



A DESCRIPTIVE STUDY ON THE YOUTH TOURISM
MARKET, BASED ON GENERATION Y TRAVEL
EXPERIENCES

Leonor Carrilho Guedes

Dissertation submitted as partial requirement for the conferral of

Master in International Management

Supervisor:

Prof. Álvaro Augusto Rosa, Prof. Auxiliar, ISCTE Business School, Departamento de
Marketing, Operações e Gestão Geral

October 2017

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Acknowledgement

Working on this dissertation was a great and a very positive challenge in my academic path that turn out to be a very positive experience. I would like to express my sincere gratitude to all those who actively and passively supported me throughout this process.

First, I would like to acknowledge my dissertation supervisor – Prof. Alvaro Rosa – for his availability, assistance and constant and constructive feedback. His guidance helped me to keep my focus and my motivation in place and it would not be possible to finish it without that.

Ultimately, I would like to give a special thanks to my beloved family for their constant support and for my friends for always encouraging me and leading me in the right direction.

Abstract

The present dissertation is based on the study of the tourism industry from a consumer's perspective. Being composed by multigenerational visitors, studying travel consumer behaviors based on their generational cohort became a popular method to understand consumer behavior in tourism. The presented dissertation focuses in particular on Generation Y member's point of view, all individuals born between 1982 and 2002.

The dissertation follows a descriptive method, that analyses Gen Y members traits and as travelers consumers. As they are currently aged between 15 and 35 years old, within the tourism sector, they belong to a segmented market named Youth Tourism. This market represents 190 million international trips per year and is growing faster than the overall global market, hence studying its consumers previous travel patterns is important to understand the current situation of the market. This market englobes all sort of categories of tourism from educational, volunteering to adventure among others, and currently the lack of an official typology list of those categories and lack of consumer studies within this market generated a research gap that needs to be addressed.

The results showed that from all the youth tourism markets that were considered, Leisure tourism is the most popular choice among Gen Y consumers. Moreover, the findings also suggest statistically significant differences of youth tourism market categories preferences between genders. The overall findings, that derived from the analysis derived interesting facts for this market, are explained and summarized in the conclusions.

Keywords: generation y, generational theory, travel consumers, youth tourism

JEL: Z310 Tourism: Industry Studies

JEL: M310 Marketing

Resumo

A dissertação em questão aborda a indústria do turismo pela ótica dos consumidores. Sendo o turismo composto por visitantes multigeracionais, tornou-se prática comum o estudo do comportamento destes utilizando o seu grupo geracional como referência para explicar os seus comportamentos. A dissertação foca-se em particular nos consumidores que pertencem à Geração Y, nascidos entre 1982 a 2002.

A dissertação segue a metodologia descritiva, que analisa as características dos membros da Geração Y como indivíduos e como consumidores de turismo. Estes encontram-se, neste momento, em idades entre os 15 e os 35 anos de idade, o que na indústria do turismo implica serem participantes do Turismo Juvenil. Este mercado representa atualmente 190 milhões de viagens internacionais por ano com um crescimento constante, tornando o estudo dos seus consumidores essencial na análise da sua atual situação. Este mercado engloba diferentes categorias de turismo desde educacional, a programas de voluntariado a turismo de aventura, entre outros. No entanto, não existe uma lista de tipologias do Turismo Juvenil aceite por autores publicados e com a falta de estudos de consumidor da Geração Y em relação a este mercado, uma oportunidade de investigação foi encontrada.

Os resultados concluem que de todos os tipos de turismo juvenil estudados, o Turismo de Lazer é o mais popular entre a Geração Y. Os resultados também sugerem que existem diferenças estatisticamente significantes entre certos tipos de Turismo Juvenil que atraem mais um gênero do que o outro. As conclusões finais da análise foram explicadas e sumarizadas nas conclusões.

Palavras-chave: geração Y, teoria geracional, consumidores turismo, turismo juvenil

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Chapter 1: Introduction

1.1 Introduction to the topic

Consumer studies are an essential tool for every industry or market, as it deems to understand individual's behaviors and preferences and turn them into potential clients. Those studies segment the market and divide it into groups of people that share the same interests and behaviors in order to customized and target them with specific approaches (Dolnicar, 2008; Rudez, 2012). That segmentation can done taken into consideration several aspects, elements or variables, and recently studies and researches have segmented markets and industries based on the Generational Theory (Moscardo, 2010; Benckendorff, 2010; Glover, 2010; Buffa, 2015; Li, 2013; Bakewell, 2003; Bolton, 2013).

Generational Theory emphasizes that each cohort has its own particular set of external influences, thus each generational cohort should be study separately to achieve better results (Pendergast, 2009). The theory seen as a dynamic and socio-cultural framework deems to define and understand groups of people based on the generation they were born into (Pendergast, 2010). Meaning, individuals who share the same cohort will experience identical life events in their formative years and that will influence them in the same way and ultimately they will have similar attitudes, values, beliefs and traits (Schewe, 2000; Noble, 2003; Moscardo, 2010; Pendergast, 2010; Glover, 2010; Raunio, 2014). The theory focuses on the characteristics of the cohort, rather than specific individuals (Pendergast, 2010), hence it provides more accurate results about groups of potential consumers, as the acquired values and behaviors do not change with age, time or lifestyle (Noble, 2003; Schewe, 2000).

Generational labels became a trend among popular media starting with the labeling of the senior generation as "Baby Boomers" (McCrinkle, 2011). Now, demographers have come up with labels for all the generational cohorts that co-exist in the present times: The Silent Generation, Baby Boomers, Generation X, and Generation Y.

Generation Y is consider the biggest and most potentially influential cohort, with the ability to transform and affect society and the markets (Pendergast, 2009; Valentine, 2013; Eisner, 2005; Altinbasak-Farina, 2015; Cui, 2003). Currently, a vast amount of resources are used to analyze this generational cohort, as they will be the market of the future in every industry, thus studying it becomes essential for the success of any market.

However, this cohort is considered the most challenging one to study due to three factors: uncertainty over its chronological period (Moscardo, 2010; Reeves, 2007); the variety of labels and names that it has (Moscardo, 2010; Donnison, 2007; Glover, 2010; Raunio, 2014; Reeves, 2007); and a lack of a definitive list of character traits agreed by all generational theorists (Pendergast, 2010).

Members of Gen Y are deeply affected by the happenings that occurred in their early life, thus they are the first generation of digital natives, the first to deal with terrorism threats and the current global crisis will present challenging times for them as future workers and as travel consumers (Pendergast, 2010). They are considered the most educated generation so far and are defined as relaxed, confident, special, smart and focused on teamwork, achievement, modesty and good conduct (Pendergast, 2010; Huang, 2010).

The chosen industry in study in this dissertation is the tourism industry, as it is composed by multigenerational visitors and workforce (Pendergast, 2010) studying groups of individuals based on their cohort is seen as a popular method to explain their consumer behavior in this industry (Moscardo, 2010; Benckendorff, 2010; Glover, 2010; Buffa, 2015; Li, 2013; Pendergast, 2010). Moreover, as previously mentioned, market segmentation is a vital tool when it comes to study consumer behavior, as it identifies homogenous clusters of people that share identical characteristics that ultimately will respond to the same marketing approaches (Eusébio, 2015). Therefore, segmenting the global tourism market, into a more specific market that better relates to the consumer cluster that this dissertation intends to study is the right approach. Hence, the focal point of this dissertation narrows the study to the youth tourism market.

Youth tourism has become an essential part of the global tourism industry that should be study separately, as young travelers are valuable visitors that significantly contribute to the local economies of the country as well as traveling enhances their personal skills, social awareness and cultural understanding (World Tourism Organization, 2008). The global youth travel industry, nowadays, is estimated to represent almost 190 million international trips per year, growing faster than the overall global travel (UNWTO, 2016b). According to WYSE Travel Confederation and UNWTO (2016) youth tourism englobes all travelers ages between 15-29 years old, meaning these target consumers are currently part of the Generation Y. Generation Y travelers view traveling as “vital to the development of their personal narrative and identity” (Barkley and Futurecast, 2016, p. 6). They see traveling as an essential part of their everyday life rather than just an escape

from it (UNWTO, 2010). Therefore, they are inspired and motivated to travel as often as possible, for longer periods of time and are considered an influential group that chooses immersive experiences, to connect and contact more with the locals and their distinctive cultures (UNWTO, 2016b). However, despite its major importance to the Youth Tourism market, there are not many studies concerning Generation Y as travel consumers, creating a problem on the understanding of how the future will look for this market.

With its increasing popularity and demand, the Youth Tourism market started to be studied and considered within segments, meaning new specific sub-categories rise with the increased number of youth travelers (Demeter, 2014; Moisa, 2010a). However, there is not a definitive list of youth tourism typologies agreed by several published authors, but extensive research papers that focus on each of those markets separately show that there is in fact a segmentation of the youth tourism market. Therefore, an own elaboration list of the typologies of youth tourism, based on several market researches and studies that were found, was created. The markets that will be taken into consideration for the descriptive study of the youth tourism market are educational tourism, volunteer tourism, work and travel programs, cultural tourism, sports and adventure tourism and leisure tourism.

As previously mentioned, the lack of studies regarding Generation Y as travel consumers among the Youth Tourism market and the inexistence of a list of typologies of the segmentation of this particular market is seen as a gap in the tourism industry that should be addressed. Therefore, this descriptive study of the Youth Tourism market based on Generation Y previous travel experiences, will contribute for that purpose, by determining which of the previously mentioned sub-markets is the one Generation Y consumers join the most.

1.2 Research objectives and research question

First, the focal point of this dissertation is the study of Generation Y individuals' behaviors as travel consumers. However, the global tourism industry is composed of several markets that offer different activities and purposes, attract different tourists with various motivations and objectives. Therefore, it should not be studied as a whole, but segmented in order to achieve more concrete and reliable results to the study. Hence, this dissertation will only focus on the study of the Youth Tourism market, as its main purpose

is to study Generation Y tourism consumption and those consumers are part of that specific market segmentation due to their age specification.

According to the World Tourism Organization (2008), youth tourism has been around for more than 50 years, however, only recently researchers and theorists of the tourism field started to allocate resources to study it. Mainly, because it is recognized that this market stimulates the development of new market niches in areas such as adventure travel, cultural travel, work experience, volunteer travel, educational travel and language learning (World Tourism Organization, 2008). Therefore, most of the studies that exist about youth tourism market and its market segments are very recent. That being the case, this dissertation by using a descriptive methodology will then contribute as additional information on that matter, as it centers on the study of Generation Y as tourism consumers. Ultimately, and based on the situation outlined above, the objective of this master thesis will be as follows:

1. To determine which youth tourism market/type is the most popular choice among Generation Y travel consumers, meaning the one with the higher number of participants, based on previous travel experiences.

The overall research question that should be answered through this research paper will be as follows:

- Which tourism market(s) is (are) the most popular choice among Generation Y consumers, when traveling abroad?

1.3. Structure of the dissertation

This dissertation comprises five chapters that compose the research. A brief summary about each chapter is given below:

Chapter 1: This chapter provides a background to the topic, consisting of an explanation of the Generational theory approach and the study of the traits and consumer behaviors of Generation Y individuals. Secondly, it follows an introduction to the Generation Y cohort. Then, the focus shifts to the market in question, tourism, in particular youth tourism where a co-relation is established between its consumers and Generation Y travel consumers. At last, an introduction to the six categories of youth tourism that are in study

in this dissertation is given. The purpose of this study is explain, the research question is presented as well as the structure of the dissertation.

Chapter 2: To achieve the overall goal, the literature review is divide in four parts. First, it centers on the theory that created the generational labels, Generational Theory and how it appeared. Then, addresses Generation Y in particular, the social context that shape it, the traits of this particular cohorts and how they behave as consumers. Afterwards, the concept of tourism is analyze, and later centers the study in its market segment: youth tourism market. It begins by defining the concept and describing the market itself, then it analyses the behaviors of Generation Y as travel consumers. Ultimately, it analyses and describes the six categories of youth tourism chosen for this study: educational tourism, volunteer tourism, work and travel, cultural tourism, sports and adventure tourism and leisure tourism.

Chapter 3: The methodology is devoted to the research objectives, data collection, questionnaire design and sample design employed to study the Generation Y previous travel experiences on the chosen categories of youth tourism. It includes as well the data treatment.

Chapter 4: The results chapter comprises the descriptive statistical analysis of all the data gathered previously.

Chapter 5: This last chapter includes the major conclusions of this dissertation, taking into account the literature review, the results of the questionnaire previously showed, the limitations of the study, and the future research.

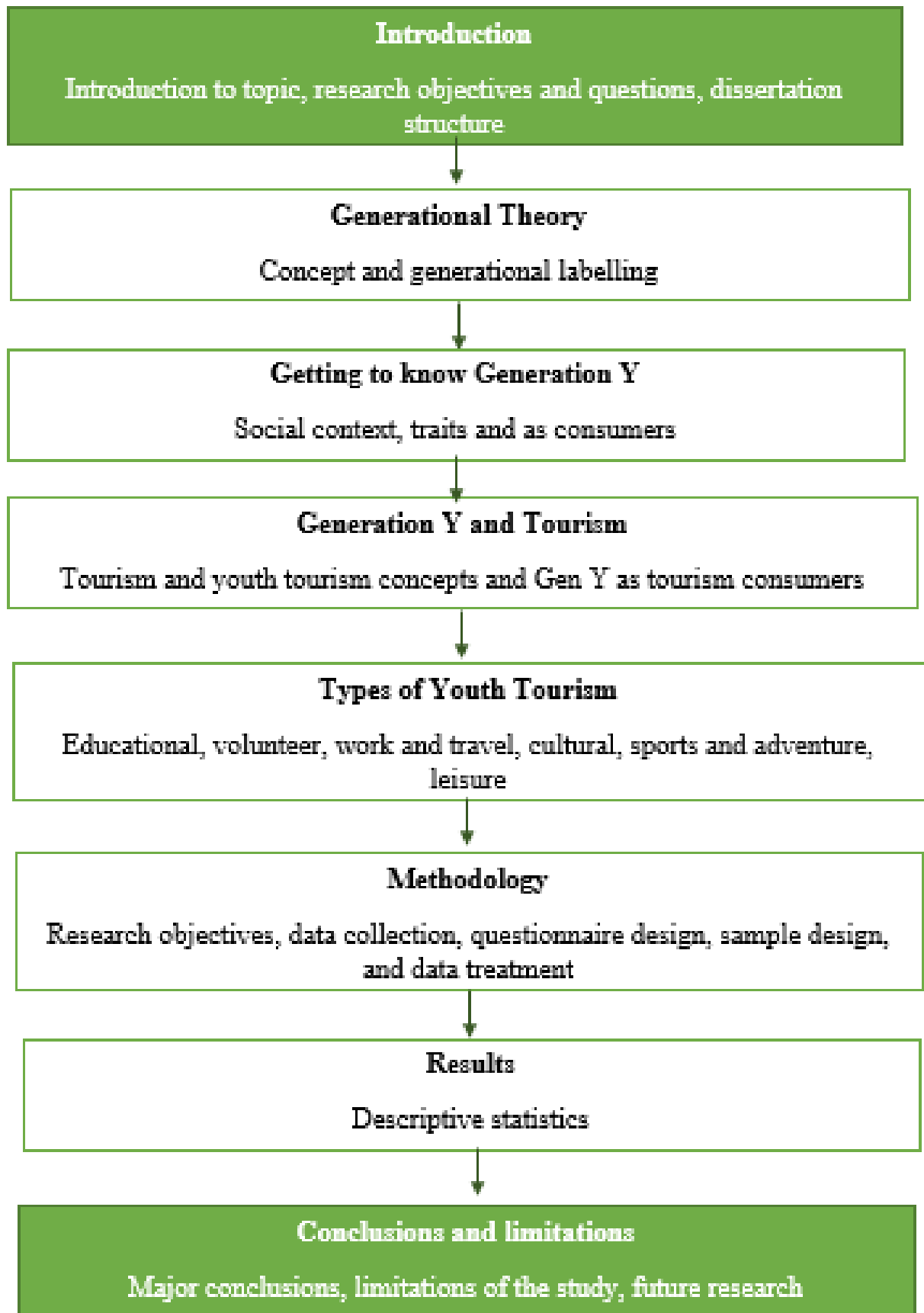


Figure 1: *Structure of the project*
Source: Own elaboration

Chapter 2: Literature Review

2.1. Generational Theory

To be able to forecast about a market's success one must have all the possible information about its consumers, especially about one's behaviors and preferences. Thus, consumer studies are crucial, as they provide an understanding about current and potential clients and how to better interact, manage and target them (Dolnicar, 2008; Rudez, 2012). The best way to perform consumer studies is by focusing in one specific variable or element, as the answer will be more accurate and reliable; hence, market segmentation becomes a crucial tool for any market analyst. The segmentation can be taken into consideration several aspects, elements or variables, and recently studies and researches have segmented the tourism market based on the Generational Theory (Moscardo, 2010; Benckendorff, 2010; Glover, 2010; Buffa, 2015; Li, 2013; Huang, 2010).

The rise of various technologies and globalization has given the possibility to youth from every corner of the world to connect with each other, bringing them closer together. Young people have now access to the same websites, the same movies, the same news reports, same books and songs; thus, they end up being influenced by the same brands, events and experiences and are, ultimately, shaped by the same historical events and trends (McCrindle, 2011; Huang, 2010). Therefore, McCrindle and Wolfinger (2011, p. 2) defined 'generation' as "a group of people born in the same era, shaped by the same times and influenced by the same social markers – in other words, a cohort united by age and life stage, conditions and technology, events and experiences." However, Schewe (2000, p. 130) argues that the term 'generation' and 'cohort' are not synonyms: "Unlike generations, cohorts are formed by external events occurring during formative years and can be of any length. They are not constrained by the length of time until the birthing life stage. Hence a cohort can be short or much longer than a generation". The fundamental idea is that individuals that share the same generational cohort will have experienced identical life events (such as economic changes, wars, political shifts, technologies innovations), that will ultimately influence their attitudes and values throughout their entire lifetime (Schewe, 2000; Noble, 2003; Moscardo, 2010; Glover, 2010; Raunio, 2014) defining, as well, their consumer values, behaviors and preferences (Noble, 2003). Additionally, those cohort-formed values do not change with age, time or lifestyle (Schewe, 2000) so individuals that belong to different cohorts will always share differences in personal worldviews and attitudes towards it (Moscardo, 2010; Glover,

2010). Ultimately, cohorts can be defined as a “proposed group of individuals who are born during the same time period and who experienced similar external events during their formative or coming-of-age years (i.e. late adolescent and early adulthood years)” (Noble, 2003, p. 979). For the purpose of consistency throughout this dissertation, the concept of ‘cohort’ or ‘generational cohort’ is used to describe the phenomena mentioned above.

Generational theory emphasizes that each generation cohort has its own unique set of influences and external factors and, hence, particular attitudes in their consumer pattern; thus, it gives those in the tourism field the understanding that each cohort has to be studied separately by using a particular framework to better connect with the consumers of each cohort (Pendergast, 2009). It is important to clarify, that there is not just one reliable or legitimate theory regarding the generational theory, there are plenty that could be used in this dissertation. Hence, the overall dissertation and this chapter will focus in particular on the most popular and renowned theorist Mannheim (1952), as well as the work of the newcomer Pendergast (2010).

Pendergast (2010) describes generational theory as a dynamic and socio-cultural framework, which deems to perceive and define cohorts of people based on the generation they belong to, assigned according to their year of birth. Hence, it focuses on the characteristics of a specific generational cohort, rather than on the individual itself (Pendergast, 2010). According to Pendergast, (2010, p. 1) members of the same generational cohort “bring with them predictable traits, values and beliefs, along with skills, attributes, capacities, interests, expectations and preferred modus operandi directly attributed to their generation location”, making it possible for tourism marketers to better connect and understand potential customers.

In 1952, Mannheim developed the core principles of the generational theory, which remains relevant in our current days: generation location, generation as actuality and generation units (Mannheim, 1952).

Mannheim (1952, p. 291), explains the concept of ‘generation location’ when analyzing what he calls the ‘problems of generations’ by stating: “(...) belonging to the same generation or age group, endow(s) the individual sharing in with a common location in the social and historical process, and thereby limit them to a specific range of potential experiences, predisposing them for a certain characteristics mode of thought and

experience, and a characteristic type of historically relevant action”. The basic idea is that a cohort that shares the same generational location will likely take part of the same set of experiences during their early life that will ultimately mold their line of thoughts, values and beliefs (Pendergast, 2010). In recent years Donnison (2007), has defined it, as a passive category that situates a social generation cohort along a span of time that has the ability to affect the potential of that generation.

However, Mannheim (1952) argues that given the magnitude of available and potential experiences to those sharing the same generational location, not all individuals will necessarily engage or be part of the same ones. Therefore, Mannheim (1952) proposes that individuals who were born in the same chronological time and location and that have experienced identical external circumstances and phenomena inherent to that historical location, can be called ‘generation as actuality’ (Donnison, 2009). Therefore it refers to individuals who are born during the same period of time and location but focuses on how a generation responds to the same “traumatic destabilizing social changes and how these responses form the persona of the generation” (Donnison, 2007, p. 4). In other words, generation actuality moves from the passive location into analyzing the way a generational cohort responds to the events and changes that shape it (Pendergast, 2009).

Additionally, Mannheim (1952, p. 302), mentioned the term ‘generations units’ as the last core tenet of the generational theory to be consider. Generation units are describe as subgroups within the same generational period, usually from a range of 20-22 years of generation location span (Pendergast, 2009; Huang, 2010). However, one must consider that each individual is an own persona and may perceives their surroundings in distinct ways and thus, realize the experiences in a different ways, despite belonging to the same subgroup and being expose to the same external events (Mannheim, 1952).

Generational location, actuality and units are, therefore, consider integral components of the generational theory that emphasize the intergenerational differences exemplified by the difference in traits, values and belief systems from the various generational cohorts (Pendergast, 2009). According to Pendergast (2009), the traits or characteristics of cohorts are define by demographers, the press, media, market researchers, and sociologists and use to determine common patterns within individuals that share the same generational cohort, such as attitudes towards work, political behaviors, consumer patterns, family orientation and tourism behaviors.

2.1.1. Generational Labeling

As mentioned above, studying generational cohorts unveils values and lifestyle characteristics of each cohort that can be useful and effective for demographics, market research and in marketing campaigns. Such segmentation is particularly useful since it provides a lasting solution to perceive consumers. As cohorts age and enter into new life stages, they will bring the value systems, needs and wants with them (Ting, 2012)

When taking into account the study of the Generational Cohorts, there are five limitations to the study that have to be mention before proceeding with this dissertation:

1. The external events that affects each generation may not be uniform across all cultures and locations (Moscardo, 2010), as there can be more than one external event influencing one location simultaneously.
2. Complications can appear when trying to define which historical events or social conditions might have affected the generational cohort in question (Moscardo, 2010). While for the Baby Boomers it can be surely assume that the World War II had a strong impact on the cohort, the same cannot be said about an event that may have or not cause a big impact when it comes to more recent generations (Noble, 2003).
3. Challenges to distinguishing between the influence of generational cohorts and lifecycle stages (Moscardo, 2010). It is a common mistake to assume that cohorts differ only in age periods and simply compare any set of characteristics of two generations in one point in time, neglecting the influence of their life cycle stages (Moscardo, 2010).
4. There is no absolute consensus as to the exact years and periods each generational cohort consists of (Pendergast, 2010; Reeves, 2007).
5. With the proliferation of the Internet, this concept is worldwide spread; however, there are not many studies or papers that focus on generational cohorts that do not live or were born outside the United States of America or Anglophone countries, where the concept was firstly introduced (Pendergast, 2010).

Generational labels appear to have become a trend on popular media and used in marketing and promotional materials (Moscardo, 2010). The first case of labelling a Generation was with the “Baby Boomers”, that due to the clear demographics of the post-WWII, became essential to study its effects on the population that lived among that period

(McCrimble, 2011). With that, it became inevitable for demographers and for the media to follow up on the labels of the next generations. According to McCrimble (2011, p. 20) these labels can be applied globally since the “generational commonalities cross all global boundaries”, however, there is no standardized label for each generation as each researcher and consultant have developed a variety of various names to label each generation (Reeves, 2007).

2.2 Getting to know Generation Y

Generation Y has been acknowledge as the next big generation, a potentially influential cohort that has the ability and strengths to transform and affect society as consumers (Pendergast, 2009; Valentine, 2013; Eisner, 2005; Altinbasak-Farina, 2015; Cui, 2003). Thus, it was chosen as the focal group of this dissertation and in order to achieve the set up goal of the overall dissertation, a full analysis and description of this particular generational label is included. This chapter will focus on the social context that shapes them and it will provide a list of their traits as individuals and as consumers.

Over the past decades, important external events have shaped the world and society. In particular, since 1980 society was affected by new and disruptive innovations that had tremendous impact on individuals’ formative years and, hence interfered in the value acquisition, on the most recent generational cohort – Generation Y (Pendergast, 2010). They have now reached adulthood; hence, within the next decades they will become the leaders, managers and consumers of tourism experience (Eisner, 2005).

From all the generational cohorts that currently exist and that have been study, Generation Y is the most challenging cohort to study (Moscardo, 2010). Mainly, due to considerable uncertainty over its chronological period (when it starts or ends) and the amount of possible names and labels that have been created for them (Moscardo, 2010; Donnison, 2007; Glover, 2010; Raunio, 2014) as well as the lack of a definitive list of character traits that is agreed by all generational theorists (Pendergast, 2010).

Given the historical events that characterized their lives, authors have labeled this cohort with innumerable names such as Gen Y, Gen Me, NexGen, Nexus Generation, Eco Boomer, Millennial Generation, Why Generation, Gen Wired, We Generation, DotNet, First Globals, iPod Generation, Digital Natives, etc. (Eisner, 2005; Moscardo, 2010; Pendergast, 2010; Sweeney, 2006; Williams, 2011). For the purpose of this chapter and

dissertation, the terms ‘Generation Y’ or ‘Gen Y’ will be use to keep consistency with the literature.

According to Moscardo (2010), Gen Y beginning can vary between 1977 and 1983 and end between 1983 and 2009 (Table 1). This uncertainty generates two main challenges: the estimates of the size of the generation can be considerably different; and since generations are labeled with names that describe and reflect their core traits, the variations of dates and labels makes it complicated to better grasp the events or conditions that shaped this generation (Moscardo, 2010). However, “in reality the exact boundaries defining a generation are much less important than the shared historical events and experiences accompanied by social changes” (S.W. Eddy, 2015, p. 121). The work of the newcomer Pendergast (2010), is used in the overall paper as one of the main authors chosen to clarify Gen Y traits, thus for consistency, it will be consider the period between 1982-2002 as the life span of Gen Y as defined by the author.

Dates	Author
1977 – 1994	(Cui, 2003; Williams, 2011; Nayyar, 2001; NAS, 2006; Huang, 2010)
1977 – 1996	(Valentine, 2013)
1977 – 2003	(Moscardo, 2010)
1979 – 1994	(Sweeney, 2006)
1981 – 1999	(Bolton, 2013)
1982 – 2002	(Pendergast, 2010)

Table 1: Variations among dates by authors
Source: Own elaboration

2.2.1 Social context shaping Gen Y

As previously mentioned, external events of any nature, that happened during the early years of a given generational cohort have a profound impact and define consumer’s values, attitudes and preferences (Noble, 2003). Thus, the environment in which any cohort is born affects one’s future worldview and consumption behaviors (Noble, 2003; Schewe, 2000). Hence, to study Gen Y this dissertation must focus first on the external events that had a significant impact in their formative years, and according to Pendergast (2010) consist of three particular influences:

- 1. The Information Age** – In the past decades, people lived in an era of fast unprecedented transition from industrial to information-based culture and economy, to the use of digital approaches in their daily lives and work and the globalization effect (Pendergast, 2010). Gen Y was the first cohort to come of age in this new era: the Information Age (Pendergast, 2010; Sa’aban, 2013); in a technological, electronic and wireless society (Williams, 2011; Bolton, 2013; Donnison, 2007) and that has profoundly affected how they live and work. Therefore, they have been called the “Digital Natives” (Pendergast, 2010), as they adapt faster to computer and internet than any other prior cohort (Sweeney, 2006) and are characterized as spending more time in front of a screen (TV, computer, smartphone) than outside (Pendergast, 2010). Gen Y is “armed with a variety of electronic technology, they have grown up in an age of instant global communication, media saturation and material excess” (Valentine, 2013, p. 598), leading them to always expect speed, convenience, flexibility and power (Sweeney, 2006). This fast-paced life generated from this immediate access to all sorts of information technologies, has transformed them into a highly demanding generation, particularly in relation to work environment, benefits and career development (Bolton, 2013).
- 2. Age of Terrorism** – As global citizens and as keen users of ICT’s and internet, Gen Y is shape as a cohort in the “terror” domain unlike any previous generation (Pendergast, 2010). In the past years, that correspond to Gen Y early years, there has been a large amount of terrorism events that in combination with the highest speed of information in spreading the news globally, this cohort has been exposed to a considered amount of events, affecting their values and beliefs as well as their worldview (Pendergast, 2010). With incidents such as 9/11 attack and others and with a 24-hours media coverage worldwide they have been exposed and seen more than any other previous cohort (Eisner, 2005). More and more, young people are concerned with security issues such as crimes and terrorism; due to their unpredictable and for randomly targeting civilians; it ultimately generates fear, panic and insecurity in certain places of the world (Pendergast, 2010).
- 3. Financial Uncertainty Age** – Members of this generational cohort are known for being credit-dependents and financialized by their parents during a longer period of their life when compared with previous cohorts (Pendergast, 2010). Pendergast (2010) describes them as being uncertain spenders, with short-term wants and

needs, with more urge to spend their money and with a constant desire to update their own technological electronics. The recent global financial crisis will affect their entry to the workforce and search for a job.

When these impacts are taken into consideration, it is not surprising that the values of this cohort reflect their need for safety and security, confidence with technological products and short-term satisfaction (Pendergast, 2010). Despite that, they have also grown in a time of fast change such as new employment opportunities for everyone and especially for women, wide array of family types, higher respect for disparate ethnics and cultural diversity, social awareness and disruptive technologies at home and at schools (Williams, 2011).

2.2.2 Traits of Gen Y

When combining demographic characteristics, social context along with patterns, Pendergast (2010) developed seven core traits to describe this generational cohort. Even if there is not a single definite list of characters agreed by all the generational theorist, this dissertation will use the one from Pendergast (2010) as it is a reliable and an accurate description of the Gen Y traits, for the purpose of simplifying the core traits of this cohort. The traits are:

- 1. Special** – their digital capabilities and fewer family members has made this cohort to view himself or herself as special (Pendergast, 2010; Glover, 2010). Additionally, they naturally have an active voice when it comes to their family decisions hence; it is likely they will also expect that in their workplace (Eisner, 2005). As consumers, they believe to be their right to have access to a wide variety of products and services (Sweeney, 2006).
- 2. Sheltered** - This generation cohort has a stronger orientation towards their family and social groups and are more protected and sheltered by them and even by the school systems and governments than any of the previous ones (Pendergast, 2010; Moscardo, 2010). Gen Y also pays closer attention to safety and security issues, such as crimes and school offences (Pendergast, 2010).
- 3. Confident** – Before the global crisis of 2008, the members of this generational cohort have lived a quite stable economic life, besides that event still failed to impact on their confidence level (Pendergast, 2010). Additionally, they have been told innumerous times they can do everything and they believe it (Eisner, 2005).

Thus, they are open-minded, optimistic, goal oriented and highly motivated towards their perception of success (Williams, 2011).

- 4. Team-oriented** – Experiences in their early lives, such as belonging to sport teams, volunteer programs, school games that highlight teams spirit have predispose and prepared this cohort to team activities when compared to previous ones (Pendergast, 2010). Therefore, Gen Y members know how to work with others in an effective matter (Sweeney, 2006). They celebrate individuality and diversity but seek group association since they “are community-minded, rule-followers and accept authority” (Huang, 2010, p. 30).
- 5. Conventional** – As a response to the previous generational cohorts that have often work longer hours to succeed in their career at the cost of neglecting a family and leisure balance, Gen Y values conventional aspirations centered on work-life quality higher than income (O'Rilley, 2000; Valentine, 2013; Pendergast, 2010; Beham, 2015; Sweeney, 2006). Instead of higher wage, they prefer benefits, career development, interesting work and the possibility to contribute to society with their work (Eisner, 2005; Bolton, 2013). Gen Y values time and flexibility; hence, they favor to keep their commitments as flexible as possible in order to take advantage of better options that may cross their path (Sweeney, 2006).
- 6. Pressured** – This generational cohort is deem as pressured, since many “experience busy school days, busy social life, after-school care calendars regardless of their social economic profile” (Pendergast, 2010, p. 10).
- 7. Achieving** – Gen Y is consider the most educated and the most culturally diverse generation in history (Pendergast, 2010; Sweeney, 2006; Eisner, 2005; Noble, 2003). Nevertheless, the proliferation of the internet made knowledge something that can be obtain by everyone, thus, Gen Y members strongly prefer to learn by themselves and by doing (experimental and exploratory learners) and excel at performing multiple tasks at the same time- multitasking - an efficient and practical use of their time (Sweeney, 2006; Pendergast, 2010). This cohort is also seen as tolerant and open-minded towards any ethnic, social or lifestyle issue (Nobel, 2009) and better traveled than prior generations (Valentine, 2013).

Furthermore, Gen Y members are consider self-reliant with a strong sense of morality and independency, digital natives, confident, relaxed, and patriotic and are willing to fight for freedom, family and home (Eisner, 2005; Williams, 2011; Sweeney, 2006;

Pendergast, 2010; McCrindle, 2011). According to Williams K. P. (2011), the most important values for this cohort are choice, customization, scrutiny, integrity, collaboration, speed, entertainment and innovation.

2.2.3 Gen Y as consumers

The youth market is considered a major segment due to its members' spending powers, their aptness to be trendsetters, their receptiveness to new products and their potential to become lifetime customers (Huang, 2010). With the expansion of new technological media, Gen Y does not regard shopping as a simple act of purchasing anymore but as a new entertainment and a form of leisure (Bakewell, 2003; Huang, 2010; Valentine, 2013). They are seen as independent decision makers with access to high volumes of information and so they expect products to be personalized and customized to their changing needs and interests (Huang, 2010; Sweeney, 2006). They want to “fulfill the ultimately consumer control: what they want, how and when they want it” (Sweeney, 2006, p. 2). Huang (2010) argues that they exhibit a growing satisfaction of products, brands, advertising, shopping and decision-making strategies when compared with prior generations. Furthermore, they can be perceived as an impatient generation that requires instant, reliable and quality services everywhere they go (Sweeney, 2006).

Gen Y's early exposure to technology has turned them into a cohort that is constantly wired and connected to digital information, to entertainment, to friends and to family (Eisner, 2005). They rely heavily on technology to interact with their peers and value their opinions in social media. It actively affects their “consumers' identity formation, their expectations regarding service, formation of habits, engagement with brands and firms, participation in value co-creation, brand loyalty, purchase behavior and lifetime value, and (ultimately) the value of the firm” (Bolton, 2013, p. 7). In a broad sense, social media can be described as an online service through which users can create and share different content such as blogs, social networking sites, online review/rating sites, online communities, among others (Bolton, 2013). Social media is a huge and essential tool in Gen Y's daily and social life, and to understand how much, one must look into the users' details of Facebook, launched in 2004, and Instagram, launched in 2010. For instance, Facebook has now 2 billion active users and 1.28 billion daily active users, being the largest demographic group between 18-25 years (Facebook, 2017). The website has more than 1 billion active user groups (private spaces to be shared among small groups of

people, like family or friends) and more than 550 million people use Events every month (to organize meetings, gatherings) (Facebook, 2017). Facebook is the most popular social media website to share photos, where over 350 million photos are upload each day and more than 800 million interacted through “likes” (Facebook, 2017). Furthermore, Instagram has on average 500 million active users per month and their largest demographic group is between 18-29 years old (Hootsuite, 2016). Until 2016, Instagram users have shared over 40 billion photos, making an average of 95 million photos and videos per day and its users ‘like’ 4.2 billion posts per day (Hootsuite, 2016).

All of these previously mentioned characteristics make Gen Y a difficult generation to reach through advertising (Huang, 2010). It has been found that they are individualistic, anti-corporate and are supportive of social causes and prefer to choose social responsible companies when purchasing products (Valentine, 2013; Eisner, 2005), by looking beyond attitudes and environmental consequences of the product itself and into the corporation’s background and behaviors (Eisner, 2005). Word of mouth seems to be the best marketing method with Gen Y, since they value more their friends and peers’ opinions, personally or via social media, than any other form of advertising (Huang, 2010). Finally, this generational cohort responds better to humorous and emotional advertisements that reflect their lifestyle and fun rather than focusing mainly on presenting the product’s features (Bakewell, 2003; Huang, 2010).

2.3 Generation Y and Tourism

2.3.1 Defining Tourism

To be able to define tourism one must comprehend that is necessary to consider its multidimensional aspects, the various groups that participate in it and all of its interactions with other activities, in order to create a definition that can be universally accepted (Goeldner, 2006). Until the 19th century, traveling for recreation and leisure was only possible for elite groups, but with the growth of a middle class and with the introduction of various meanings of transportation and technologies that offered lower prices, made mobility easier, and more accessible, so mass travel became an option (Stanciulescu, 2011; Cohen, 1972). By the 21st century, tourism became a new economic industry (Stanciulescu, 2011; Cohen, 1972).

Nowadays, when trying to describe tourism we primarily think of individuals that visit a particular destination for sightseeing, visiting family and friends or taking some days off and that can engage in various activities or just simply enjoy the surrounding environment (Goeldner, 2006). Yet, one must also consider people that travel to participate in a convention, a business meeting, a study tour, language program or for research (Goeldner, 2006). Thus, Goeldner (2006, p. 6) defines tourism as a “composite of activities, services and industries that deliver a travel experience: transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities and other hospitality services available for individuals or groups that are traveling away from home. It encompasses all providers of visitors and visitor-related services. (...) is the sum of total tourist expenditures within the borders of a nation or a political subdivision or a transportation”. However, Cohen (1972) attests that tourism, as a cultural phenomenon, only exists if the individual has a general interest in activities or places beyond his normal habitat and wants to explore it for a short period or by migrating there. Thus, the definition chosen for the purpose of this dissertation describes tourism as “activities of the persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. The usual environment for a person consists of a certain area around her/his place of residence plus all other places he/she frequently visits” (World Tourism Organization, 1995, p. 21). Additionally, a ‘tourist’ (domestic or international) can be define as “a visitor who stays at least one night in a collective or private accommodation in the place visited.” (World Tourism Organization, 1995, p. 21).

Worldwide, the number of international tourist’s arrivals is forecast to increase 3.3% per year between 2010-2030, increasing the number of international tourists by 43 million a year (UNTWO, 2011). Between 2008 and 2014, 300 million more people travelled internationally for tourism, and in 2016 the international tourist arrivals reached 1,235 million (UNWTO, 2016a). However, in the emerging economy destinations, the number of international arrivals is expected to grow in double when compared to advanced economical ones (UNTWO, 2011). Thus, by 2030, emerging economies such as Asia, Latin America, Central and Eastern Europe, Eastern Mediterranean Europe, Middle East and Africa will surpass 1 billion international arrivals (UNTWO, 2011).

2.3.2 Youth Tourism

Market segmentation in tourism industry is a crucial tool that allows population to be divide into groups of individuals that share similar interests and characteristics, thus it divides heterogeneous consumers of a specific market into a homogeneous segment of that same market (Birdir, 2015; Rudez, 2012; Dolnicar, 2008). Market segmentation can be done considering different factors, most commonly focusing on socio-demographics as age, behavioral patterns or psychographic characteristics (motivations, interests) (Dolnicar, 2008). For this dissertation, the variable chosen is age, meaning it will focus on the study of a market segment of tourism considering the age of its participants: Youth Tourism. According to WYSE Travel Confederation and UNWTO (2016) youth tourism market englobes all travelers aged between 15-29 years old that travel with a purpose of seeking meaningful, but educational travel experiences that can involve cultural immersion, language learning, work experience or volunteering to help broaden their horizons and knowledge. They account for 23% of international arrivals each year, are seen as global trendsetters for the tourism industry, as they are eager to explore new and off the beaten path destinations and are resilient and flexible (UNWTO, 2016). Hence, this market segment is an important and booming component of the tourism market relevant to study (Moisa, 2010a; UNWTO, 2016b).

Youth tourism, at first, was study as part of the traditional tourism concept, however, in time, and due to its increasing market and popularity, began to be analyze separately as a segmented market of the global tourism industry, thus differentiating the profile of young travelers and of the classic tourist (Demeter, 2014; Moisa, 2010; Tourism Research and Marketing, 2013). The importance of the youth travel market is not only that is increasing its numbers and becoming bigger than estimated, but also because it represents the market of the future not solely to the development of the young travelers, but as for the places they visit; thus, it is a vital resource for innovation and change that needs to happen in the various destinations (UNWTO, 2010; Richard, 2007; Buffa, 2015; Tourism Research and Marketing, 2013).

The global youth travel market is now estimate to represent almost 190 million international trips per year, growing faster than the overall global travel (UNWTO, 2016b). In fact, it is forecast that by 2020 there will be almost 370 million international youth trips per year, representing a major opportunity for future growth in the travel

industry (UNWTO, 2016b). The market is changing rapidly and it is responsible for pioneering new destinations, launching new travel technologies, adding travel experiences and introducing new and different forms of accommodation (Richard, 2007; Tourism Research and Marketing, 2013).

2.3.3 Generation Y as travel consumers

Recently the concept of studying tourists' consumer behavior based upon generational cohorts' theory has gained much attention, since it has the power to explain and predict changes in behavior over time by studying the differences in values and attitudes within generational cohorts (Moscardo, 2010; Benckendorff, 2010; Glover, 2010; Buffa, 2015; Li, 2013). Despite some criticisms to this approach, it can be argue that, on this matter, generations are similar to cultures; meaning researches in this field are useful for tourism operators to grasp common values and patterns shared among groups of people from the same cultural background, and thus, provide adequate products and services to communicate effectively with international clients (Glover, 2010). Hence, members from the same cohort, despite having differences on a personal level and in preferences, share the same value system, which enables tourism providers to have a general idea of their consumption preferences (Glover, 2010). For instance, when a significant amount of studies where focusing on senior tourists, they were recognizing that Baby Boomers created new tourism markets and trends and that these seniors where different from previous older travelers in the past (Benckendorff, 2010; Glover, 2010; Moisa, 2010). Recently the focus has shifted to a younger generational cohort: Gen Y (Benckendorff, 2010; Glover, 2010; Bakewell, 2003; Barkley and Futurecast, 2016; Benckendorff, 2010; Fernandez, 2016; Cui, 2003; UNWTO, 2016b; Tourism Research and Marketing, 2013).

According to WYSE Travel Confederation and UNWTO (2016) youth tourism englobes all travelers ages between 15-29 years old, meaning there is a time span relation between those youth tourism consumers and Generation Y life span (born between 1982-2002, according to Pendergast (2010)). Hence, according to the age range given by WYSE Travel Confederation and UNWTO (2016) the youth tourism consumers are currently part of the Generation Y (Buffa, 2015; Fernandez, 2016). Therefore, the study of the travel consumers of the Youth Tourism market can be done by taking in consideration the

Generational Theory and relate the previously mentioned characteristics of the Gen Y with the behaviors in the youth tourism market.

From a tourism consumer perspective, Pendergast (2010) defends that Gen Y prioritizes international travel above owning their private property or owning a car. When it comes to tourism, they search for new and unique experiences to take them to different destinations that previous generations had no interest in, places off the beaten-path, rural areas and niche places bringing value to those destinations (UNWTO, 2016b). The importance of travel to this cohort goes beyond fun, they view it as a form of learning, a road to meet other people from various cultures and gain contact with them, as a source of career development, as a purpose for self-development and as a piece of their identity (Richard, 2007; Tourism Research and Marketing, 2013; UNWTO, 2010). They are more flexible with their itineraries, as they consider that most of their memorable travel experiences are those that are unexpected and that they discover by themselves (Demeter, 2014).

According to Richard (2007), the main purpose of their trips is leisure, but traveling to learn a language, to gain work experience or to study are getting equally popular choices. Gen Y's main motivation to travel is to interact with local communities and people as well as experience everyday life in other countries (Buffa, 2015; Richard, 2007; UNWTO, 2016b). By doing so, they spend most of their money directly with the local business, generating a direct economic, social, and cultural impact on the communities that they visit; reducing economical differences (UNWTO, 2016b). With the diversified and purposeful ways of traveling, young people have a greater personal development and have a positive impact on the destination (UNWTO, 2016b; Tourism Research and Marketing, 2013). They tend to spend more money on their trips than any other tourist (UNWTO, 2010), as according to Richard (2007, p. 11) "young people may be poor in money, but rich in time", meaning, young tourists spend almost two thirds more than a typical tourist as they remain in a destination for longer periods. Young travelers spend an average of total EUR 1,591 on their main trip, compared with EUR 950 per trip for international tourists as a whole in 2013-14 (Richard, 2007).

Gen Y members' travel more often, explore more destinations, book their arrangements over the internet, are hungry for experience and information and have a sense of self-development once they finish their travels (Pendergast, 2010). According to Richard (2007), family and friends are still the most important information source for Gen Y when

it comes to choosing destinations and organizing their trips. Since they are technology savvy and thanks to travel reviews websites, social networks and smartphones, that allow them to interact and share information with other users and access to other tourist's experiences as an ultimate information (Ràthonyi, 2013; Barkley and Futurecast, 2016), they have now more information than ever about travel products and destinations (Bremmer, 2012; Richard, 2007). Thus, they are more critical and tend to compare prices, check reviews and useful details online before purchasing any travel experience product (Beham, 2015). For the first time ever, travel consumers after using a tourist product, are given the opportunity to report their opinions, needs, and desires as feedback, which can lead to the improvement or creation of a new product (Dionysopoulou, 2013). An example of one of those websites is Tripadvisor, one of the largest travel reviews websites, that serves more than 390 million unique users per month who seek advice about travel plans and hosts more than 500 million real travel reviews and opinions (Tripadvisor, 2017). Another crucial way for Gen Y tourists to have information is through social media such as Facebook or Instagram, that as previously mentioned, is a big part of their social life (Ràthonyi, 2013; Horwath HTL, 2015; Bremmer, 2012). Ultimately, this cohort has the ability to spread the word about a certain destination or places they liked and influence other people to visit it (UNWTO, 2016b). When traveling communication is also essential, and since social media has revolutionized the way people interact with travel products, gather information and communicate with their peers, it has become the main form of daily communication since 2012 for Gen Y members (Richard, 2007).

2.4 Types of youth tourism

As its popularity grew and its demand changed, new categories of youth tourism started to appear and to be study and consider separately from the general perspective of the youth tourism market. The segmentation happened in order to satisfy the young people level of mobility, their complex motivations to travel, their specific budget and the different type of activities they intend to do while being abroad (Demeter, 2014; Moisa, 2010a). This section of the chapter will mainly focus on the descriptions and definitions of the various youth tourism types present in our current days. However, it was not found a definite list of youth tourism typologies agreed by several published author, but extensive research papers that focus on each of those markets separately suggest that the segmentation of the market does exist. During the research process, many different

markets and categories of youth tourism market where found that could contribute for the purpose of this dissertation. However, due to the vast amount of information about each one, the immense variations and definitions, the different possible approaches from authors and their designations, it became necessary to reduce, simplify and select only some categories of the youth tourism market. Therefore, an own list of the typologies of youth tourism market was elaborated. The selection was made considering the vast amount of studies found for each of these markets proving their importance to this study as they represent the biggest markets within the youth tourism industry. Only six categories of youth tourism are analyzed and described in this dissertation: educational tourism, volunteer tourism, work and travel programs, cultural tourism, sports and adventure tourism and leisure tourism.

2.4.1 Educational Tourism

According to O'Brien, P and Jamnia, M. (2013, p. 169), educational tourism can be defined as “a tourist activity undertaken by those who are undertaking an overnight vacation and those who are undertaking an excursion for whom educational and learning is primary or secondary part of their trip”. Meaning, it refers to any program in which the individual travels to a different place as a group or individually with the primary goal of learning a new skill (O'Brien, 2013; Demeter, 2014). This style of tourism aims to boost the education process and to enrich the educational experiences by means of scholarships abroad and tourist packages such as camps, excursions, language classes, training on certain fields or in any other category of interest (fashion, design, arts, theater) (Demeter, 2014; Moisa, 2010a).

Travelling to get academic education or general learning experience in a broader sense, started centuries ago, in particular during the Grand Tour in the 18th century (Demeter, 2014; Adler, 1985; Buffa, 2015). In this period, individuals viewed traveling as a way to broaden their minds, and hence those trips included learning visits to typical classical works and cultural landmarks (Demeter, 2014; Adler, 1985). Currently, the form of educational tourism has evolved as society has new and developed technologies that have changed their lives and a continuous desire to assimilate new concepts, techniques and skills to increase their expertise (Moisa, 2010a). In recent years, the reasons to join this type of tourism are to learn a foreign language and to get in contact with other cultures

(Demeter, 2014; Pawlak, 2013; UNWTO, 2016b). Educational tourism includes adult study tours, international and domestic universities and schools student's travel, language schools, school excursions and exchange programs (Obrien, 2013). Despite tourism not being their primary motivation when traveling, they still influence their host country, thus they must be seen as tourists even if they do not regard themselves as that (Pawlak, 2013).

Nowadays there are two popular ways among young people to join Educational Tourism:

a. Student exchange tourism – ERASMUS Program

All tourists that actively engage in tourism are described as 'visitors', defined as "persons who travel for a period not exceeding twelve months to a country other than the one in which they generally reside and whose main purpose is other than the exercise of an activity remunerated from within the place visited (Goeldner, 2006, p. 8). Thus, international students can be classify as international visitors, as long as they live and stay in that foreign destination for not longer than 365 consecutive days without earning any wage during their stay. During that time, they tend to engage in meeting with various people, cultures, traveling locally, regionally and outside their host country (Pawlak, 2013). Despite their main purpose of moving to a foreign country being to accomplish some educational goal, the experience gained in the destination is not exclusively academic, thus international students should be view as tourists and are important factors in travel related consumption reports (Pawlak, 2013).

The most common program in Europe to join when studying in a foreign country is the ERAMUS program. The European Commission (2015, p. 6) states that the Erasmus Program is the "world's most successful student mobility program". The exchange program offers students the opportunity to study abroad in another high education facility for a period of three up to twelve months (European Commission, 2015). The program started in 1987, originally made for only 11 Member states, counted with the participation of 3 244 student in the first year of the project (European Union, 2012). Since it started and until the year of 2015, it provided over three million European students with the opportunity to study abroad (European Commission, 2015). According to the European Commission (2015, p. 7), it "aims to provide students with the opportunity of studying in another country, to promote cooperation between institutions and help enrich their educational environment, and

to contribute to building a pool of well-qualified, open minded and internationally experienced young people”. The most popular destinations among Erasmus exchange students are Spain, Germany, France, the United Kingdom and Italy (European Commission, 2015). The majority of students (90%) chooses to join this program for the experience of living abroad, meeting new people and cultures, learn or improve a foreign language and reasons like enhance employability in foreign countries (87%) and at home (77%) are also important factors (European Commission, 2016).

b. Language Learning Programs

Language learning is one way of educational tourism that is getting increasingly more attention and demand and is now a structured and essential part of the global tourism market (UNWTO, 2016b). It is described as traveling abroad to improve a particular language proficiency, in a program that takes around 5-6weeks, where young people travel to a different destination to learn a foreign language on a daily and social interaction basis (Moisa, 2010a; Pawlak, 2013; Laborda, 2007; UNWTO, 2016b). On average, a language school receives annually 700 international students (WYSE TRAVEL - World Youth Student & Educational Travel Confederation, 2014) meaning around 2 million students are solely traveling to learn a new language every year (UNWTO, 2016b). Language learning tourism became an important sector as 224\$billion are generate by Youth and Student travel (UNWTO, 2016b). Young people join it as they recognize that a good level of proficiency of a foreign language is a requirement for the new professional market in many countries of the world (Laborda, 2007; Iglesias, 2016; UNWTO, 2016b).

The demand began in the mid-1960s, where many researchers recommended their students of a certain level of English or French to embark on a trip to improve their proficiency level of the language (Laborda, 2007). Nowadays, to know and speak English has become a basic skill, if one wishes to succeed in the workplace; therefore is still the leading market in this type of tourism (UNWTO, 2016b). Countries as the United Kingdom and the United States of America are still the leading destinations for these programs, but Australia and Canada are getting more popular as well (UNWTO, 2016b). Moreover, new destinations are also starting to develop, such as Spain, Australia, Japan, Germany, France and Brazil, as learning popular languages

as German, Mandarin and Spanish started (Pawlak, 2013; Moisa, 2010a; UNWTO, 2016b).

2.4.2 Volunteer Tourism

UNWTO (2014, p. 14) defines volunteer tourism as “the practice of individuals going on working holidays, volunteering their labor for worthy causes”. This type of tourism emerged from a greater global awareness, to foster mutual understanding, from the desire to help others and to be altruist; hence, it is seen as an ethical tourism that has been increasing its popularity (Lyons, 2012; Butcher, 2010). Most of the participants range from ages between 18-30 years old and come from developing countries (Wearing, 2011). These programs can vary from a week to a year and the participants are provide with accommodation, food, transports and money (Moisa, 2010a; Demeter, 2014). It seeks to minimize its impact on local environment (social, cultural) and bring personal development to the participants through meaningful interactions with the host community and natural surroundings, as well as benefits to the host country with the volunteers’ labor (Cohan, 2012). It intends to create more open minded, better inform, globally aware and ethically mined individuals (UNWTO, 2016b). The UNWTO (2016b) report states that 80% of young volunteer travelers have felt that their host family, organization and country had benefited from their contribution as volunteer as well as themselves. Young volunteers are seen as an asset in certain countries and certain work related fields, such as environmental protection, art, culture, patrimony, sports, leisure (Moisa, 2010a).

Most of these volunteer programs recruit their volunteer through a combination of organized programs and structured self-funded methods (Cohan, 2012). When joining a volunteer program, the individual spends time living in and contributing in positive ways to a community (Lyons, 2012). However, some authors argue that most volunteers are motivated by the desire to travel and fulfil objectives related to self, rather than to merely contribute or help the community in which they are involved (Lyons, 2012). According to Butcher, J. (2010), some studies have confirmed that individuals’ participation in these programs is not solely link to altruism, but to a desire to gain capital and improve their résumé are also part of their motivations. Additionally, they question if those individuals have sufficient skills or even if they remain long enough in the destination to make any

difference, raising awareness that those projects should all be carefully managed (Goeldner, 2006).

In 2008, this market catered for 1.6 million volunteer tourist per year, with a monetary value between £832 million and £1.3 billion (Butcher, 2010; Cohan, 2012; Wearing, 2011). Western Europe and North America remain the top source regions that provide international volunteers (WYSE TRAVEL - World Youth Student & Educational Travel Confederation, 2014). There are over 800 organizations worldwide that offer overseas volunteering placements in 200 different countries, accounting for a total of 350 000 placements opportunities annually worldwide (Butcher, 2010). There has been a considerable growth in this market due to an increasing interest of Gen Y consumers (Moscardo, 2010).

2.4.3. Work and Travel Programs

Work and travel is among one of the most popular ways for youth mobility. This type of program involves being hire by a company in a host country, for a certain period (from 3month to a year) (Demeter, 2014). Young people do it to gain some work experience while working in a different cultural environment, improving their foreign language skills, establishing contacts with people from different areas of the world and to have the opportunity to visit new places (Moisa, 2010a; Demeter, 2014).

The number of working holidays has increased in the past years in destinations such as Australia and New Zealand, and according to UNWTO (2016b) they generate a total of 28 000 jobs (8000 more than the ones they occupy). According also to UNWTO (2016b), 59% of the people that join this programs state that working overseas was beneficial for their personal development and 52% as beneficial for their careers.

Within the context of European Union, working and traveling abroad it's a relatively easy concept as there are no constrains or regulations within the members states related to the mobility of their people for reasons of traveling, study or working in a foreign country. For the younger generation, since 2007, the Erasmus+ program that offers traineeships in companies of the members' states was create (European Union, 2012). The aim of the program is to provide the students with a better understanding and knowledge of other

economies and countries and to help them develop specific skills valued by employers and society itself (European Union, 2012). The mobility program helps to improve on individuals' personal and professional success, to enhance their foreign language skills and sense of intercultural awareness, by developing soft skills such as working in diverse teams, to be tolerant and to communicate effectively (European Commission, 2015). Besides all these benefits, the individuals also get the chance, during that period, to travel locally or internationally for leisure or for educational purposes. By 2015, 290 000 students had undertaken an Erasmus traineeship (European Commission, 2015). This type of program is not solely beneficial for the young individuals that join it, but for the overall European Union as it contributes to reduce youth unemployment and equips the young people with social, intercultural and civic ideals improving the relation within people from the different state members (European Commission, 2015).

2.4.4. Cultural Tourism

Cultural Tourism roots are set in the Grand Tour movement, thus it is widely consider as the original form of tourism (Mousavi, 2016). However, it's definition can be quite controversial and challenging has it is composed of two elements 'culture' and 'tourism', which are difficult to define (Mousavi, 2016; Richard, 2000; Richard, 1996). According to Richard (2000), culture is compose by what people think (attitudes, ideas, beliefs), how they react and act in their daily lives (way of life, patterns) and what they make (artifacts, cultural products), thus it is seen as the relationship between those processes (ideas, patterns) and the products created by those processes (buildings, art, artifacts). Therefore, Richard (2000) argues that cultural tourism is not merely visiting certain buildings but to also investigate and understand the way of life in the place visited. The definition for Cultural Tourism used in this dissertation, describes it as "the very nature of travelling in order to understand and become familiar with way of life and history of a specific location accompanied by a range of cultural factors, which can be presented in the context of tourism; these factors may include food, entertainment, architecture, drink, hand crafted and manufactured products or every element representing characteristics of way of life in a particular destination (Mousavi, 2016).

UNWTO (2015, p. 14) defends that it is of "utmost importance to safeguard the very cultural tourism through a sustainable, cross-border and multi-stakeholder approach".

Thus, cultural tourism aims for the sustainable use of cultural distinctiveness as a tourist resource by promoting intercultural dialogue, protecting cultural diversity and preserving cultural heritage (Urosevic, 2012). The benefits of this category of tourism are plenty, as it raises job employment opportunities, oppresses rural migration, creates income for investment, preserves heritage sites and customs, generates cultural awareness and enhances sense of pride and self-esteem in the host communities (UNWTO, 2015)

According to UNWTO (2015, p. 14), Cultural Tourism has “experienced unprecedented growth over the recent years”, and by 2020 the number of international tourists arrivals is expected to surpass 1.6 billion. This category of tourism represents 35% to 40% of all tourism worldwide growing 15% per year, and represents 50% of international arrivals in Europe (Nugent, 2012; Richard, 1999; Urosevic, 2012).

2.4.5 Sports and Adventure Tourism

a. Sports Tourism

Over the past decades, Sports Tourism has turned into an emerging market, since it has grown at a phenomenal rate. Sport tourism can be defined as traveling for the experience to participate in or observe a sport-related activity (Ross, 2001; Demeter, 2014). This type of tourism represents now a fast growing sector in the global tourism perspective, generating 450€ billion annually to the industry (Sampat, 2014). The participants tend to be young, between 18-34 years and in the middle socio economic group (Demeter, 2014). There are three types of sports tourism available:

1. Sports event tourism – events such as the Olympic Games, World Cup, Premier League are actively promote as tourist attractions, in fact it was estimated that for the World Cup of 1994 attracted around 50 million foreign visitors to the United States of America (Ross, 2001). In this category can also be included attending high school championships, non-profit sport events, community championship among others (Ross, 2001).
2. Active Sports Tourism – this type of tourism undertakes all individuals who travel in order to participate in a particular sports event (Ross, 2001). Its nature can vary from a wide range of sports from golf, tennis, football, fishing, among others (Ross, 2001).

3. Nostalgia Sport Tourism – when individuals travel abroad with the purpose to solely visit a famous sport-related attraction or place (Ross, 2001). For example, to travel to USA to visit the Women’s College Basketball Hall of Fame in Knoxville, or to Madrid to see the Santiago de Bernabéu Stadium.

b. Adventure Tourism

Adventure tourism is considered one of the fastest growing market sectors within global tourism, as it attracts high value customers, supports local economies and encourages sustainable practices (UNWTO, 2014). According to UNWTO (2014, p. 10), adventure tourism can be described as “a trip that as to include at least two of the following three items: physical activity, natural environment and cultural immersion. While the definition only includes two of these components, trips including all three tend to afford tourists the fullest adventure travel experience”. Nowadays, this market is a dynamic and fast-changing sector with recent developed variants added to each experience to make them unique, thus, it is responsible for 69% of the overall international travel departures from Europe, North America and South America, that spend an estimate of USD 263 billion in adventure tourism expenditures (UNWTO, 2014). Young people join this type of tourism because they are passionate risk-takers that seek adrenaline rush associated with the activities perceived by them as being dangerous or physically/mentally challenging, thus they are willing to pay a premium price for exciting and authentic experiences. (Demeter, 2014; UNWTO, 2014). The list of activities involved in this type of tourism is extensive and divided between two categories: soft or hard adventures (UNWTO, 2014; Adventure Travel Trade Association and The George Washington University, 2013). According to UNWTO (2014) soft adventure activities are: archeologic expeditions, backpacking, birdwatching, camping, canoeing, eco-tourism, environmentally sustainable activities, fishing, hiking, horseback riding, hunting, rafting, orienting, research expeditions, safaris, sailing, scuba diving, snorkeling, skiing/snowboarding, surfing. While hard adventure tourism include caving, climbing (mountain, rocks) and trekking (UNWTO, 2014).

Local communities and governments are identifying adventure tourism as a tool for sustainable and responsible economic growth due to all of the benefits it brings to the host country (UNWTO, 2014). For instance, on average, for an 8 days adventure trip, an individual spends USD 300, but of course, the values can vary based on the luxury and activity levels, the number of days of the trip and the chosen destination (UNWTO, 2014).

Therefore, one of the main benefits of this type of tourism for the host country, is that around 65,5% of the total cost of an adventure package remains in the destination visited improving the local economy (UNWTO, 2014).

2.4.6. Leisure Tourism

Leisure can be define as “free time available to the individual when the disciplines of work sleep and other basic needs have been met. It is time which can be used in ways determined by the individual’s own discretion. Basic needs include essential cooking, shopping, housework, childcare and hygiene. Work includes travel time to and from work” (Liis, 2010, p. 3). When it comes to leisure tourism activities such as going to the beach and sunbathing, hiking in the mountains or being surrounded by nature for different activities, visiting and sightseeing in cities and shopping are the most common activities for young tourists when traveling abroad (Eusébio, 2015).

According to UNWTO (2016c), travelling for holidays, time off, recreation and other forms of leisure activity accounted for 53% (632 million people) of all international tourists’ arrivals in 2015. In the same year, 14% of all international tourists traveled for business or professional related purposes and 27% travelled to visits friends or family (UNWTO, 2016c). The youth leisure travelers, travel based on recreational activities, and tend to have lower than average incomes and are price sensitive value seekers (Demeter, 2014). However, they are willing to spend a bit more than they have to seek out personal indulgences and memorable experiences (Demeter, 2014).

Chapter 3: Methodology

This chapter is devoted to the research design and sampling methodology employed to study Generation Y consumer's past travel experiences that will contribute to the study of the current situation of the Youth Tourism market and help determine which of its market segments/types has the most potential among its consumers. Therefore, the chapter includes the research objectives, the data collection, the questionnaire design, sample design and data treatment.

3.1 Research objectives

The main purpose of this dissertation is to provide a descriptive study on the Youth Tourism market, based on the travel experiences of its consumers: Generation Y members. The specific aim of this study is to determine which of the sub-market/types that the Youth Tourism market can be segmented in, is the most popular choice among Generation Y travel consumers, based on their previous travel experiences.

3.2. Methodology: Data Collection

Secondary Data

In a dissertation, the first step of the process is to revise previous studies and researches done on the chosen topic that will provide the researcher with key issues and possible gaps that need to be address. This dissertation follows a descriptive methodology, meaning it intends to analyze the current status of the chosen topic, determining and reporting its findings that will contribute for future researches. On a first approach, a literature review was gather on the topic, using only secondary data, in particular external sources such as academic journals (from retail and distribution, tourism and hospitality, management, consumer sciences, consumer marketing, marketing, service management), books and other topic related articles, scientific papers and dissertations.

Primary Data

Descriptive data is usually collected through the use of a quantitative approach such as a survey questionnaire, as it is the most reliable and accurate approach to collect people's view, opinions, and attitudes, securing their anonymity, and in this case, data on youth

previous travel experiences. Therefore, for the purpose of the dissertation a quantitative approach was used to collect the necessary data, by means of an on-line survey that was created and launched, been available from 27th September until 5th October. Since the target population were members of Generation Y, the method chosen to spread the online survey was by means of social media, which as mentioned in the literature review are of great importance for this cohort. The survey's link was first post in several universities, Erasmus' groups, international exchange and expats Facebook private groups and official pages, and later private messages were send with the link via Facebook, WhatsApp and Instagram. Within the period mentioned above, the study benefited from word-of-mouth effect that allowed the survey to reach different areas of Portugal, many international respondents and people with different levels of education.

3.3 Questionnaire Design

A three-section questionnaire, in English, was develop to understand the previous travel experiences made by Generation Y members, determining which of the studied sub-markets that compose the Youth Tourism market is/are the one(s) most popular travel option among these travel consumers.

1. In the first part of the questionnaire, the respondents had to answer to four demographic questions: age, gender, education background and current employment situation.
2. The second part of the questionnaire was about the respondents' previous travel experience. It was composed of two questions: whether or not the respondents had ever travel abroad and how often have they done it in the past 5 years. If the respondents had never traveled in their life, then they would not continue throughout the outlined questionnaire. Instead, they would answer two questions: a 5-liket scale question regarding their likelihood to travel for the first time, and a second multiple option question, where they were ask to choose which type of tourism they would like to join in the future.
3. In the third and final part of the questionnaire, the respondents were present with a nine-section questionnaire that inquired the respondent about previous travel experiences within the identified six markets of Youth Tourism. Each of those sections had four questions: if the respondent had traveled to participate in that particular activity, how often had he/she traveled for that reason, how much had

he/she enjoyed the experience and ultimately the likelihood of he/she repeating that travel experience. The first two questions were of multiple-choice: first of 'yes' and 'no' options and the second about frequency of the traveling. The last two questions were 5- point Likert scale questions: first one about the level of enjoyment of that particular travel experience, and the second about the likelihood of the respondent repeating that same travel experience.

3.4 Sample Design

Target Population and Sampling

The target population of this survey questionnaire includes all males and females individuals from the Generation Y, born between 1982 and 2002, aged from 35 and 15 years old. To collect the answers from the target population, an online survey was spread through Facebook, WhatsApp and Instagram with an URL embedded that lead the respondents to the survey. The decision to use social media as means to spread the survey and reach the target population was due to the avid and continuous use of these communication tools by members of Generation Y, as previously mentioned in the dissertation. Thereby, a sample of 207 respondents was collect.

Sample Profile

The collected sample is composed of 136 females accounting for 65,7% of the total samples, and 71 males that account for 34,3% (Figure 1). This finding reflects an increasing proportion of female travelers among the international youth travelers in comparison to the number of males, which concurs with previous studies on this matter (UNWTO, 2010; Tourism Research and Marketing, 2013).

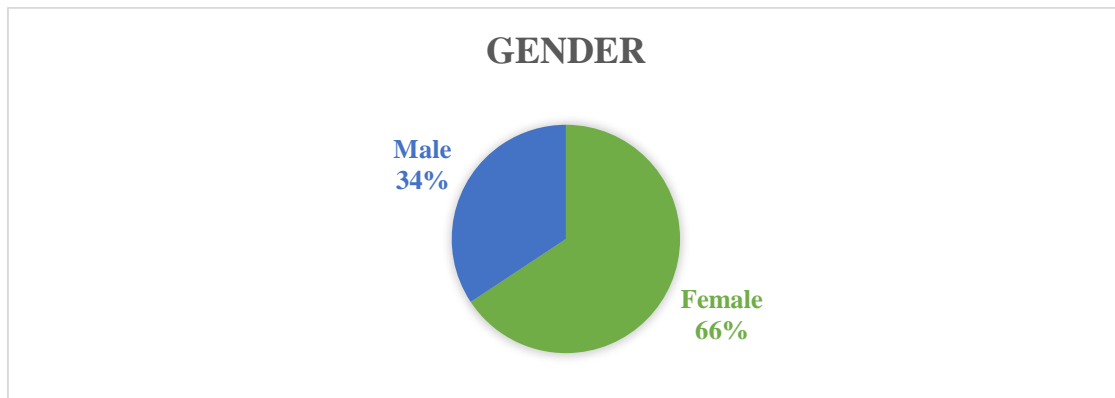


Figure 2: Gender of the respondents

Source: Own elaboration

Furthermore, the majority of the sample is composed of 138 individuals born between 1992-1996 accounting for 66,7% of the total sample, followed by 47 individuals born between 1987-1991 that account for 22,7% of the sample. Ultimately, there are 12 individuals born between 1997-2002 and 10 individuals born in 1982-1986, accounting for 5,8% and 4,8% of the total of the sample, correspondingly (Figure 3).

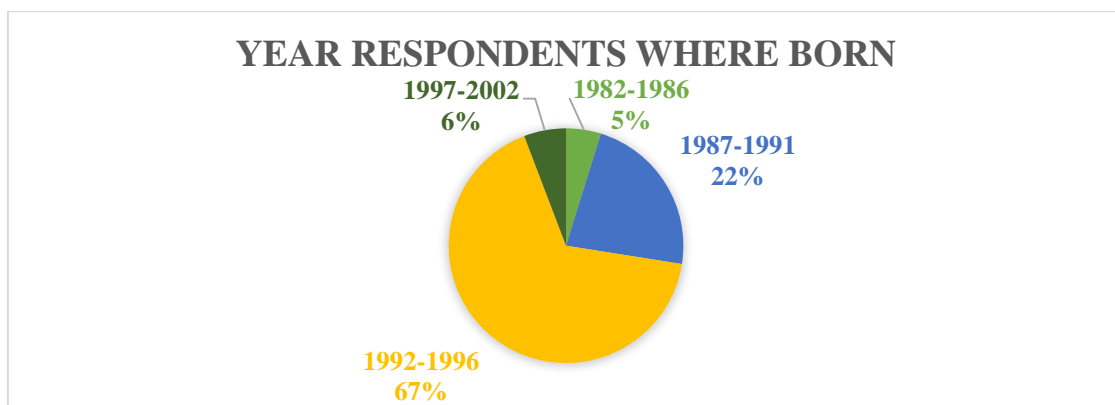


Figure 3: Gap years of when the respondents were born

Source: Own elaboration

Regarding the level of education of the sample, it was ask about the highest level of education completed by the respondents. Out of the 207 respondents, 103 have completed their Bachelor's degree accounting for 49,8%, almost the majority of the total of the sample. Then, 75 respondents have completed a Master's degree or a Post-Graduation degree, accounting for 36,2% of the sample. Followed by 27 respondents that have graduated from High School and ultimately 2 respondents that have not attended high

school accounting for 13% and 1% of the total of the collected sample, correspondingly (Figure 4).

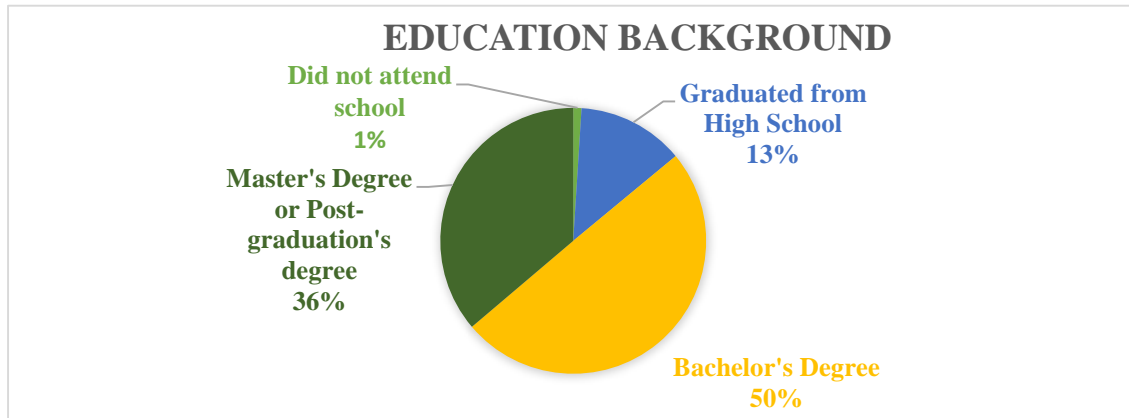


Figure 4: Educational background of the respondents
Source: Own elaboration

Moreover, the respondents were asked about their current employment situation, if they were either employed or not or if they were still studying. The majority of the sample is currently employed, meaning 118 respondents that account for 57,3% of the total, followed by 72 respondents that are still students accounting for 34,7% of the total of the sample. The remaining 17 respondents are neither students or employed at the moment, accounting for 8,3% of the sample (Figure 5).

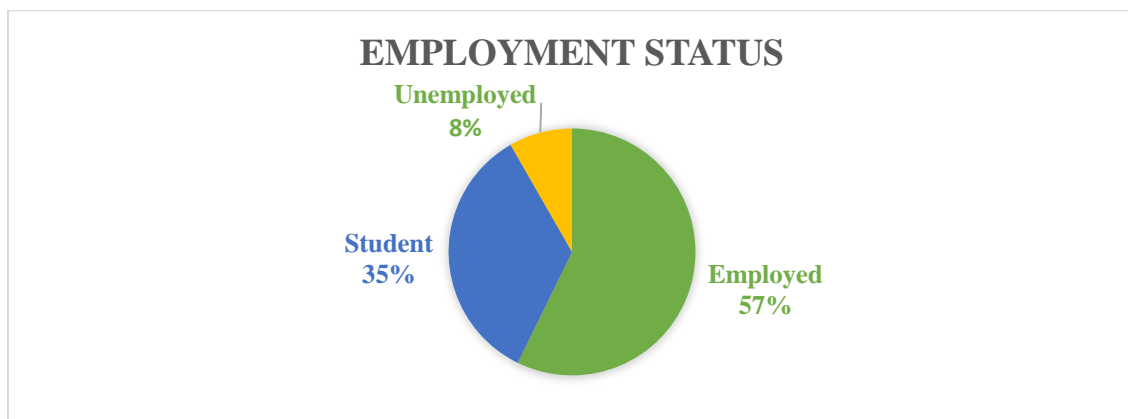


Figure 5: Current employment situation of the respondents
Source: Own elaboration

The respondents were asked about their mobility, primarily if they have ever traveled abroad and secondly how many times in the past five years have they traveled abroad. For purpose of clarification a side note was given to the respondents as of what traveling abroad would entail in terms of the period of time, meaning it should only be considered

for the answer situations in which the respondent traveled abroad and stayed at least one night in that destination but remained for less than a year.

The sample collected is composed of 202 respondents out of 207 that have traveled abroad, accounting for 97,6% of the total of the sample and the remaining 5 respondents that have never traveled abroad, that account for 2,4% of the total of the sample (Figure 6). Out of those 202 respondents that have traveled abroad, 133 are women (66%) and 69 are men (34%).

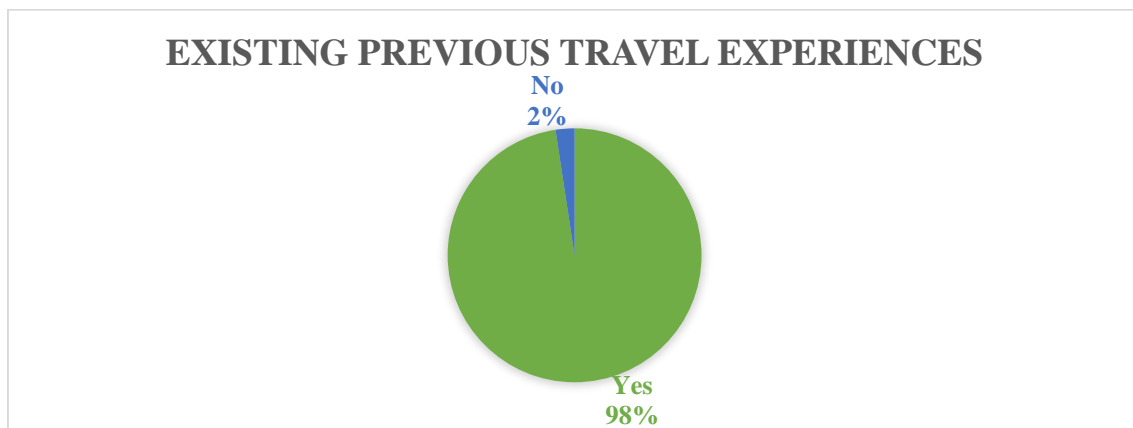


Figure 6: Existing previous travel experiences of the respondents

Source: Own elaboration

Regarding the respondents that had never traveled abroad, that accounted for 2,4% of the sample, only 2 out of the 5 respondents are willing travel for the first time in the future.

When asked about the frequency of their travel records in the past five years, the majority of the respondents, 109 respondents, have traveled more than ten times in the given period, accounting for 52,6% of the total of the sample. Furthermore, 54 respondents have traveled five times accounting for 26,0% of the sample and 28 respondents have traveled ten times within the given period that account for 13,5% of the total of the sample. Ultimately, 7 respondents (3,4%) have only traveled twice in the past five years and 4 respondents (1,9%) have traveled once within the same period. Ultimately, and confirming the data collected from the previous question, 5 people (2,4%) have never traveled abroad (Figure 7).

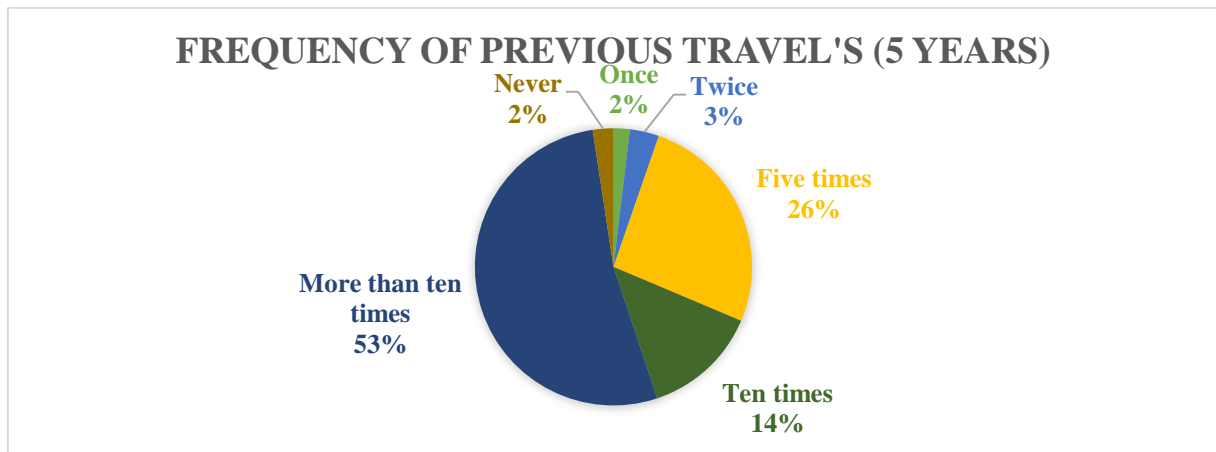


Figure 7: Frequency of previous travel experiences of the respondents in the past five years
Source: Own elaboration

3.5 Data treatment

The data collected was analyze both using the Microsoft Professional Excel 2013 and employing the statistical tool SPSS Statistics 24. Each 9- section of the second part of the questionnaire was analyze individually, and later associated to the category of tourism that it belongs according to the data collected in the literature review.

For each section, data was collect regarding the number of participants to each type of tourism, the frequency in which they join it, their level of enjoyment and their likelihood to repeat that experience. On a first analysis, based on those factors and considering the full sample, descriptive statistical calculations were conduct where frequency of answers and their correspondent percentages were evaluate, and on the 5-likert scale questions means of average ratings and standard deviation were also evaluate.

After, using the same factors as previously mentioned, descriptive statistical calculations were conduct this time by analyzing the data according to genders. Meaning each gender was analyze individually and then compare to look for significant differences. In each section, on the multiple-questions regarding the number of participants to each type of tourism and the frequency in which the respondents join it, data was collect in shape of frequency of answers and their correspondent percentages. In order to statistically affirm whether there is a significant difference between the two genders, a Chi-Square test using SPSS Statistical 24 was made. It compares the expected frequencies and the observed frequencies in one or more categories and affirms if there is any significant difference between them. In this study, it is use to determine if the genders are independent; hence

if there are types of tourism where the amount of females participating is statistically significantly higher than the number of males, or the other way around. To reject the null hypothesis a value of $p < 0.05$ is needed. Moreover, on the 5-likert scale questions descriptive statistical calculations were conduct, means of average ratings and standard deviation were evaluate. To testify whether or not the difference between the two genders' averages are statistically significant and reflect an actual difference in the population, a T-test of independents variables using SPSS Statistical 24 tool was conduct. To reject the null hypothesis a value of $p < 0.05$ is needed.

Chapter 4: Results

In this chapter, all the data previously gathered by means of the online survey using descriptive statistics is in study.

4.1 Descriptive Statistics

The analysis will go through all the six different categories of tourism outlined previously in the literature review, regarding the respondents' previous travel experience: educational tourism, volunteer program, work and travel abroad, cultural tourism, sports and adventure tourism and leisure tourism.

4.1.1 Educational Tourism

a) Erasmus Program

As seen in Figure 8, the majority of respondents (64,30%), 130 respondents, have joined the Erasmus program at least once in their life.

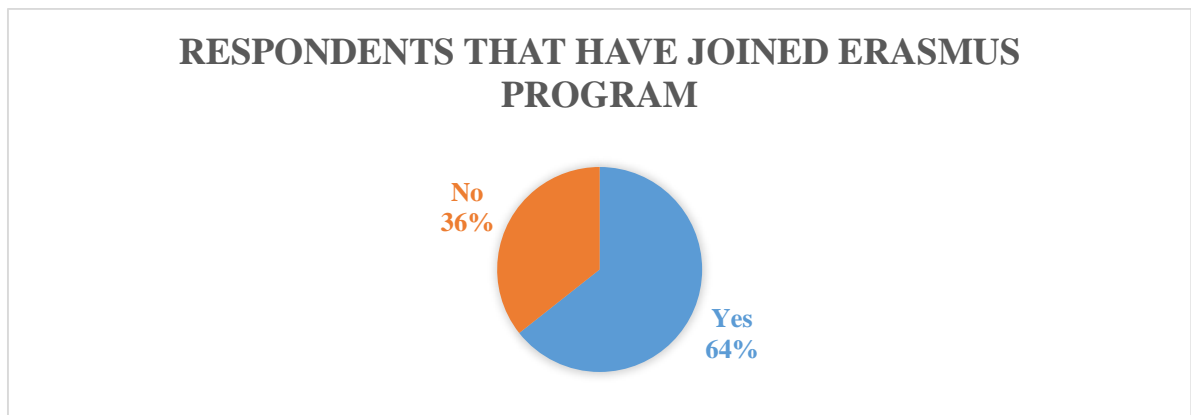


Figure 8: Respondents that have joined Erasmus Program

Source: Own elaboration

An analysis was made to determine the level of participation on the Erasmus Program by genders, to investigate if this type of tourism may be more attractive to one gender than the other. As seen in Table 2, the percentage of participation of women is higher than the men percentage. The Chi-square Test was made to test its statistical significance and a $p=0,022$ was obtained. Meaning there is a statistically significant difference between the percentages, thus there is in fact a difference between the numbers of participation within genders. Hence, in this type of tourism, women tend to participate more than men do.

Regarding the frequency of times the respondents have done Erasmus it is also possible to state the majority has done it only once (64%), a much higher number than those who have done it twice (30%) or three times (6%).

GENDER	Full sample	Female	Male	Chi-square test
Total of the sample	202	136	71	p= 0,022
Frequency of respondents that joined	130	93	37	
Percentages	64,30%	68,38%	52,11%	
Frequency of traveling				
Total of answers	132	93	39	
Once	64,00%	58,06%	76,92%	
Twice	30,00%	34,41%	20,51%	
Three times	6,00%	7,53%	2,56%	

Table 2: *Erasmus Program*

Source: Own elaboration

With regards to the level of enjoyment of the respondents about the Erasmus program experience, the average rating of the overall sample is of 4,75 on a scale from 1 (not at all) to 5(excellent), with a standard deviation of 0,57 (Table 3). As seen in the Table 3, the average rating given by the male's respondents is slightly higher than the one given by the females of the sample. Hence, a T-test was made and a $p=0,176$ was obtained, meaning the differences are not statistical significant, hence there is no real difference between the level of enjoyment between genders on the Erasmus Program. Moreover, regarding the likelihood of the respondents to repeat this tourism experience, on the overall sample, the average rate is 4,00 with a standard deviation of 1,26. However, the male respondents gave a low average rating (3,47), but the female respondents gave a slightly higher one (4,22). Once again the T-test was made, and a $p=0,002$ was obtained, meaning the difference between the averages is statistically significant. Hence, women have a higher likelihood to repeat an Erasmus experience than man do.

GENDER	Full sample	Female	Male	T-TEST
LEVEL OF ENJOYMENT				(genders)
Total of answers	102	71	31	p= 0,176
Excellent (5)	79,41%	74,65%	90,32%	
Very Good (4)	18,63%	23,94%	6,45%	
Average (3)	0,98%	0,00%	3,23%	
Fair (2)	0,00%	0,00%	0,00%	
Not at all (1)	0,98%	1,41%	0,00%	
<i>AVERAGE RATING</i>	4,75	4,70	4,87	
<i>STANDARD DEVIATION</i>	0,57	0,62	0,43	
LIKELIHOOD TO REPEAT				p=0,002
Total of answers	131	93	38	
Definitely (5)	50,38%	55,91%	36,84%	
Very Likely (4)	19,85%	20,43%	18,42%	
Average (3)	16,79%	16,13%	18,42%	
Not likely (2)	5,34%	4,30%	7,89%	
Never again (1)	7,63%	3,23%	18,42%	
<i>AVERAGE RATING</i>	4,00	4,22	3,47	
<i>STANDARD DEVIATION</i>	1,26	1,07	1,52	

Table 3: Erasmus Program: level of enjoyment and likelihood to repeat

Source: Own elaboration

b) Language learning programs

Language learning programs are not a popular travel experience among the respondents, since merely 85 out of 202 respondents have joined this program in the past, representing 42,08% (Figure 9).

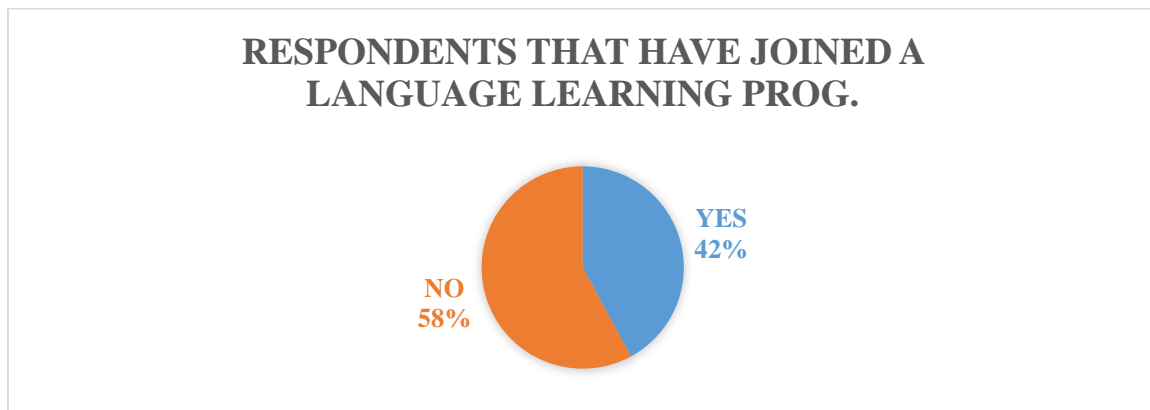


Figure 9: Respondents that have joined a Language learning program

Source: Own elaboration

It is also seen in Table 4, that the female participation in this type of programs is considerably higher than the male participation, within their universe. However, according to the Chi-square test, the difference is not statistically significant. Moreover,

the amount of times the respondents have joined a Language learning program is not uniform, but most respondents have done it either once or twice in their lifetime.

GENDER	Full sample	Female	Male	Chi-square test
Total of the sample	202	136	71	p= 0,362
Frequency of respondents that joined	85	59	26	
Percentages	42,08%	69,41%	30,59%	
Frequency of traveling				
Total of answers	93	65	28	
Once	34,78%	58,06%	76,92%	
Twice	29,03%	34,41%	20,51%	
Three times	12,90%	13,85%	10,71%	
Every year	4,30%	3,08%	7,14%	
Twice per year	0,00%	0,00%	0,00%	

Table 4: *Language learning programs*

Source: Own elaboration

When faced with the question about how much they have enjoyed the travel experience, the average rating given by the respondents was of 4,05 on a scale of 1(not at all) to 5 (excellent) with a standard deviation of only 0,89 (Table 5). When looking at the average ratings given by both genders there is a slightly difference, but the T-test confirmed it is not statistical significant. Regarding the likelihood to repeat this travel experience, the average rating given by the respondents was 3,82 with a standard deviation of 1,20 (Table 5). Once again, there is a slightly difference between the average given by genders, but is not statistically significant (p=0,336).

GENDER	Full sample	Female	Male	T- Test
LEVEL OF ENJOYMENT				(genders)
Total of answers	92	64	28	p= 0,702
Excellent (5)	34,78%	37,50%	28,57%	
Very Good (4)	42,39%	39,06%	50,00%	
Average (3)	17,39%	18,75%	14,29%	
Fair (2)	4,35%	3,13%	7,14%	
Not at all (1)	1,09%	1,56%	0,00%	
AVERAGE RATING	4,05	4,08	4	
STANDARD DEVIATION	0,89	0,91	0,86	
LIKELYHOOD TO REPEAT				
Total of answers	92	64	28	p= 0,336
Definitely (5)	39,13%	42,19%	32,14%	
Very Likely (4)	26,09%	28,13%	21,43%	
Average (3)	16,30%	12,50%	25,00%	
Not likely (2)	15,22%	12,50%	21,43%	
Never again (1)	3,26%	4,69%	0,00%	
AVERAGE RATING	3,82	3,91	3,64	
STANDARD DEVIATION	1,20	1,22	1,16	

Table 5: *Language learning - Level of enjoyment and likelihood to repeat*
Source: Own elaboration

b) Other educational programs

When it comes to travel to join any other type of educational programs, less than the majority (32,67%), only 66 of the respondents have done in the past (Figure 10).

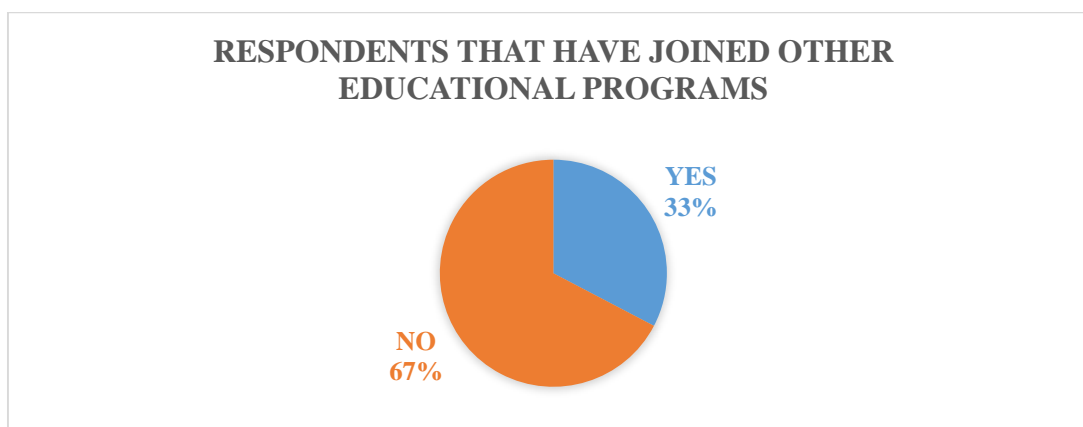


Figure 10: *Respondents that have joined other educational programs*
Source: Own elaboration

An analysis was made to determine the level of participation on other educational programs by genders, to investigate if this type of tourism may be more attractive to one gender than the other. As seen in Table 6, the number of participation of women is double than the man's participation. However, the Chi-square test determined that the difference is not statistically relevant as the $p=0,803$. Moreover, the majority (65,22%) of the respondents has only done it once in their life, only some respondents have joined these programs twice (23,19%) or three times (11,59%) in their life.

GENDER	Full sample	Female	Male	Chi-square test
Total of the sample	202	133	69	p=0,803
Number of respondents that joined	66	44	22	
Percentages	32,67%	33,08%	31,88%	
Frequency of traveling				
Total of answers	69	46	23	
Once	65,22%	67,39%	60,87%	
Twice	23,19%	23,91%	21,74%	
Three times	11,59%	8,70%	17,39%	
Every year	0,00%	0,00%	0,00%	
Twice per year	0,00%	0,00%	0,00%	

Table 6: *Other educational program*
Source: Own elaboration

Furthermore, regarding the level of enjoyment of the respondents an average rating of 4,47 was given, with a standard deviation of 0,70 (Table 7), which is considerably high despite the low number of respondents that have joined this type of programs. The likelihood of the respondents to repeat the same experience in the future is on average rating 4,40 on a scale of 1 (never again) to 5 (definitely) with a standard deviation of 0,88 (Table 7). According to the T-Test, there are no statistically significant difference between genders in both variables.

GENDER	Full sample	Female	Male	T-Test
LEVEL OF ENJOYMENT				(genders)
Total of answers	68	45	23	p= 0,306
Excellent (5)	58,82%	62,22%	52,17%	
Very Good (4)	29,41%	28,89%	30,43%	
Average (3)	11,76%	8,89%	17,39%	
Fair (2)	0,00%	0,00%	0,00%	
Not at all (1)	0,00%	0,00%	0,00%	
<i>AVERAGE RATING</i>	4,47	4,53	4,35	
<i>STANDARD DEVIATION</i>	0,70	0,66	0,77	
LIKELIHOOD TO REPEAT				
Total of answers	68	45	23	p=0,233
Definitely (5)	58,82%	64,44%	47,83%	
Very Likely (4)	27,94%	24,44%	34,78%	
Average (3)	8,82%	6,67%	13,04%	
Not likely (2)	2,94%	4,44%	0,00%	
Never again (1)	1,47%	0,00%	4,35%	
<i>AVERAGE RATING</i>	4,40	4,49	4,23	
<i>STANDARD DEVIATION</i>	0,88	0,82	0,99	

Table 7: Other educational program- level of enjoyment and likelihood to repeat

Source: Own elaboration

4.1.2 Volunteer tourism

Traveling abroad to join a volunteer program has the lowest percentage level of participation from the respondents, where only 35 out of 202 respondents have ever done it, representing 17,33% of the total sample (Figure 11).

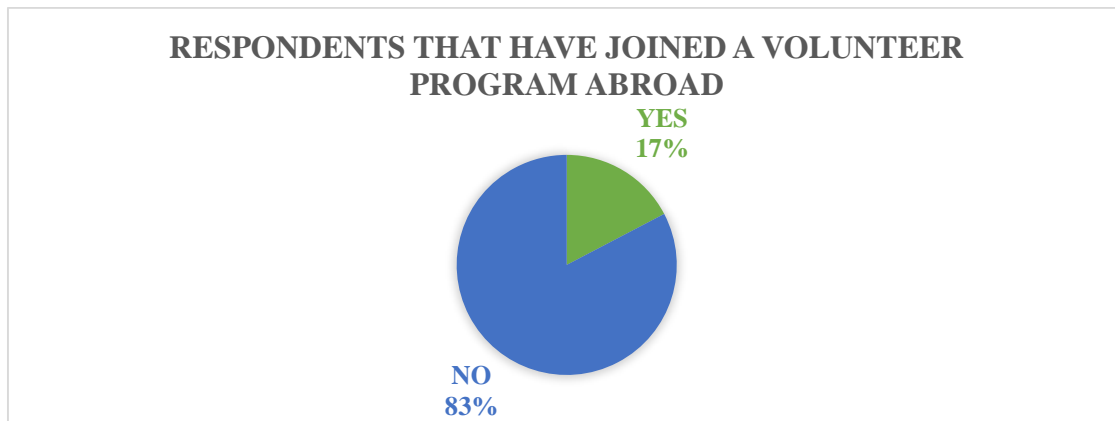


Figure 11: Respondents that have joined a volunteer program abroad

Source: Own elaboration

As seen in Table 8, the number of participation between female respondents and males is slightly different; however, the Chi-square test showed that the difference is not statistically significant. The majority, 25 of the respondents, that have joined this type of traveling has done it once in their lifetime (69,44%) while 5 have done twice (13,89%) and ultimately 3 respondents have done three times (8,33%) and other 3 respondents have done every year so far (8,33%) (Table 8).

GENDER	Full sample	Female	Male	CHI-TEST
Total of the sample	202	133	69	p= 0,239
Number of respondents that joined	35	26	9	
Percentages	17,33%	19,55%	13,04%	
Frequency of traveling				
Total of answers	36	26	10	
Once	69,44%	73,08%	60,00%	
Twice	13,89%	15,38%	10,00%	
Three times	8,33%	11,54%	0,00%	
Every year	8,33%	0,00%	30,00%	
Twice per year	0,00%	0,00%	0,00%	

Table 8: Volunteer tourism

Source: Own elaboration

Despite the lower number of respondents that have joined volunteer programs abroad, it is still relevant to the study to mention that regarding the level of enjoyment of the program the respondents gave an average rating of 4,20 with a standard deviation of 1,13 (Table 9). Moreover, the average rating of likelihood to repeat the experience was of 4,57 from a scale of 1 (never again) and 5 (definitely), with a standard deviation of 0,92 (Table 9).

GENDER	Full sample	Female	Male	T- TEST
LEVEL OF ENJOYMENT				(genders)
Total of answers	35	26	9	p=0,347
Excellent (5)	54,29%	53,85%	55,56%	
Very Good (4)	28,57%	34,62%	11,11%	
Average (3)	2,86%	3,85%	0,00%	
Fair (2)	11,43%	3,85%	33,33%	
Not at all (1)	2,86%	3,85%	0,00%	
<i>AVERAGE RATING</i>	4,20	4,31	3,89	
<i>STANDARD DEVIATION</i>	1,13	1,01	1,45	
LIKELIHOOD TO REPEAT				
Total of answers	35	26	9	p=0,778
Definitely (5)	45,71%	42,31%	55,56%	
Very Likely (4)	42,86%	46,15%	33,33%	
Average (3)	5,71%	7,69%	0,00%	
Not likely (2)	2,86%	0,00%	11,11%	
Never again (1)	2,86%	3,85%	0,00%	
<i>AVERAGE RATING</i>	4,57	4,23	4,33	
<i>STANDARD DEVIATION</i>	0,92	0,91	1,00	

Table 9: Volunteer tourism- Level of enjoyment and likelihood to repeat

Source: Own elaboration

4.1.3 Work and travel abroad

Less than the majority, 86 (42,57%) respondents have traveled at least once to work abroad in a foreign country (Figure 12).

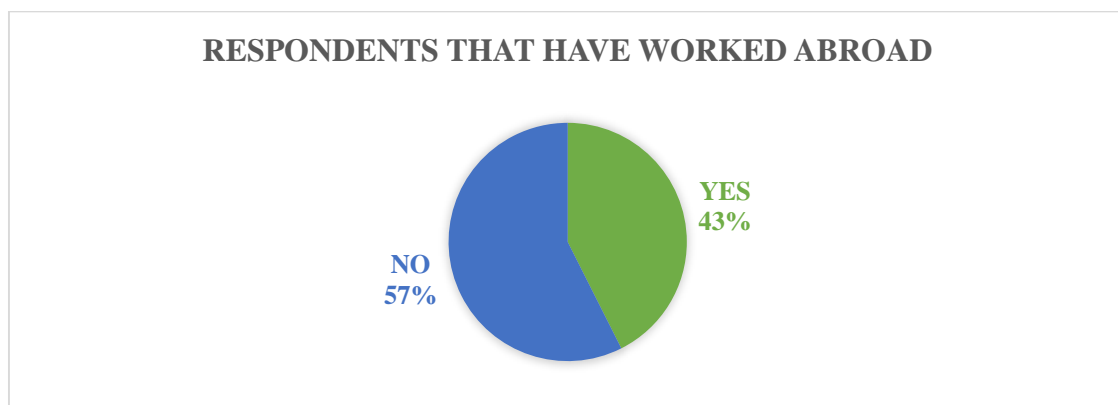


Figure 12: Respondents that have worked abroad

Source: Own elaboration

The difference of participation in this type of tourism per gender, according to the sample and to the Chi-square test, is not statistically significant. Despite most of the respondents have never traveled to work abroad, the majority of the ones that have done it did it once in their life representing 55,06% of the sample (Table 10). Then, 21 of the respondents

that have worked abroad have done it twice (23,60%), other 13 respondents did it three times (14,61%) and ultimately 6 of the respondents have done it every year so far (6,74%) (Table 10).

GENDER	Full sample	Female	Male	Chi-square test
Total of the sample	202	133	69	p=0,851
Number of respondents that worked abroad	86	57	29	
Percentages	42,57%	42,86%	42,03%	
Frequency of traveling				
Total of answers	89	59	30	
Once	55,06%	57,63%	50,00%	
Twice	23,60%	23,73%	23,33%	
Three times	14,61%	11,86%	20,00%	
Every year	6,74%	6,78%	6,67%	
Twice per year	0,00%	0,00%	0,00%	

Table 10: *Work abroad*

Source: Own elaboration

Despite the majority of respondents of the total of the sample have never traveled abroad to work, the average rating of the level of enjoyment of the respondents who have done it is of 4,39 with a standard deviation of 0,74 (Table11). Furthermore, the respondents that have worked abroad gave a high average rating, of 4,49, concerning their likelihood to repeat with a standard deviation of 0.83 (Table 10). In both variables, there is no statistically significant difference between the average ratings given by both genders.

GENDER	Full sample	Female	Male	T-TEST
LEVEL OF ENJOYMENT				(genders)
Total of answers	87	58	29	p= 0,838
Excellent (5)	51,72%	53,45%	48,28%	
Very Good (4)	37,93%	34,48%	44,83%	
Average (3)	8,05%	8,62%	6,90%	
Fair (2)	2,30%	3,45%	0,00%	
Not at all (1)	0,00%	0,00%	0,00%	
AVERAGE RATING	4,39	4,38	4,41	
STANDARD DEVIATION	0,74	0,79	0,63	
LIKELIHOOD TO REPEAT				
Total of answers	87	58	29	p=0,588
Definitely (5)	62,07%	67,24%	51,72%	
Very Likely (4)	24,14%	18,97%	34,48%	
Average (3)	11,49%	10,34%	13,79%	
Not likely (2)	1,15%	1,72%	0,00%	
Never again (1)	1,15%	1,72%	0,00%	
AVERAGE RATING	4,49	4,48	4,38	
STANDARD DEVIATION	0,83	0,88	0,73	

Table 11: *Work abroad – level of enjoyment and likelihood to repeat*

Source: Own elaboration

4.1.4. Cultural tourism

As seen in Figure 13, 127 from 202 respondents have at least traveled once for cultural tourism, accounting for 62,87% of the total sample.

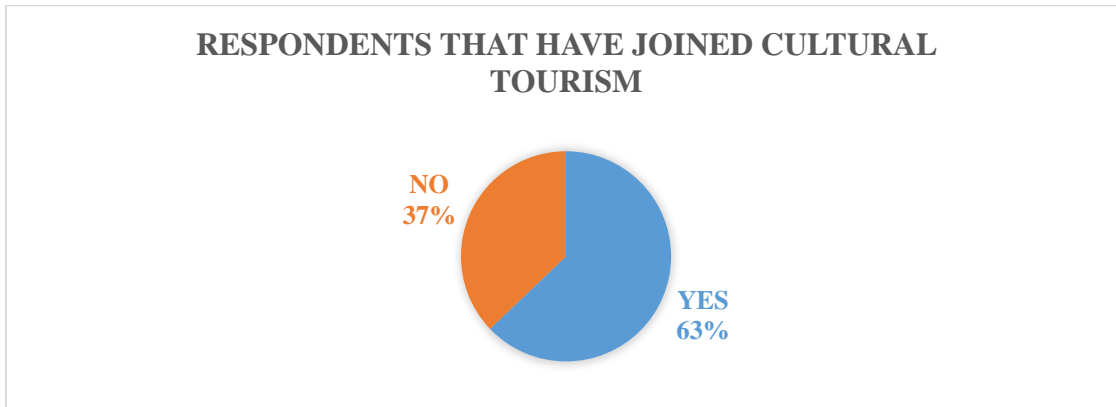


Figure 13: Respondents that have joined cultural tourism
Source: Own elaboration

An analysis was made to determine the level of participation on cultural tourism by genders, to determine if this type of tourism may be more attractive to one gender than the other. As seen in Table 12, the percentage of participation of women is slightly higher than the man’s percentage; however, the result of the Chi-square Test revealed that the difference is not statistically significant. Regarding the frequency of traveling for this purpose, most of the respondents travel every year or twice per year to join cultural activities (Table 12).

GENDER	Full sample	Female	Male	Chi-square teste
Total of the sample	202	133	69	p=0,902
Number of respondents that have joined	127	84	43	
Percentages	62,87%	63,16%	62,32%	
Frequency of traveling				
Total of answers	126	83	43	
Once	15,08%	14,46%	16,28%	
Twice	7,14%	7,23%	6,98%	
Three times	23,02%	26,51%	16,28%	
Every year	38,89%	39,76%	37,21%	
Twice per year	15,87%	12,05%	23,26%	

Table 12: Cultural tourism
Source: Own elaboration

Furthermore, regarding the level of enjoyment, the respondents gave an average rating of 4,61 with a standard deviation of 0,59 (Table 13). However, the male respondents gave a low average rating (4,42), but the female respondents gave a slightly higher one (4,71). The T-test was made, and a p=0,008 was obtained, meaning the difference between the

averages is statistically significant. Hence, women have a greater satisfaction when traveling for cultural tourism than man do.

Moreover, when asked about the likelihood to repeat the experience, the respondents gave an average rating of 4,67 with a standard deviation of 0,62 (Table13). Once again, the average rating given by the men’s respondents (4,51) was lower than the one given by the female’ respondents (4,76). The Chi-square test confirmed that the difference in averages is statically significance, hence it can be concluded that women have a greater likelihood to travel abroad again for cultural tourism (Table 13).

GENDER	Full sample	Female	Male	T-test
LEVEL OF ENJOYMENT				(genders)
Total of answers	126	83	43	p=0,008
Excellent (5)	66,67%	72,29%	55,81%	
Very Good (4)	27,78%	26,51%	30,23%	
Average (3)	5,56%	1,20%	13,95%	
Fair (2)	0,00%	0,00%	0,00%	
Not at all (1)	0,00%	0,00%	0,00%	
AVERAGE RATING	4,61	4,71	4,42	
STANDARD DEVIATION	0,59	0,48	0,73	
LIKELYHOOD TO REPEAT				
Total of answers	126	83	43	p=0,032
Definitely (5)	73,81%	78,31%	65,12%	
Very Likely (4)	21,43%	20,48%	23,26%	
Average (3)	3,17%	0,00%	9,30%	
Not likely (2)	1,59%	1,20%	4,65%	
Never again (1)	0,00%	0,00%	0,00%	
AVERAGE RATING	4,67	4,76	4,51	
STANDARD DEVIATION	0,62	0,51	0,77	

Table 13: Cultural tourism- level of enjoyment and likelihood to repeat

Source: Own elaboration

4.1.5 Sports and adventure tourism

a) Participating or observing a sport’s event or competition abroad

Regarding traveling to observe or participate in a sport’s event or competition, only a quarter,52 respondents have done it in the past, accounting for 25,74% of the sample (Figure 14).

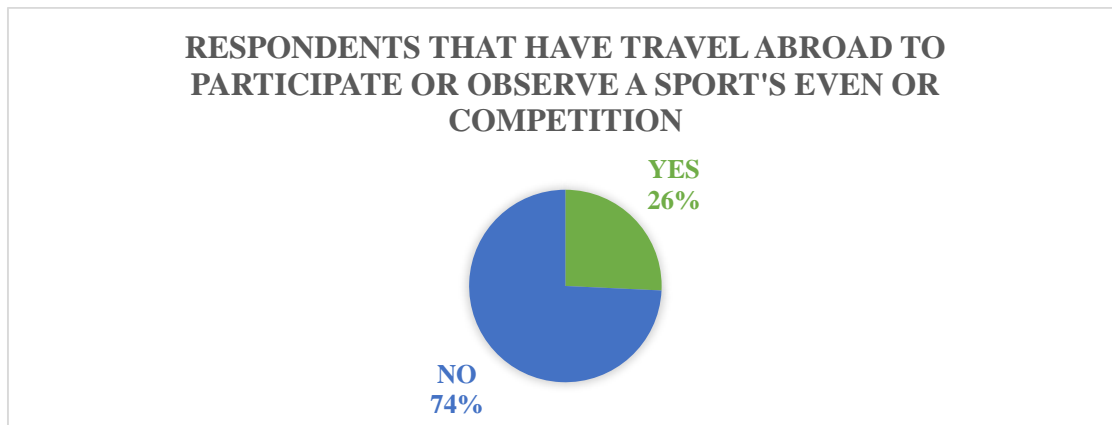


Figure 14: Respondents that have travel abroad to participate or observe a sport's even or competition

Source: Own elaboration

It is also seen in Table 14, that the male's participation in sport's events of competitions is considerable higher than the female participation in this type of tourism. Therefore, the Chi-square test was made and a $p=0,00014$ was obtained, meaning the difference is statistically significant. Hence, there are more men traveling abroad for sports events than women.

GENDER	Full sample	Female	Male	Chi-square test
Total of the sample	202	133	69	p=0,00014
Number of respondents that have joined	52	23	29	
Percentages	25,74%	17,29%	42,03%	
Frequency of traveling				
Total of answers	52	23	29	
Once	38,46%	52,17%	27,59%	
Twice	17,31%	26,09%	10,34%	
Three times	23,08%	17,39%	27,59%	
Every year	15,38%	4,35%	24,14%	
Twice per year	5,77%	0,00%	10,34%	

Table 14: Sport's event/competition

Source: Own elaboration

Furthermore, the average rating regarding the level of enjoyment given by the respondents is of 4,52 with a standard deviation of 0,83 (Table 15). Despite the considerable difference in this type of tourism between genders, the average ratings given by both are the same in regards to how much they enjoyed the experience. Ultimately, the same average rating (4,52) was given by the respondents when asked about their likelihood to repeat the travel experience, and with a standard deviation of 0,85 (Table 15). There is a slight difference between the average rating between genders on this variable; however, it is not statistically significant ($p=0,53$).

GENDER	Full sample	Female	Male	T-test
LEVEL OF ENJOYMENT				(genders)
Total of answers	52	23	29	p=0,985
Excellent (5)	67,31%	65,22%	68,97%	
Very Good (4)	21,15%	21,74%	20,69%	
Average (3)	9,62%	13,04%	6,90%	
Fair (2)	0,00%	0,00%	0,00%	
Not at all (1)	1,92%	0,00%	3,45%	
<i>AVERAGE RATING</i>	4,52	4,52	4,52	
<i>STANDARD DEVIATION</i>	0,83	0,73	0,91	
LIKELYHOOD TO REPEAT				
Total of answers	52	23	29	p=0,53
Definitely (5)	67,31%	65,22%	68,97%	
Very Likely (4)	23,08%	21,74%	24,14%	
Average (3)	5,77%	8,70%	3,45%	
Not likely (2)	1,92%	0,00%	3,45%	
Never again (1)	1,92%	4,35%	0,00%	
<i>AVERAGE RATING</i>	4,52	4,43	4,59	
<i>STANDARD DEVIATION</i>	0,85	0,99	0,73	

Table 15: Sport's event/competition- level of enjoyment and likelihood to repeat

Source: Own elaboration

b) Adventure activities

As seen in Figure 15, 115 of the respondents have traveled at least once in the past to join adventure activities, accounting for the majority of the total sample (56,93%).

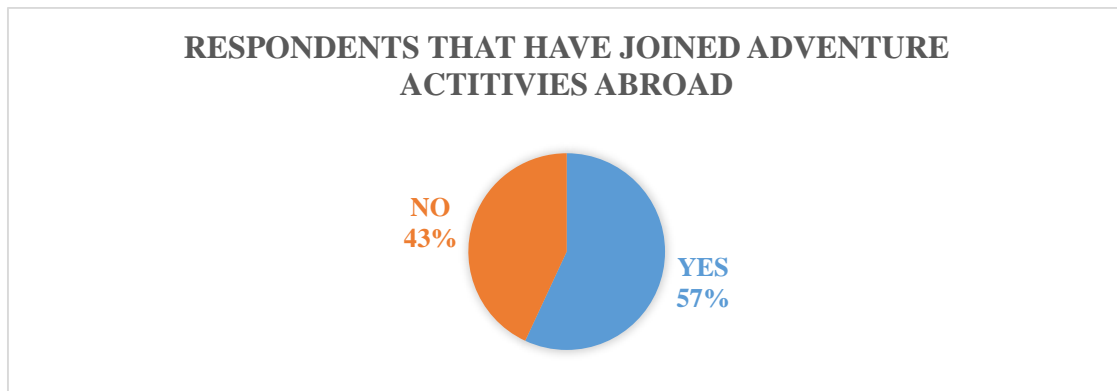


Figure 15: Respondents that have joined adventure activities abroad

Source: Own elaboration

As seen in Table 16, the percentage of males participating in adventure activities abroad is higher than the percentages of females participating in the same activities abroad. The Chi-square test was made to determine its statistical difference and a $p=0,0036$ was obtained, confirming that the different percentages in participation between the two genders is in fact statistically significant. Hence, adventure tourism attracts more male participants than females.

GENDER	Full sample	Female	Male	Chi-square test
Total of the sample	202	133	69	p=0,0036
Number of respondents that have joined	115	66	49	
Percentages	56,93%	49,62%	71,01%	
Frequency of traveling				
Total of answers	115	66	49	
Once	26,09%	31,82%	18,37%	
Twice	13,04%	13,64%	12,24%	
Three times	26,09%	22,73%	30,61%	
Every year	30,43%	27,27%	34,69%	
Twice per year	4,35%	4,55%	4,08%	

Table 16: *Adventure activities*

Source: Own elaboration

Furthermore, when asked about their level of enjoyment when traveling abroad to join adventure activities, the average rating given was of 4,73 with a standard deviation of 0,46 (Table 17). Moreover, the respondents gave a high average rating, 4,64, when asked about their likelihood to repeat the experience again, presenting a standard deviation of 0,65 (Table 17). No statistically relevant difference was found between the average rating given by both genders ($p=0,672$).

GENDER	Full sample	Female	Male	T-test (genders)
LEVEL OF ENJOYMENT				p=0,933
Total of answers	115	66	49	
Excellent (5)	73,91%	74,24%	73,47%	
Very Good (4)	25,22%	24,24%	26,53%	
Average (3)	0,87%	1,52%	0,00%	
Fair (2)	0,00%	0,00%	0,00%	
Not at all (1)	0,00%	0,00%	0,00%	
AVERAGE RATING	4,73	4,73	4,73	
STANDARD DEVIATION	0,46	0,48	0,45	
LIKELIHOOD TO REPEAT				p=0,672
Total of answers	115	66	49	
Definitely (5)	71,30%	69,70%	73,47%	
Very Likely (4)	23,48%	22,73%	24,49%	
Average (3)	4,35%	7,58%	0,00%	
Not likely (2)	0,00%	0,00%	0,00%	
Never again (1)	0,87%	0,00%	2,04%	
AVERAGE RATING	4,64	4,62	4,67	
STANDARD DEVIATION	0,65	0,63	0,69	

Table 17: *Adventure activities - level of enjoyment and likelihood to repeat*

Source: Own elaboration

4.1.6 Leisure tourism

Ultimately, regarding the number of individuals that have traveled abroad for leisure, 179 out of 202 respondents have done at least once in the past, accounting for 88,61% of the total of the sample (Figure 16).

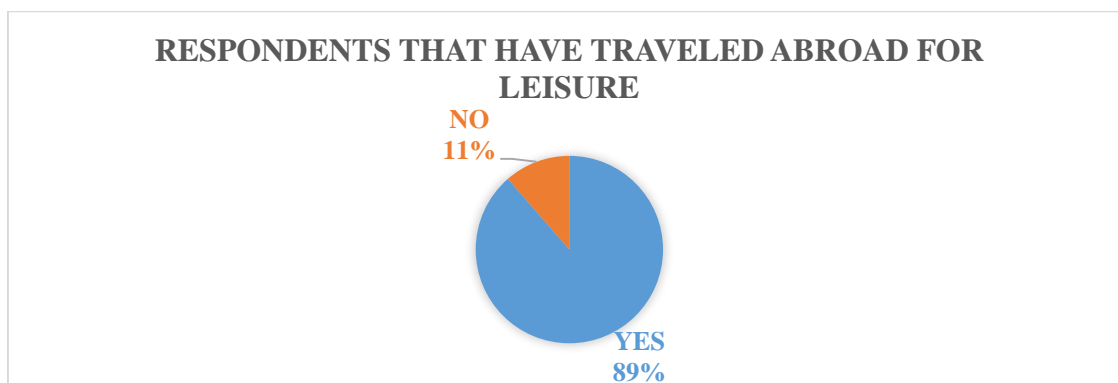


Figure 16: Respondents that have traveled abroad for leisure
Source: Own elaboration

As seen in Table 18, the percentages of participation by females and males in leisure tourism is almost the same ($p=0,536$). In contrast to the previous categories of tourism, where the majority of the respondents has only traveled once in their life for that particular reason, for leisure the majority of the respondents travels every year (45,51%) or twice per year (35,96%).

GENDER	Full sample	Female	Male	Chi-square test
Total of the sample	202	133	69	p=0,536
Number of respondents	179	119	60	
Percentages	88,61%	89,47%	86,96%	
Frequency of traveling				
Total of answers	178	118	60	
Once	0,56%	0,85%	0,00%	
Twice	2,25%	1,69%	3,33%	
Three times	15,73%	16,10%	15,00%	
Every year	45,51%	43,22%	50,00%	
Twice per year	35,96%	38,14%	31,67%	

Table 18: Leisure tourism
Source: Own elaboration

Traveling for leisure, was given the highest average rating (4,80) regarding the respondents level of enjoyment for their travel experience, with a low standard deviation of 0,45 (Table 19). Moreover, as seen in Table 19, there is a slight difference between the average rating given by females respondents (4,86) and males respondents (4,70). The $p=0,02$ obtained, means that the difference is statistically significant. Hence, overall, women have a higher level of enjoyment when traveling for leisure tourism than men do.

Ultimately, the respondents have given an average rating of 4,89 when asked about their likelihood to repeat the experience once again, with a low standard deviation of 0,38 (Table 19). No statistically significant difference was found between the average rating given by men and woman ($p=0,602$).

GENDER	Full sample	Female	Male	T-test
LEVEL OF ENJOYMENT				(genders)
Total of answers	178	118	60	p=0,02
Excellent (5)	82,58%	86,44%	75,00%	
Very Good (4)	16,29%	13,56%	21,67%	
Average (3)	0,56%	0,00%	1,67%	
Fair (2)	0,56%	0,00%	1,67%	
Not at all (1)	0,00%	0,00%	0,00%	
<i>AVERAGE RATING</i>	4,80	4,86	4,70	
<i>STANDARD DEVIATION</i>	0,45	0,34	0,59	
LIKELIHOOD TO REPEAT				
Total of answers	178	118	60	p=0,602
Definitely (5)	90,45%	90,68%	90,00%	
Very Likely (4)	8,43%	8,47%	8,33%	
Average (3)	0,56%	0,85%	0,00%	
Not likely (2)	0,56%	0,00%	1,67%	
Never again (1)	0,00%	0,00%	0,00%	
<i>AVERAGE RATING</i>	4,89	4,90	4,87	
<i>STANDARD DEVIATION</i>	0,38	0,33	0,47	

Table 19: *Leisure tourism - level of enjoyment and likelihood to repeat*

Source: Own elaboration

Chapter 5: Conclusions, Limitations and Future Research

5.1 Major conclusions

This study was conceptualized with the purpose of studying the Youth Tourism market consumers, to determine which the most popular sub-categories market is chosen by Gen Y members. The youth tourism market represents in our days, a big opportunity for the growth of the tourism market in the world (UNWTO, 2016b), therefore many studies have been made to understand the relation between this market and their consumers, in particular Generation Y (Barkley and Futurecast, 2016; Beham, 2015; Benckendorff, 2010; Bolton, 2013; Eusébio, 2015; Fernandez, 2016; Glover, 2010; Huang, 2010; Li, 2013; Moscardo, 2010).

The findings show that from all the categories and markets of Youth Tourism presented in this dissertation, traveling for Leisure tourism is the main form of tourism used by Generation Y members; hence, it is the most popular sub-category of youth tourism among Gen Y consumers. According to the sample, 88,61% of the overall sample has already traveled abroad for leisure at least once in their life, and 45,51% of them do it every year. This finding concurs with previous studies done on similar matter stating that traveling for holidays, vacation for leisure propose are still the main reason why young people travel (Tourism Research and Marketing, 2013; UNWTO, 2016c). In fact, according to UNWTO (2016c) around 632 million international tourist travel every year for leisure purposes, accounting for 53% of all international trips made by tourists. According to the findings, another type of tourism that attracts Gen Y travelers is the Erasmus Program, that belongs to Educational Tourism, which according to the European Commission (2015) provided more than three million European students the opportunity to study abroad. In compliance with the sample, 64,36% have already traveled abroad to join an Erasmus Program at least once in their life and the majority would like to repeat the experience. Furthermore, Cultural Tourism is also another important tourism market for Gen Y, as according to the sample 62,87% has already traveled for that reason, and do it every year. The continuous growth of this type of tourism will generate more market opportunities for tourism operators to attract Gen Y travelers, as it already represents almost 40% of the entire tourism worldwide (Nugent, 2012; Richard, 1999; Urosevic, 2012).

The findings reflect an increasing proportion of female travelers among the international youth travelers in comparison to the number of males, which concurs with previous studies on this matter (UNWTO, 2010; Tourism Research and Marketing, 2013). Therefore, there may be differences within genders as of what type of tourism which gender is more attracted and more likely to do. When it comes to travel to join an Erasmus Program, the percentage of participation of women (69,92%) is statistically significantly higher than the men's percentage of participation (53,62%). While in Sports and Adventure tourism, the opposite occurs. Men (40,85%) have a higher tendency to travel abroad to observe or participate in a sports' event or competition than women (16,91%); as well as they (69,01%) have a higher tendency to travel abroad to participate in adventure activities than women (48,53%). This findings concurs with previous studies made on similar matter, where it was concluded that slightly less women participate in adventure tourism and the ones that do usually prefer softer adventure than hard adventure (Adventure Travel Trade Association and The George Washington University, 2013; Lötter, 2014).

It is also interesting to the study, that the type of tourism that has the highest average rate of enjoyment is Leisure tourism, where an average rating of 4,81 was given, on a 1(not at all) to 5 (excellent). The findings also show a difference between genders, regarding their level of satisfaction and enjoyment in certain types of tourism, such as, women tend to appreciate and be more satisfied when traveling abroad for leisure and for cultural tourism than men do. Ultimately, and keeping its consistency in the overall results, the type of tourism that most respondents would like to repeat in the near future is Leisure tourism, that scored an average rating of 4,89 on a scale of 1(never again) to 5 (definitely). The findings also show that women have a bigger tendency to repeat certain traveling experiences that man, such as Erasmus programs and cultural tourism.

5.2 Limitations to Study

As in most studies, there are some constraints that limit this study that have to be acknowledge.

The first limitation concerns the sampling methodology, that due to its small size given the overall population of Gen Y worldwide, it fails to represent the entire generation when it comes to their traveling past experiences. Moreover, the results of the statics may have

been different if the number of females and male respondents would have been similar, which would result in more accurate and reliable conclusions. Hence, the descriptive statistics and conclusions are considered true within the sample that was obtained but can not be generalized to the entire universe of Gen Y population.

The second constraint is relate to the research method chosen to study the defined topic. By using quantitative research by means of an online survey with closed multiple questions, it limits the respondents' opinions and facts about their traveling experiences. Furthermore, it may also have limited the degree of understanding of the respondents, creating some confusion and doubts about the questions and answers they were supposed to give.

Despite, the mentioned constraints and limitation, the empirical research made can be use as basis for future research on this specific topic and contribute to obtain better and more reliable results.

5.3. Future Research

For future research on the topic, a bigger sample should be use with an equal number of females and males to assure more accurate and reliable statistical conclusions and to afire if, the results would be similar or not. It could also be interesting, to study the topic by comparing countries or continental regions (such as North vs South Europe, North America vs South America), to determine if the results would be different when considering nationalities as a factor.

Another factor that could be taken into consideration in further study is the effect that social media has on Gen Y members in the decision making process when traveling abroad and when choosing the type of tourism they intend to do when going abroad. Since, social media has a continuous powerful influence on this cohort it could be useful for tourism managers of different types of tourism to better grasp how to use it in their benefit to attract more Gen Y consumers.

In this dissertation, a quantitative methodology approach was use to collect the data for this study. However, the use of qualitative studies such as focus groups could be use in

further study to enable researchers and tourism managers' operators to probe answers regarding the motivations of traveling of Gen Y members and what do they look for when choosing certain types of tourism. This could help tourism operators to understand what are the decision-making facts and motivations behind Gen Y consumers' minds and help them create better competitive advantage over their competitors.

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Annexes

MARKET RESEARCH ON YOUTH TOURISM, BASED ON GENERATION Y TRAVEL EXPERIENCES

The following questionnaire is part of the research for a Master thesis dissertation written by Leonor Garrilho Guedes, a student of ISCTE-IUL, Business School. The purpose of this questionnaire is to understand young people travel preferences.

This questionnaire has an intended cohort of the population, those who were born between 1982 and 2002, the so called Generation Y. We are really focus on understanding the travel experience this generation is taking on.

The questionnaire will take just 10 minutes to complete.

Thank you for your kind cooperation.

***Obrigatório**

Part 1. Who are our respondents?

1. 1.1 In what year were you born? *

Marcar apenas uma oval.

- 1982 - 1986
- 1987 - 1991
- 1992 - 1996
- 1997 - 2002

2. 1.2 What is your gender? *

Marcar apenas uma oval.

- Female
- Male
- Prefer not to say

3. 1.3 What is the highest level of education you have completed? *

Marcar apenas uma oval.

- Did not attend school
- Graduated from high school
- Bachelor Degree
- Master's Degree or Post - Graduation Degree

4. 1.4 Are you currently employed? *

Marcar apenas uma oval.

- Yes
- No
- I am still a student

Part 2. Generation Y's mobility

<https://docs.google.com/forms/d/1yAQUVp9vccNV2M2RLr3dDukTLE4ODRjzBhSaVWFGH2U/edit>

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25/10/2017

MARKET RESEARCH ON YOUTH TOURISM, BASED ON GENERATION Y TRAVEL EXPERIENCES

5. 2.1 Have you ever traveled abroad (staying at least one night but remaining less than a year)? *

Marcar apenas uma oval.

Yes

No Após a última pergunta desta secção, passe para a pergunta 43.

6. 2.2 How many times have you traveled abroad in the last 5 years (staying at least one night but remaining less than a year)? *

Marcar apenas uma oval.

Once

Twice

Five times

Ten times

More than ten times

Never Passe para a pergunta 43.

Part 3. Erasmus program/other exchange study program

7. 3.1 Have you ever joined an Erasmus program or any other exchange study program abroad? (if you choose option "no" go down and move to the next section) *

Marcar apenas uma oval.

Yes

No

8. 3.2 How many times have you joined an Erasmus program or any other exchange study program?

Marcar apenas uma oval.

Once

Twice

Three times

9. 3.3 If you have joined an Erasmus or any other exchange program, on a scale of 1 - 5 how much did you enjoy the experience?

Marcar apenas uma oval.

1 2 3 4 5

Not at all It was excellent

10. 3.4 If you have joined an Erasmus or any other exchange program, on a scale of 1 - 5 how likely are you to do it again?

Marcar apenas uma oval.

1 2 3 4 5

Never again Definitely

Part 3. Language learning program

https://docs.google.com/forms/d/1yA2UvP9VccNV2M2KLF3DUUK1LE4OUHJZBNS3VWF6H2U/edit

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MARKET RESEARCH ON YOUTH TOURISM, BASED ON GENERATION Y TRAVEL EXPERIENCES

11. 3.5 Have you ever joined a language learning program abroad? (if you choose option "no" go down and move to the next section) *

Marcar apenas uma oval.

- Yes
 No

12. 3.6 How many times have you joined a Language learning program?

Marcar apenas uma oval.

- Once
 Twice
 Three times
 Every year
 Twice per year

13. 3.7 If you have joined a Language learning program, on a scale of 1 - 5 how much did you enjoy the experience?

Marcar apenas uma oval.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	It was excellent

14. 3.8 If you have joined a Language learning program, on a scale of 1 - 5 how likely are you to do it again?

Marcar apenas uma oval.

	1	2	3	4	5	
Never again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely

Z

Part 3. Other educational programs (such as workshops, study trips, research field programs)

15. 3.9 Have you ever joined any other educational program abroad? (if you choose option "no" go down and move to the next section) *

Marcar apenas uma oval.

- Yes
 No

16. 3.10 How many times have you joined any other educational program abroad?

Marcar apenas uma oval.

- Once
 Twice
 Three times
 Every year
 Twice per year

://docs.google.com/forms/d/1yAQUVp9vccNV2M2RLr3dDukTLE4ODRjzBhSaVWFGH2U/edit

3/8

0/2017

MARKET RESEARCH ON YOUTH TOURISM, BASED ON GENERATION Y TRAVEL EXPERIENCES

17. 3.11 If have you joined any other educational program, on a scale of 1 -5 how much did you enjoy the experience?

Marcar apenas uma oval.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	It was excellent

18. 3.12 If have you joined any other educational program, on a scale of 1 - 5 how likely are you to do it again?

Marcar apenas uma oval.

	1	2	3	4	5	
Neve again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely

Part 3. Volunteer program abroad

19. 3.14 Have you ever joined a Volunteer program abroad? (if you choose option "no" go down and move to the next section) *

Marcar apenas uma oval.

- Yes
 No

20. 3.5 How many times have you joined a volunteer program abroad?

Marcar apenas uma oval.

- Once
 Twice
 Three times
 Every year
 Twice per year

21. 3.16 If you have joined a volunteer program abroad, on a scale of 1 - 5 how much did you enjoy the experience?

Marcar apenas uma oval.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	It was excellent

22. 3.17 If you have joined a volunteer program abroad, on a scale of 1 - 5 how likely are you to do it again?

Marcar apenas uma oval.

	1	2	3	4	5	
Never again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely

Part 3. Work abroad (internships or traineeships)

23. 3.18 Have you ever worked abroad (internship or traineeship)? (if you choose option "no" go down and move to the next section) *

Marcar apenas uma oval.

- Yes
 No

24. 3.19 How many times have you worked abroad (internships or traineeships)?

Marcar apenas uma oval.

- Once
 Twice
 Three times
 Every year
 Twice per year

25. 3.20 If you have worked abroad, on a scale of 1 - 5 how much did you enjoy the experience?

Marcar apenas uma oval.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	It was excellent

26. 3.21 If you have worked abroad, on a scale of 1 - 5 how likely are you to do it again?

Marcar apenas uma oval.

	1	2	3	4	5	
Never again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely

Part 3. Taking part in cultural activities in a foreign country (such as historical tours, visit museums, galleries, food tours, etc)

27. 3.22 Have you ever traveled abroad to take part in cultural activities? (if you choose option "no" go down and move to the next section) *

Marcar apenas uma oval.

- Yes
 No

28. 3.23 How many times have you traveled abroad to take part in cultural activities?

Marcar apenas uma oval.

- Once
 Twice
 Three times
 Every year
 Twice per year

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17

MARKET RESEARCH ON YOUTH TOURISM, BASED ON GENERATION Y TRAVEL EXPERIENCES

29. 3.24 If you have been abroad to take part of cultural activities, on a scale of 1 - 5 how much did you enjoy the experience?

Marcar apenas uma oval.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	It was excellent

30. 3.25 If you have been abroad to take part of cultural activities, on a scale of 1 - 5 how likely are you to do it again?

Marcar apenas uma oval.

	1	2	3	4	5	
Never again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely

Part 3. Watching or participating in a sports' event/competition

31. 3.26 Have you ever traveled abroad to watch or participate in a sports' event/competition? (if you choose option "no" go down and move to the next section) *

Marcar apenas uma oval.

- Yes
 No

32. 3.27 How many times have you traveled abroad to watch or participate in a sports' event/competition?

Marcar apenas uma oval.

- Once
 Twice
 Three times
 Every year
 Twice per year

33. 3.28 If you have been abroad to watch or participate in a sports' event, on a scale of 1 - 5 how much did you enjoy the experience?

Marcar apenas uma oval.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	It was excellent

34. 3.29 If you have been abroad to watch or participate in a sports' event, on a scale of 1 - 5 how likely are you to do it again?

Marcar apenas uma oval.

	1	2	3	4	5	
Never again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely

Part 3. Taking part in adventure activities abroad (such as skiing/snowboarding, surfing, bird watching, camping,

canoeing, hiking, rafting, safaris, sailing, scuba diving, snorkeling, climbing)

35. 3.30 Have you ever traveled abroad to take part in adventure activities? (if you choose option "no" go down and move to the next section) *

Marcar apenas uma oval.

- Yes
 No

36. 3.31 How many times have you traveled abroad to take part in adventure activities?

Marcar apenas uma oval.

- Once
 Twice
 Three times
 Every year
 Twice per year

37. 3.32 If you have been abroad to take part in adventure activities, on a scale of 1 - 5 how much did you enjoy the experience?

Marcar apenas uma oval.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	It was excellent

38. 3.33 If you have been abroad to take part in adventure activities, on a scale of 1 - 5 how likely are you to do it again?

Marcar apenas uma oval.

	1	2	3	4	5	
Never again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely

Part 3. Leisure purposes

39. 3.34 Have you ever traveled abroad for leisure purposes? (if you choose option "no" go down and move to the next section) *

Marcar apenas uma oval.

- Yes
 No

40. 3.35 How many times have you traveled abroad for leisure?

Marcar apenas uma oval.

- Once
 Twice
 Three times
 Every year
 Twice per year

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MARKET RESEARCH ON YOUTH TOURISM, BASED ON GENERATION Y TRAVEL EXPERIENCES

41. 3.36 If you have been abroad for leisure, on a scale of 1 - 5 how much did you enjoy the experience?

Marcar apenas uma oval.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	It was excellent

42. 3.37 If you have been abroad for leisure, on a scale of 1 - 5 how likely are you to do it again?

Marcar apenas uma oval.

	1	2	3	4	5	
Never again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely

Part 2. Generation Y's mobility

43. 2.3 From a scale of 1 - 5 how likely are you to travel abroad for one of these experiences for the first time? *

Marcar apenas uma oval.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely

44. 2.4 Which ones?

Marcar tudo o que for aplicável.

- To join an Erasmus Program/Other exchange study program
 To join a Language learning program
 To join any other educational programs (such as workshops, study trips, research field programs)
 To join a Volunteer program abroad
 To work abroad (such as internships or traineeships)
 For leisure purposes
 To take part in cultural activities in a foreign country (such as historical tours, visit museums, galleries, food tours, etc)
 To watch or participate in a sports event/competition
 To take part in adventure activities abroad (such as skiing/snowboarding, surfing, bird watching, camping, canoeing, hiking, rafting, safaris, sailing, scuba diving, snorkeling, climbing)