

# **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.

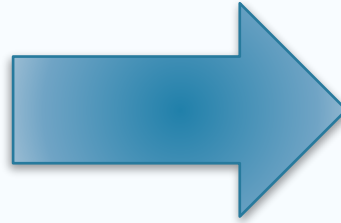


The study of the young travelers can influence the development of the tourism industry and intercultural communications

# 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!

