

SOCIOLOGY OF TOURISM: YOUTH'S ATTITUDE

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The study of the youth's attitude to tourism is very important for up-to-date sociology. Tourism is progressively becoming a norm in various societies.

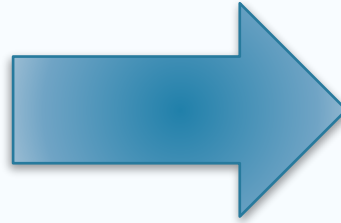


The study of the young travelers can influence the development of the tourism industry and intercultural communications

Youth tourism is a new, fast growing sector in the tourism industry



Youth tourism



- Volunteering
- Backpacking
- Working holiday programs
- Education
- Cultural exchange
- Language courses
- Students exchange

Purposes of young tourists:

**To meet
other people**

**Learn the
language**

**Work or
study**

**To see
another
nature;
animals**

**to experience
the local
lifestyle**

STATISTICS

20% - youth

80% - others

Tourists (2015)



WHY YOUTH TRAVEL IS IMPORTANT

It is a market for the future – not just for the future development of the young people themselves, but also the places they visit



Young people...

Spend more
than other
tourists

Give more
value to the
destination
over their
lifetime

Less likely to be
deterred from
travelling by
terrorism, natural
disasters, etc.

Discover new
destinations

Gain cultural
benefits from
their travels

Use new
technologies

Young people see travel as an essential part of their everyday lives, rather than just a brief escape from reality



‘Tourism is not just another sector of the economy. It is a human phenomenon that has social implications.’



Potential impacts and contentious issues relating to youth tourism:



80% of youth tourists not use travel agents for any plans (2015)

Environment may struggle

Infrastructure problems in poor nations

- **“Young travelers today want, more than ever, to enrich themselves with cultural experiences, to meet local people and to improve their employability when they return home,”**

David Chapman, director general for the WYSE Travel confederation.

YOUTH TOURISM SHOULD BE STUDIED BY SOCIOLOGISTS

- youth tourism is a very important market segment, being a resource for change and innovation
- It provides the basis for other studies in various fields

THANK YOU FOR
ATTENTION!

