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Research paper

Ascendancy of youth tourism on the travel and tourism preferences

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Abstract

Youth Tourism or Youth Travel in simplified terms deliberate out as the travel and touring plans followed by the population groups standing out between the age group of fifteen to thirty for a period ranging from more than one day and less than one consecutive year, making out on economical lines of stature to build out unique life experiences.The study is concentrated among the youth population of Kerala, who possesses a deliberate and distinguishing views on travel and touring idea. The study tries to evaluate the attitudes and choices of the youth on travel and tourism and to develop an authoritative model of their preferences. A focus is given on measuring the influence of youth on travel. And study also analyses the impact of tourism destinations on youth, and their preferences.

Keywords: *Youth Tourism; Tourism Preferences and Youth Attitudes.*

1. Introduction

Tourism as a vibrant field of attraction as always stood out as a forum that deliberately created a platform that envisaged the venturing of many formal and informal contact studies. Each and every part of population has their own desirable formulations on the travel and tourism desires and their behavior series stand out to make accustomed discipline of study. With the identification of evolution in each and every sector there has been the birth of several novel ideas and disciplines in the sector. One such discipline being the youth preferences and needs model on tourism calling out as "Youth Tourism." Youth Tourism or Youth Travel in simplified terms deliberate out as the travel and touring plans followed by the population groups standing out between the age group of fifteen to thirty for a period ranging from more than one day and less than one consecutive year, making out on economical lines of stature.

Here in this study were are profiled to make out the ascendancy of youth tourism on the travel and tourism preferences with special reference to Kerala. Tourism as always made and hold phenomenal influence on the revenue generating capacity and sights of a country's external appearance to the world economy. This influence of tourism has always made out a fascinating part of the discipline youth tourism is standing out as a creative provider of research opportunities. Being an area of interest as always stimulated all the participants of the makeover. This was the main driving force behind this clustered study conducted to bring out the influence andsupremacy of youth tourism on travel and tourism preferences and wants.

2. Review of literature

Haigh in 1995 made out in his studies that as society changes the status of tourism will also adapt to it and change its status. This in turn makes travelling and touring to become a necessity desirable to all rather than a socially desirable want. He further made out that travelling for the purpose of leisure is that of a traditional concept while the in the modern make out concept travelling and touring are as a kind of means that will help to attain their desire. Their desire, needs and purposes will be derived out on the basis of various determinants like cost, communication facilities, safety and security kinds, aesthetic appeals and so on. As per the publication propaganda by the World Youth Student and Education Travel in 2009 clearly deliberated that the youth will always have an attachment towards innovation in whatever movements they make, this itself was seen on the youth tourism intakes as they have a privileged affection to the modern trends on and for back-packing, trekking adventure, solo or individual travel models and so alike. In the studies of Joseph M. Cheer, Yaniv Belhassen and Joanna Kujawa in 2017, entitled "The Search for Spirituality in Tourism: Toward A Conceptual Framework for Spiritual Tourism" many young aspirants of travel and tourism desires often make out to look on non-retailed satisfactions like spiritual achievements, religious desires, realizations and esteemed actualizations. Furthermore, in the works of Gustavo S. Mesh he clearly stated that in this order of economy today's youth and teen participants make out touring and travelling ventures as a means of escape conditions, searching for new life conditions and explorations and also to make path for personal growth. The theoretical reviews in this context of youth tourism made out that there are decision influencing, motive influencing and pattern influencing casts that acts as determinants of youth travel and tourism prescriptions in nature. Sarah Weber in her studies on the titled work of "Youth Tourism in Europe: Problems and Prospects" concluded that youth tourism segment forms a chief mentor of today's European Tourism sector. More than being a theoretical conglomerate youth tourism always make out a dynamic apparel and cluster out the need of the affectionate needs rather than moving on with the theoretical conclusions. Thus, the youth touring and travelling compulsions and motived preferences always steam out to provide a detailed study. This has been made out in a progressive mode in this ventured study.

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3. Research design

The study is made out in model that adopted the youth in Kerala as the major and complete sample that were randomly drawn out through its fourteen administrative districts based on online responses. The analytical framework of the study helps to make out a paper model that can be understood by the most common and basic layman and academic practitioners. The included sample structure that consists of 300 sample directories with a constituent panel of 164 male and 136 female respondents. The respective respondent group aged with in a range of 15 to 30 years of age tenure. This viability itself proofs that thus paper scripts are equally distributed and made out. Various diagrammatic models inclusive of graphs and proportionate constituents.

Objectives of the Study

The study is made to measure the supremacy of youth tourism on the travel and tourism preferences with the following objectives:

To derive out the youth travelers ultimate travelling desires of youth in Kerala.

To make out the factors that influence the youth while selecting a touring destination.

The nature of destinations mostly preferred by the youth in Kerala

4. Analysis and findings

1) Ultimate results that are desired by the youth of Kerala from travelling and touring

The acclaimed ports of ultimate goals of the respondents in consultation of their views are as follows:

Table 1: Ultimate Results Desired by Respondents

Results	Strongly Agree	Agree	Neutral	Dis-agree	Strongly Dis-agree	Total
Happiness	280	20	0	0	0	300
Stress Relief	240	60	0	0	0	300
Aesthetic Satisfaction	150	108	42	0	0	300
Explorations	220	65	15	0	0	300
Personal Awareness	131	101	47	11	10	300
Realization	144	87	48	10	11	300
Publicity/social prestige	62	62	101	46	29	300

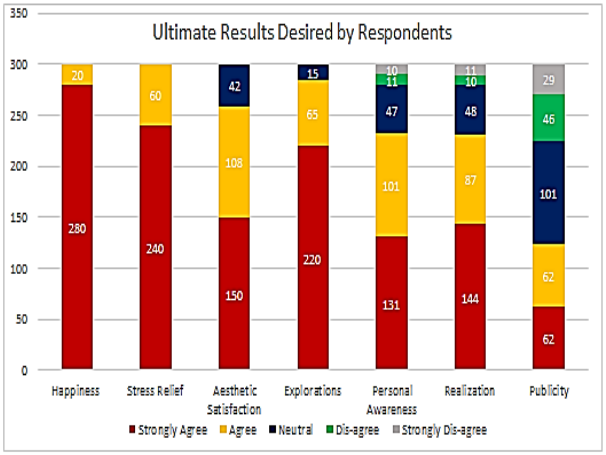


Fig. 1: Ultimate Results Desired by Respondents.

Interpretation: The findings also suggest that main needs that agitate the youth in Kerala to endure into the travel and tour venture are the ultimate results which they want to get. The youth population in Kerala mainly need to get accustomed for happiness associated with the venture as 300 respondents polled for the determinant. It was not the end but one among the many needs of stress relief and aesthetic satisfactions. Another major need noted was the desire for explorations as 285 respondents strongly opt for that.

2) Factors influencing the youth while selecting a touring destination

The destination preferences of youth in Kerala are as follows as on established motives are as follows:

Table 2: Factors Influencing Respondents Decisions

Factors	Strongly Agree	Agree	Neutral	Dis-agree	Strongly Dis-agree	Total
Money	190	94	16	0	0	300
Family & Friends	197	81	22	0	0	300
Distance & Travelling Facilities	143	122	25	10	0	300
Food, Water & Shelter Facilities	163	112	25	0	0	300
Safety	153	108	39	0	0	300
Social Networking	174	126	0	0	0	300
Movies	42	110	75	58	15	300
Beauty of Destination	210	71	19	0	0	300
Communication facilities	140	100	60	0	0	300

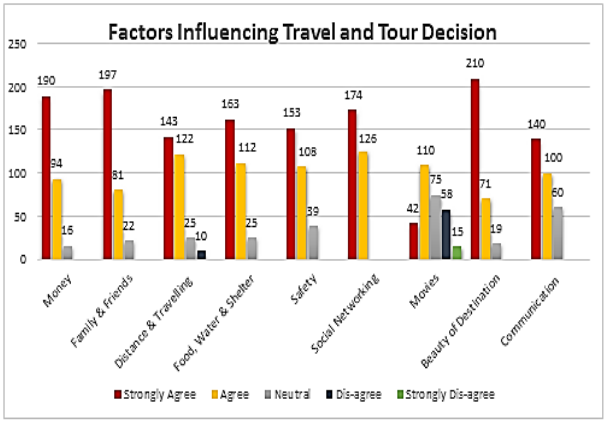


Fig. 2: Factors Influencing Respondents Decisions.

Interpretation: The study brought out the major inference that the youth population seriously think upon the beauty of the destination that they aspire to tour. This was approved out by 210 respondents who strongly agreed to it and none falling beyond being neutral. The secondary factors that were inferred out included the influence of family and friends as 197 respondents strongly agreed to the option. It was followed by a deliberate consolidation of money opt cost associated with the touring as a range of 190 youth aspirant strongly making out the option.

3) Nature of destination

The respondents view in this sense of youth tourism are as follows made on the basis of a scale of five:

Table 3: Nature of Destination as Preferred by Respondents

Nature of Destination	Strongly Agree	Agree	Neutral	Dis-agree	Strongly Dis-agree	Total
Natural& scenic Destinations	230	60	10	0	0	300
Amusement Parks	103	92	80	18	7	300
Cultural& Historic Sights	100	112	71	10	7	300
Shopping& Commercial Spots	80	86	86	40	8	300
Adventure/Exploration Spots	250	50	0	0	0	300
No Preferences	40	46	122	42	50	300

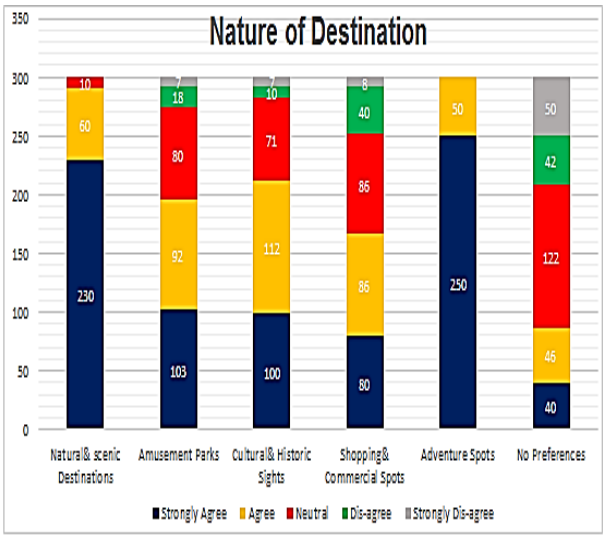


Fig. 3: Nature of Destination as Preferred by Respondents.

Interpretation: Now coming to the preference of youth in equity with the nature of destination included a broad spectrum making up for natural and scenic destinations and the count was of nearly 290 with no sought of dis-agreements. But the majority stood for the urge to get on the preference of adventurous and explorative spots. This was casted by 300 of the respondents with 250 of them strongly preferring that one. A level of 122 respondents clearly made out with the poll on having no preference. This itself

5. Conclusion

This study conducted to make out the supremacy or influence of youth tourism on the travel and tourism preferences in Kerala deliberately met out the objectives for which the venture was set out. The study came across several crucial conclusions regarding the ascendancy of youth tourism on the travel and tourism preferences in Kerala. Apart from the deviations from traditional preferences the youth in Kerala are titling more to get attachment towards their own particularity in travelling and touring preferences. This has been adamantly curved out through the interpretations as their tour and travelling decisions were influenced by family and friends followed by social networking and money factors. Rather than deviations they have developed their own model in respect of travelling and touring. Although the concept of tourism include travel as a part of it, but the youth today consider it as a means to execute their travelling model by far as considered to attain their motive. In relation to this their travelling ultimate motive of touring and travelling is mainly running around for the attainment of happiness, stress relief and explorations.This study made out clearly that the youth tourism concept has made deliberate amendments in concern to the travel and tourism preferences in Kerala.

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