

DESTINATION PROMOTING MOTIVES FOR YOUNG PEOPLE

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ABSTRACT

The objective of this paper is to present selected aspects of management information in regard to prospective tourist destinations for young Poles. The focus of the study is on the preferences of respondents in determining their destination choice. The verified hypotheses have indicated that there are several leading motives for their decision making, and they can be utilized as a foundation for marketing communication that targets young students. The results show that the crucial elements deal with comfort and convenience associated with the destination, along with the attractiveness of the destination.

Key words: tourism, marketing communications, young tourists, destination attractiveness

INTRODUCTION

Tourism is an important element of the contemporary economy. Income from this economic sector accounts for some 1,245 million USD. In 2014 tourism generated 9% of the world GDP and accounts for some 10% of employment [UNWTO 2015]. However, one can observe demographic changes [Olejniczak 2016] that cause substantial changes in the structure of tourists by age. Among others there is an substantial increase in the number of travels and an increase of expenditures by young people for tourism purposes [Demeter and Bratucu 2014].

Young adults are becoming a more attractive group for tourism agencies and to those responsible for regional development. Therefore, more information is warranted in order to have a chance to more effectively recognize their preferences, wants, needs, and constraints. Results of investigation of associated aspects can be used to optimize a tourist firm's position capturing the desires of this age group. In order to address such aspects it is imperative to answer some questions that originate from the logistics associated with efficient marketing communications. For example:

1. How do students seek information about a destination when planning a voyage?
2. How do they utilize the Internet resources while planning a voyage?
3. What are the most influential factors impacting their decision to book a trip?

These questions stem also from the effectiveness of marketing communication. It is essential to know what the main criteria is for customers when they are making the purchase decision to provide an effective marketing. Concurrently it is required to know which sources the customer uses to retrieve information: it seems the Internet is typically the main source for information about destinations for young adults [Dębski and Nasierowski 2015]. In this paper, we focus on the third question. The working hypotheses are:

- H1: There are specific motives that have a greater impact on one's choice of destination. These aspects should be emphasized in marketing campaigns.

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- H2: The main items that impact upon the selection of destination that can form the basis for marketing campaigns are comfort (and convenience), and the attractiveness of the destination.

To answer research questions and to verify research hypotheses the following structure of presentation has been adopted. In part two selected aspects determining tourism destination choice have been described based on the literature review. Part three presents results of the examination of key sources of information that is an impulse for the selection of destination. Based on examination of the average values of the responses to questions from the questionnaire preferences for destination choice are presented. Such analysis has been deepened by factor analyses, and the conclusions from the analysis can be used as the basis for marketing campaigns relative to promotion of destinations. Part four of the report summarizes the conclusions from the study and depicts directions for further studies.

FACTORS THAT DETERMINE TOURISM DESTINATION CHOICE – THEORETICAL BACKGROUND

Young adults are an attractive target market in the tourism industry; in 2009 it was estimated that this group had contributed some 190 billion USD to the market value which has since increased to 286 billion USD in 2014: this indicates a high dynamic of changes. It is estimated that by 2020, young tourists will contribute 400 billion USD to the tourism sector [UNWTO 2016].

There are distinct characteristics and patterns that should be noted when examining aspects of youth travel. Young people have more “free time” which leads to longer and more expensive trips. There appear to be evidence that young people choose to take time off from their studies or work in order to travel, which may result in above average expenditures. In the literature, it is noted that young adults have a tendency of taking time off from study or work to travel [Yoon 2014]. An additional motive for youth travel is a desire to learn more about foreign locations and cultures. This is concurrent with the notion that young tourists seldom return to the same tourist venue. Young people are prone to seek novelties, and are frequently pioneers in identifying attractive destinations. They are less discouraged because of social unrest, diseases, natural disasters, or terrorist threats [Vukic et al. 2015], e.g. the case of Turkey, or Egypt that may negatively impact a destination. On the contrary, young travelers have a higher probability to return since they have more years of life ahead of them.

When examining characteristics that are responsible for the demand related to a chosen destination, Niezgodna [2012] has indicated several items that may be pivotal for the selection of the destination: economic, legal, geographical, socio-psychological conditions, and the role of mass media. These items are characterized by many elements that impact their competitive position. As pointed out by Panasiuk [2015], beyond traditionally recognized tourism agencies, there are institutions and local authorities that shape the “tourism” site. They are responsible for the creation of the destination offer by their tourist friendly climate.

Dwyer and Kim [2003] specified some 120 items of competitiveness for a destination and grouped them into categories: endowed resources, created resources, supporting factors, destination management, situational conditions, market performance indicators. Enright and Newton [2005] have specified two aspects of competitiveness for a destination, whereas only one directly related to tourism (Table 1). Factors called business environment related or general factors – like labor cost and skills, the level of retail sector development, the level of technological advancement or strategies of local companies are important for marketing the destination but at the same time they are independent from people and to agencies that are responsible for the creation of tourism policies and contribute to the tourism experience.

Aspects of competitiveness for tourism destination were addressed by many researchers: Vanhove [2002], Dwyer and Kim [2003], Hadzik et al. [2010], Mechinda et al. [2010]. It was emphasized that the proper management of the destination site is important, and it must include marketing and promotion [Grzinic and Saftic 2012]. These elements correspond to the customers’ preferences. There were also attempts to link elements of competitiveness with the demand for the specific products. For example, Kaushik et al. [2010] examined tour-

Table 1. The competitiveness factors of tourist destinations

Associated with tourism market / specific factors	Business environment related/general factors
Architecture	Labour cost and skills
History	The level of retail sector development
Local people	The level of technological advancement
Cultural peculiarities	Strategies of local companies
Events (festivals, concerts etc.)	Political stability
Museums and galleries	Anti-corruption policy
Concert halls and theatres	The level of educational system
City nightlife	Strong currency and steady prices

Source: Enright and Newton [2005].

ism related habits of the Hindu people and assumed the existence of relationships between such variables as age, sex, background of the tourists, occupation, income, and their impact upon the selection of the destination. The key elements related to the choice of destinations are: “communication, objectivity, basic facilities, attraction, support services, distinctive local features and psychological and physical environment” [Kaushnik et al. 2010]. Research related to the motives of decisions to travel has also been carried out in Europe; for example, a study by Holiday Barometr, or the study Global Advisor [Rosa 2002] and in Poland [Bosiacki 2012].

A big group responsible for the generation of tourism income are young people as they are motivated by their interests in the world and education [Youth... 2008]. The definition of youth tourism proposed by World Tourism Organization (WTO) also indicates such motives. It says that “youth travel includes all independent trips for periods of less than one year by people aged 16–29 which are motivated, in part or in full, by a desire to experience other cultures, build life experience and/or benefit from formal and informal learning opportunities outside one’s usual environment” [Dionysopoulou and Mylokakis 2013].

Young adults are an attractive target group for the tourism market, therefore it is important to find effective methods to connect with them and attract them to visit a selected city or country. A vital element for marketers is to select an adequate communication channel(s) to reach them. Concurrently it is essential to share an attractive message to stimulate them to accept the offer. Moreover, it is crucial to identify these decisive factors that capture the tourist’s attention to and to emphasize them during promotional efforts.

MATERIAL AND METHODS

The results from an analysis of the findings achieved based on a questionnaire study conducted between January and July 2015, are here reported. Amount of 235 responses were collected in Poland, with 201 being further analyzed (the rejected responses were by respondents above 35 years old). Share of 70% of respondents were below 25 years old. Share of 56% were residents of Warsaw, and the remaining portion mainly from neighboring cities. Warsaw, from the viewpoint of tourism, can be regarded as a very attractive place, with a host of cultural events and sites. It is a city with many administrative facilities, the headquarters for several large companies, including multinational companies, as well as many universities. These institutions are important because young travelers may seek unique attractions to diversify their experiences compared to what is available home. For the respondents, traveling to destinations that have different cultural characteristics and attractions is relatively easy because of the geographical proximity of other tourist destinations. Travel may often be considered a symbol of status for this group.

The examination of collected data was supported by factor analysis: this effort has been done to isolate motives for going to a specified destination, city, or region. This can be done because value of Determinant of Cor-

relation Matrix is very low (0.019, and concurrently value of KMO (Kaiser–Meyer–Olkin) Measure of Sampling Adequacy (0.742) is acceptably high. The optimum number of factors was determined based on the examination of the scatter plots. To use a simple interpretation of factors, the Oblimin rotation was used.

RESULTS

A pivotal element in the process of marketing communication rests with the content of the marketing message which should mirror the motives for traveling. Respondents were asked 17 questions, with answers in the scale of 1 (not important) to 5 (very important) in the selection of a destination for travelling (to the selected city, or region). Evaluation of elements important to the selection of destination is presented in Table 2.

Table 2. Elements important in the selection of a destination by respondents (averages)

Factor	Value	Factor	Value
Journey costs	4.42	Clubs, theme parks, entertainment	3.48
Climate	4.37	Quality and efficiency of local transport	3.46
Easy access to attractions	4.30	Special events, festivals	3.23
Variety of leisure and recreation offered (swimming pools, cinema, parks, playgrounds)	4.16	Architectural attractions, museums	2.96
Quality of accommodation and facilities	4.13	Opportunity for practicing a specific sport and related facilities	2.93
Quality of catering/restaurants facilities	4.06	Destination brand (known, popular)	2.77
Easy access	3.98	Folk art of a specific area	2.38
Flora, fauna and natural environment	3.91	Presence of places of religious worship	2.04
Quality and accessibility of shops	3.68	Average	3.54

Source: Own study.

The most important item for respondents when selecting a destination is the cost of the journey, followed by climate, easy access to attractions, and the variety of leisure and recreation offered and quality, especially accommodation one [Wojciechowska-Solis and Mazurek-Kusiak 2016]. Similar results were obtained by Buchta and Skiert [2012] when examining students' preferences: cost of the journey, sight-seeing and climate received the highest scores. Young people are active, have the desire to travel, are under 25 years old, and do not have enough money to achieve all the objectives associated with traveling, especially when they use their own resources. This aspect constitutes an important constraint for youth travel, especially when they have no other financial support. As suggested by Panasiuk [2014] tourism satisfies higher level needs and calls for consumption funds. Furthermore, dealing with the tourism activity of students, the “cost of the offer” and “scenery and climate” received the highest scores among motives for traveling.

The interpretation of the results from the factor analysis suggests the existence of two factors: comfort (and convenience), and attractiveness. The interpretation of these constructs may be as follows: Comfort: “something that brings aid, support, or satisfaction. An appurtenance or condition furnishing mental or physical ease” [Websters... 1986]; Convenience: “A favorable or advantageous condition, state, or circumstance. Something suited

to ones material wants, freedom from difficulty, discomfort, or trouble” [Websters... 1986]. Attractive: “able to cause to approach by influencing the will or appealing to the senses. Having qualities that arouse interest, pleasure, or affection in the observer” [Websters... 1986].

Table 3 presents items that form the scale of comfort (and convenience), and attractiveness along with their factor loadings (Pearson correlation coefficients that denote the strength of relations among variables). Some items from the questionnaire have been eliminated from further analysis either because of low values in Anti-Image Correlation Matrix – AICM (below 0.5) or because of low value of factor loadings (below 0.5).

Table 3. The selection of elements that create the scale of comfort (and convenience), and attractiveness of respondents

Comfort (and convenience)	Value
Quality of accommodation and facilities	.538
Journey costs	.597
Quality and accessibility of shops	.680
Variety of leisure and recreation offered (swimming pools, cinemas, parks, playgrounds)	.614
Quality and efficiency of local transport	.666
Easy access	.529
Quality of catering/restaurants facilities	.676
Easy access to attractions	.575
Clubs, theme parks, entertainment clubs	.510
Attractiveness	
Architectural attractions, museums	.623
Flora, fauna and natural environment	.585
Folk art of a specific area	.652

Source: Own study.

The strength of these relations can be regarded as average. This model explains 34.7% of the variance; unidentified elements are responsible for the remaining portion of the variance. This is a relatively low value. These results may be the consequence of the formulation of questions in the questionnaire: they were not focused enough, or they might have been interpreted differently by respondents. The first category (comfort and convenience) deals with the infrastructure of the location, how easy it is to get there, and the costs associated with the journey. The second relates to the specific features of the destination (attractiveness). For the respondents “destination brand (known, popular)” is not an element of “comfort”. Such results allow us to conclude that the hypothesis H2: “it is possible to isolate these elements in the selection of destination, that are universal to respondents” – is confirmed. As well, it can be concluded that the hypothesis: H1: “there are the leading motives that are decisive to the choice of the destination” is confirmed.

Certainly, an issue of interpretation of these constructs – comfort, convenience, attractiveness – is open for discussion. These constructs are very broad, and their interpretation depends upon many elements: family status, age, wealth, education, preferences, and many more. Items describing these constructs may overlap.

It is interesting to note that “climate” that is one of the key items associated with the choice of destination (based on examination of average responses) has a very low index of importance in the factor analysis – it is eliminated because of the low value of factor loading.

“Destination brand (known, popular)”, “folk art of a specific area”, and the “presence of places for religious worship” are not important to respondents when aspects of importance is examined based on average values (Table 2), nor important when factor analysis results are used. These items were excluded from examination of factor analysis because of low values in AICM and low factor loadings (below 0.5). These are not important elements for respondents, and therefore there is no need to include information associated with these elements in the marketing campaigns. However, it is interesting that “variety of leisure and recreation offered (swimming pools, cinema, parks, playgrounds) and “opportunity for practicing a specific sport and related facilities” were not among crucial areas of importance, as per results from the examination of factor analysis.

CONCLUSIONS

The results of the study answer the research questions, especially the third which was related to motives for selecting a destination. Critical aspects in the decision to choose a destination have been presented in Table 2. The discussion of elements important to customers, specifically young Polish students, have been extended to factor analysis which may be regarded for a means of further verification of results. The identified motives should be included in communicating them to customers.

Equally important is the selection of the proper communication channels. Young people seek information mainly via internet. To a lesser extent, they use ‘professional’ sources such as brochures, advertisements in the press, subway, radio/TV). Characteristically, they use ‘social platforms’. This may suggest their need to verify formal sources with personal and less formal opinions. Respondents use a wide palette of sources of information [Dębski and Nasierowski 2015].

The study results allowed us to answer research questions: what are the factors that are of prime importance to young tourists and key ways to communicate efficiently with them. The critical elements related to the selection of the destination of travel by the respondents, young people and students planning a trip, in our study have been presented in Table 3. The most frequently mentioned items are the cost of travelling and the overall variety and quality of the product. Thus, an examination of their preferences (wants, needs, constraints) may be adequate promotion – keeping in mind their preferences and not rely on travel agencies leaders to be correct. It is also important to identify an efficient means to communicate with clients – while not the main idea of this paper, this was already explained [Dębski and Nasierowski 2015]. Respondents use professional brochures or published advertisements to a much lesser extent compared to their older counterparts. They are more comfortable and experienced with the world-wide web than older clients.

These results show that comfort (and convenience) and attractiveness of the destination are most important. For a substantial portion of students, the key reason for traveling is to relax [Ryan and Zhang 2006]. There are also items associated with convenience when travelling such as “seeing and learning”, “fun and entertainment”, and “adventure and thrill” [Kim et al. 2007] that are related to an interest in leisure (attractiveness). Consequently, managing a tourism offer to gain special attention must be reliant on comfort and attractiveness; our results do not allow the isolation the pivotal, detailed elements of comfort and attractiveness that are decisive to success.

It is important to remember that attractiveness is the factor that will result in the final decision of a destination. Attractiveness contributes to satisfaction. However, it seems that comfort (and convenience) have a stronger impact. This observation has serious implications. Attractiveness should be emphasized in marketing communication, and comfort should be promoted to build customer loyalty which is key for customer retention (destination and travel agency). Such a line of reasoning is even more justified when “seeing and

learning” constitute a strong motivation in selecting a destination. Tourists who have already seen natural or cultural attractions in a given destination may lose interest in returning, which results in a decreased importance of attractiveness.

Presented results should be regarded as preliminary: a test study of the methodology for further studies. However, at this stage there are some valuable results. First, it can be concluded from our report, even if not explicitly stated, that further studies in this area are warranted. There may be an information gap between young tourists and travel agencies as they currently operate. The issue, whether such conclusions may be important for those responsible for regional development, is a topic for another investigation. As well, there are several very strong indications that suggest:

- A more comprehensive questionnaire, with more sharp questions is recommended.
- We observe that a structured interview with representatives from travel agencies may be useful, at least with respect to the verification of their opinions about the possible preferences of prospective customers.
- In any further study on the subject, there is the perceived need to expand the section related to the characteristic features of the respondent: e.g. family status (single with family, with children, etc.), sources of income or sources of funding the trips.
- It may prove interesting if future research to consider the differences in preferred times of the year young people can, and wish to travel.

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MOTYWY PROMOCJI DESTYNACJI TURYSTYCZNYCH WŚRÓD MŁODYCH LUDZI

STRESZCZENIE

Celem artykułu jest zaprezentowanie wybranych aspektów zarządzania komunikacją marketingową dotyczącą destynacji turystycznych, a skierowaną do młodych Polaków. Treść opracowania koncentruje się na preferencjach respondentów, które determinują ich decyzje wyjazdowe. Zweryfikowane hipotezy wskazują, że istnieje wiele wiodących motywów wyboru dokonywanego przez turystów. Powinny być one wykorzystywane w treści przekazu marketingowego, który jest adresowany do badanej grupy. Wyniki badania pokazują, że do kluczowych czynników należą komfort i wygoda pobytu wraz z atrakcyjnością destynacji.

Słowa kluczowe: turystyka, komunikacja marketingowa, młodzi turyści, atrakcyjność destynacji