

The influence of guides on alcohol consumption among young tourists at a nightlife resort

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Abstract

Objective:

The aim of this study was to assess how participation in party activities with guides affects alcohol consumption among young tourists at an international nightlife resort.

Methods:

Prospective survey of 112 Danish tourists in Sunny Beach, Bulgaria, who were asked about their drinking and activities with guides on three separate nights out.

Results:

Participation in party activities with guides, such as drinking games and Pub Crawls, were associated with heavily increased drinking compared with nights out without guides, but not in a dose-response type relationship.

Conclusion:

Participating in party activities with guides increases drinking among young tourists who are already drinking large amounts of alcohol during their vacation. Further studies are needed to measure, describe, and change the role played by guides at nightlife resorts.

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