrary, older people seem to favor quieter and more “natural” beach environments where nudism often prevails. Among the respondents, approximately 46.9% had earned at least a college or university degree, and only 6.6% had no formal education. Thus, the sample was well educated—a fact that was also found in the studies of Douglas et al. (1977) and Vingerhoets and Buunk (1987). Finally, most respondents were employed (60.5%) or self-employed (21.7%); more than 35% had an income greater than €40,000, and only a small share (12.7%) had an income of less than €10,000. These findings confirm past research (e.g., Mintel Group, 2005), which found that a great number of nudists earn higher income and are able to pay large amounts of money for vacations.

Table 3
Profile of Respondents

Variable	<i>n</i> (%)
Gender	
Male	1,369 (90.8)
Female	139 (9.2)
Marital status	
Married	1,015 (67.3)
Single	350 (23.2)
Divorced	123 (8.2)
Widowed	20 (1.3)
Sexual orientation	
Heterosexual	1,322 (87.7)
Bisexual	101 (6.7)
Gay/lesbian	85 (5.6)
Age	
18–30 years	110 (7.3)
31–40 years	320 (21.2)
41–50 years	398 (26.4)
51–60 years	357 (23.7)
61 or older	231 (15.3)
Education	
No formal education	99 (6.6)
Below high school	240 (16.0)
High school	462 (30.2)
College/degree	398 (26.4)
Postgraduate and beyond	309 (20.5)
Income	
Less than €0,000	113 (12.3)
Between €0,001 and €20,000	170 (18.5)
Between €20,001 and €30,000	181 (19.7)
Between €30,001 and €40,000	120 (13.1)
€40,001 or more	334 (36.4)
Employment status	
Employed	912 (60.5)
Self-employed	327 (21.7)
Retired	203 (13.5)
Students	35 (2.3)
Unemployed	31 (2.1)
Nationality	
Italian	328 (23.3)
Hungarian	193 (13.7)
British	158 (11.2)
Spanish	134 (9.5)
German	127 (9.0)
American	87 (6.2)
New Zealander	86 (6.1)
Other	296 (21.0)
Residence	
City	779 (51.7)
Town	387 (25.7)
Rural area	342 (22.7)

In relation to geographic origin, the largest share of respondents came from Western European nations, even though absent from the sample were nudists from Asia and Africa. In more detail, respondents were divided between geographic origins as

follows: Italian (23.3%), Hungarian (13.7%), British (11.2%), Spanish (9.5%), and German (9%). Although Germany has been regarded as the pioneer of public nudism (Monterrubio, 2010), the share of German respondents was quite small. Finally, most naturists (51.7%) were residing in a city.

Overall Motivations

Table 4 presents the results in relation to the responses to the motivational statements. The 25 statements were grouped in three categories, each of which is presented in descending order. When respondents were asked to list the most important motivations for their decision to undertake a naturist holiday, the human motivation of mental relaxation received the highest priority ($M = 4.93$). Second in priority were nudism/naturism motivation and, in particular, the following statements: “feel natural” ($M = 4.53$), “spending time in the nude” ($M = 4.42$), and “relax physically” ($M = 4.37$). The lower values of the standard deviations for these four variables, in conjunction with the finding that more than 86% of respondents rated these motivations as very important or important, indicate that there is a consensus of respondents regarding the relaxation and the feeling of naturalness that nudity can offer. However, three variables appeared as least important in naturists’ motivations and were rated below the midpoint. These included opportunities for “finding a sexual partner” ($M = 1.69$), “shopping” ($M = 1.90$), and “explore own sexuality” ($M = 2.38$). Finally, the two statements “desire to be seen in nude” ($M = 2.50$) and “desire to see people nude” ($M = 2.57$) had the highest standard deviations, showing fairly more even ratings across the scale and indicating less consensus among responses.

Factor Analysis

Following the review of the overall responses to motivational statements, a factor analysis was undertaken. The results of the factor analysis are shown in Table 5. The four factors explained 52.72 of the total variance and exhibited acceptable alpha levels ranging from 0.60 to 0.83. The factor solution extracted the factors according to their importance—with the largest and best combinations first, and then proceeding to the smaller.

Table 4
Overall Responses to Motivational Statements

Variable	1 ^a	2 ^a	3 ^a	4 ^a	5 ^a	<i>M</i>	<i>SD</i>
Human motivation							
1. Gain a feeling of belonging	14.1%	17.2%	36.9%	21.3%	10.5%	2.97	1.17
2. Leave behind social constraints	4.4%	7.4%	17.0%	30.3%	40.6%	3.96	1.13
3. Enriching myself intellectually	5.7%	13.7%	37.6%	26.2%	16.8%	3.35	1.09
4. Relax mentally	2.3%	2.5%	7.0%	30.0%	58.1%	4.93	0.90
5. Relax physically	2.8%	2.4%	7.4%	30.3%	57.1%	4.37	0.93
Motivation to travel							
6. Variety of local cuisine	19.7%	15.6%	30.2%	25.7%	8.9%	2.88	1.24
7. Be adventurous	14.0%	16.9%	32.2%	25.4%	11.6%	3.04	1.20
8. Low travel cost	10.0%	13.3%	33.9%	26.7%	16.1%	3.26	1.17
9. Explore other cultures	8.0%	13.7%	29.7%	33.0%	15.5%	3.34	1.14
10. Interact with local people	8.8%	14.4%	34.2%	31.1%	11.5%	3.22	1.11
11. Shopping	48.2%	25.0%	18.8%	5.0%	3.0%	1.90	1.07
12. Meet people with similar interests/build friendships	2.1%	8.0%	21.4%	36.4%	31.5%	3.86	1.04
13. Have fun	3.7%	5.8%	20.0%	39.1%	31.4%	3.89	1.03
14. Pleasant climate/temperature	3.9%	3.5%	9.5%	40.2%	42.9%	4.15	1.01
15. Discover new places	2.9%	6.0%	24.9%	37.3%	28.9%	3.83	1.01
Motivation for nudism/naturism							
16. Desire to be seen nude	35.6%	16.0%	24.1%	11.2%	13.2%	2.50	1.41
17. Desire to see people nude	30.9%	17.8%	26.2%	13.5%	11.6%	2.57	1.35
18. Desire to do something unconventional	27.7%	20.0%	28.4%	14.6%	9.3%	2.58	1.28
19. Explore own sexuality	33.1%	24.2%	23.5%	10.5%	8.7%	2.38	1.28
20. Family cohesion/keeping family together	16.8%	10.8%	31.5%	24.0%	16.8%	3.13	1.23
21. Get an all-over tan	6.4%	10.7%	26.2%	28.0%	28.6%	3.62	1.19
22. Looking for a sex partner	64.0%	15.4%	10.6%	3.8%	5.2%	1.69	1.13
23. Promote general health	2.1%	6.1%	22.4%	34.6%	34.7%	3.93	1.01
24. Spending time in the nude	3.4%	3.3%	6.9%	20.7%	65.6%	4.42	1.00
25. Feel natural	3.1%	1.1%	3.9%	24.0%	67.9%	4.53	0.87

Note. Percentages (rows) do not always total 100% because of rounding.

^aThe 5-point Likert scale ranged from 1 (*very unimportant*) to 5 (*very important*).

Factor 1: Naturalism and Relaxation. The first factor explained the highest percentage of the total variance (15.48%). It was labeled “Naturalism and Relaxation” because naturists through social nudity were able to relax mentally and physically—maybe to gain strength. This contradiction of relaxation and enjoyment versus stress reflects that most naturists prefer their holiday to be enjoyable and to help them to relax and unwind. This relaxation is enhanced through natural living. Feeling the nature without the interference of swimming suits has been also associated by respondents with freedom from constraint. As nudists leave the city and take off their clothes, it is believed to remove the constraints that restrict them within their home environment. “As in the Gardens of Eden, before the Fall, there was no place for swimming costumes, and swimming suits looked ‘unnatural,’ whereas nudity was considered as belonging with the earth and the trees” (Daley, 2005, p. 153). Several statements in

this factor confirm early nudist movements (e.g., Merrill & Merrill, 1931), which promoted nudism as offering a return to a natural past of honesty and naivety. In addition, social nudity has been seen as a form of group interaction, something also reported by Razzouk and Seitz (2003). As a result, respondents related nudism and relaxation with opportunities to gather with people with similar interests and to build up friendships. Finally, for the reason that naturism takes place during the summer season, when warm weather allows people to travel more freely and to enjoy nudism outdoors, pleasant climate/temperature was a prerequisite not only for nude activities but also for relaxation, social interaction, and fun.

Factor 2: Sexuality. Although the “Naturalism and Relaxation” factor accounts for the largest amount of variance, the second factor has the

Table 5
Motivation Factors

Factor	Factor Loadings	Eigenvalue	Variance Explained (%)	α
Naturalism and Relaxation		6.05	15.48	0.82
Spending time in the nude	0.719			
Feel natural	0.713			
Relax mentally	0.707			
Relax physically	0.684			
Pleasant climate/temperature	0.575			
Have fun	0.562			
Leave behind social constraints	0.494			
Meet people with similar interests/build friendships	0.453			
Sexuality		3.76	14.33	0.83
Desire to see people nude	0.808			
Desire to be seen nude	0.741			
Explore own sexuality	0.726			
Desire to do something unconventional	0.718			
Looking for a sex partner	0.666			
Be adventurous	0.555			
Gain a feeling of belonging	0.505			
Stereotypical Travel Motivations		1.96	13.69	0.80
Variety of local cuisine	0.779			
Explore other cultures	0.659			
Interact with local people	0.630			
Low travel cost	0.576			
Shopping	0.562			
Discover new places	0.553			
Pleasant climate/temperature	0.480			
Have fun	0.452			
Personal and Family Motivations		1.53	9.23	0.60
Enriching myself intellectually	0.790			
Promote general health	0.647			
Family cohesion	0.478			

Note. The extraction method used was principal axis factoring; the rotation method used was varimax. Only loadings greater than 0.45 are reported. The total percentage of explained variance = 52.73%.

highest reliability coefficient (0.83). This factor explained 14.33% of the variance and was labeled “Sexuality” because the three variables with high loadings in the factor addressed various issues related to sexual behavior. In contrast to the previous factor, which viewed nudity as natural and relaxing rather than sexual, and which indicated that nudity can be enjoyed and celebrated without any sexual connotations, this factor presents social nudity for some groups of people as an action of bodily disclosure and exposure. Thus, this factor carries connotations that nudity attracts people’s attention and creates conditions of freedom and opportunity for those open to adventures, such as voyeurism and exhibitionism. Going further, for those who associate a naked body with love making and, hence, sexual feelings and accorded behavior (Andriotis, 2010a; Smith & King, 2009, p. 440),

practicing nudism can be also associated with the search for a sex partner. It is noteworthy that spending time in the nude and feeling natural were not included in this factor, indicating that respondents did not relate pure natural nudism with sexuality.

Factor 3: Stereotypical Travel Motivations. The third factor reflected stereotypical notions of holidays by resembling stereotypical motivations pulling most tourists to visit summer resorts. For this reason, it was labeled “Stereotypical Travel Motivations.” Stereotypical travel motivations found in this factor signify that the main reason for natourists’ travel is not only nude activities but also to seek a wide variety of ancillary or peripheral activities to the main reason for traveling. In more detail, looking at this factor made clear that the cultural resources of

a destination, including local cuisine and interaction with the host community, are important motivators for natourists. These are often combined with low travel cost, opportunities for shopping, as well as the desire to explore and learn about the destination. An issue to note with this factor is that the lowest significance variables “pleasant climate/temperature” and “have fun” both loaded higher on the first factor. One explanation for this finding can be that nude activities depend more on good weather conditions compared with stereotypical travel activities.

Factor 4: Personal and Family Motivations. Although the first three factors incorporated items that are easily interpretable, items in this factor are not very closely related, making their interpretation somewhat difficult and ambiguous. This factor was labeled “Personal and Family Motivations” because items loading higher include benefits obtained by natourists at the personal and family levels. These benefits included intellectual self-enrichment, health promotion, and the family-centered nature of naturism. As many studies support—for example, Barcan (2001) as well as Smith and King (2009)—social nudity has been historically associated with physical and mental health. However, the statement about “promotion of general health” did not load on Factor 1, along with statements about physical and mental relaxation. This indicates that respondents did not associate general health with nudity and physical and mental relaxation, but instead they believed that intellectual self-enrichment and family cohesion promote general health. Likewise, although suntans have become fashionable—and according to Weinberg (1965), “full bodily exposure to the sun leads to a feeling of physical and mental well-being” (p. 314)—the simple pleasures of absorbing sun by getting an all-over tan did not load on this factor with the variable about the promotion of general health. Perhaps the main reason for this is that nowadays the exposure of the skin to the sun can be blamed for causing unwanted side effects that can lead to skin cancer.

Conclusion

The current research attempted to review previous attempts to define nudism and naturism and to

elaborate a detailed definition of nudism/naturism tourism through analyzing and discussing views of numerous naturist associations. On the basis of the examination of historical and geographical evidence derived from the literature, as well as the views of representatives of nudist and naturist associations, this study appeared to be divided on the understandings of definitions of meanings of nudism and naturism, which tentatively helped to identify two broad interpretations. The first was the more traditional understanding of the term nudism as a social or recreational activity. A second understanding was associated with those intentionally using the term naturism to reflect a lifestyle with ideological and philosophical roots. In an attempt to combine both interpretations, the term “natourism” was proposed, which took under consideration that “natourists” do not travel only for recreation and their lifestyle, but their trip includes ancillary stereotypical activities pulling most tourists to visit summer resorts such as culture, low cost, shopping opportunities, and pleasant climate.

In exploring and testing the term natourism, a deeper understanding of what motivates natourists to travel was accomplished by undertaking an online survey of 1,508 natourists. Reported motivations effectively revealed natourists’ travel motivations and their relative importance. Although initially this study, through a literature review, identified three general motivation groups—namely, human motivations, motivations to travel, and nudism/naturism motivations—factor analysis made it possible to identify additional factors of natourists’ motivations.

In more detail, the fact that the most significant motivations were related to naturism, relaxation, and stereotypical ancillary travel motivations confirms that the proposed definition is useful in providing a better understanding of the term natourism. However, although a Sexuality factor was extracted, the finding that most natourists who participated in the sample were not highly motivated by sexual incentives allows us to adopt the beliefs of various authors—for example, Obrador-Pons (2007), Smith and King (2009), Story (1987), Warren (1933), and Weinberg (1965, 1968)—who concluded that social nudists mentally separate nudity from sex. Thus, the idea often implied in the traditional nudist image that nudists are motivated by sexual initiatives is

not confirmed. Finally, although the findings of the study confirm past research in relation to age, education, and income, attempts to test the representativeness of the sample were unsuccessful because of lack of official data on the profile of natourists.

A literature review revealed that although the study of nudism and naturism has attracted much academic interest, only a few studies have been conducted with the aim to explore natourists' motivations and to define nudism and naturism in the context of tourism. As a result, this study is among the limited attempts to this end. The reliance on nudist and nudist associations to distribute the questionnaires and/or to place links to the online questionnaire on their websites could have resulted in a biased sample. Most of the respondents in this study were members of nudist/nudist associations (in total 61.4%). Even those respondents who did not belong to any association might have been their ex-members. However, natourists who never belonged to any association and who practice naturism only on holidays as an occasional activity may have different motivations than the group studied here. In addition, differences in motives may exist between those practicing nudism in a nudist camp compared with those practicing nudism in beach environments; furthermore, differences in motives may also exist between natourists of different geographic and generational backgrounds. In this study, the geographical dispersion of respondents depended on the location of the associations that accepted to distribute the questionnaire to their members. This, in conjunction with the impact of national laws on natourists' behavior, needs further exploration.

Despite the possible limitations discussed above, the current study offers an initial insight into the motives with regard to an increasingly popular form of tourism. Nevertheless, more research is required, particularly on the different motives of natourists belonging to associations and those who do not, as well as natourists of different socio-demographic and other related characteristics. To conclude, this study is among the first attempts to develop a definitional framework that embraces the essence of nudist/nudist tourism and to test the emerging definition by exploring what motivates people to practice nudism while on vacation. Because of its limitations, this study should only be

used as a starting point to establish parameters for further research.

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