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# Travel Behaviour of Different Ages

Business Economics and Tourism  
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Degree Programme of Hotel and Restaurant Business

## ABSTRACT

|                    |                                    |
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The objective of this thesis was to examine tourism behaviour in different age groups. I chose two different age groups who are and continue to be a very important customer segment in the tourism sector.

Seniors are a growing age group in Finland and they are increasingly using tourism services. As a result, companies have begun to invest in them, which means positive growth in this sector.

The other examined age group is youngsters/young adults which is a continuously growing customer segment. Again, this group brings a positive growth in to tourism sector.

The empirical part of this thesis is a quantitative study of tourist behaviour in different age groups and how it differs in these particular groups.

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Keywords: Tourism, Tourism at different ages, Quantitative research

## VAASAN AMMATTIKORKEAKOULU

Degree Programme of Hotel and Restaurant Business

## TIIVISTELMÄ

|                    |                                    |
|--------------------|------------------------------------|
| Tekijä             | Kukka-Maaria Kuusela               |
| Opinnäytetyön nimi | Travel Behaviour of Different Ages |
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Tämän opinnäytetyön tavoite oli tutkia eri-ikäisten ihmisten matkailutottumuksia, sekä matkailukäyttäytymistä. Valitsin kaksi eri ikäryhmää, jotka ovat ja tulevat olemaan erittäin tärkeä asiakas segmentti matkailualalla.

Eläkeläiset ovat kasvava ikäryhmä Suomessa ja he käyttävät yhä enemmän matkailualan palveluja. Tämän seurauksena heihin on alettu satsaamaan, mikä tarkoittaa myönteistä kasvua alalle.

Toinen tutkimani ikäryhmä on nuoret/nuoret aikuiset, jotka ovat jatkuvasti kasvava asiakasryhmä. Myös tämä ryhmä tuo myönteistä kasvua matkailualalle.

Opinnäytetyön empiirinen osa on kvantitatiivinen tutkimus eri-ikäisten matkailukäyttäytymisestä ja siitä miten se eroaa eri ikäryhmissä. Tutkimus toteutettiin Vaasassa toukokuussa 2009 lomakemuotoisena kyselynä. Tutkimukseen osallistui 45 opiskelijaa ja 45 eläkeläistä.

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Asiasanat: Matkailu, eri ikäryhmien matkailu, kvantitatiivinen tutkimus

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## 1. INTRODUCTION

Tourism has become a massive industry which shows no signs of coming to an end, even though the travel sector is facing challenging times because of the world's economic situation. These challenging times will most likely last a few years to come but eventually the situation will get better. Despite the problems, the industry seems to grow and gain more new travellers from different age groups all the time.

Tourism has grown considerably in a few years and is now one of the fastest growing economic sectors in the world. Different locations and the number of new destinations are growing as more people want to travel to them.

(<http://www.unwto.org/aboutwto>)

Tourism is a very vulnerable industry and the sector needs to constantly take into consideration the social and demographic changes. Finland's changing age structure and increased free-time is generating good growth for the tourism industry. Seniors can be seen as a new group of customers in tourism which is a trend towards the acquisition of new experiences. The consumer behaviour of seniors is expected to increase consumption-oriented behaviour; the modern-day seniors are more willing to invest money in tourism. Senior travel trends are vitality, aesthetics, consumption and enjoyment of the experiences. (Ahtola 2002: 19)

Youth travel today has taken a significant role in the worldwide tourism industry. The demand keeps on growing continuously every year in this particular tourism sector. Youth tourism obtains clearly higher attention and, therefore, it will keep on growing in the future as well.

([http://www1.messe-berlin.de/vip8\\_1/website/Internet/Internet/www.itb-berlin/englisch/About\\_ITB\\_Berlin/Market-Segments/Youth-Travel/index.html](http://www1.messe-berlin.de/vip8_1/website/Internet/Internet/www.itb-berlin/englisch/About_ITB_Berlin/Market-Segments/Youth-Travel/index.html))

*“Travel is about discovery – exploring different places and understanding different cultures. An enjoyable trip can be one of our most memorable experiences”.* (<http://www.visitlondon.com/people/green/responsible-tourism>)

### **1.1 Aim of the thesis**

The aim of the thesis is to examine tourism behaviour based on age. The main target groups for this research are 18 – 30-year-olds and over 60-year-old people. The aim of the empirical study is to find out how these different age groups differ from each other and what are the similarities and differences between them.

The research is done among students of University of Applied Sciences in Vaasa and Vaasa Pensioner Association. The hypothesis is that there are differences between different age groups, the way they travel, where they travel and how they experience their travel.

Information is gathered from interviews that are made to students in University of Applied Sciences in Vaasa and pensioners in Vaasa. I personally approached representatives of these two groups and gave them the questionnaire forms to fill in.

### **1.2 Research problem**

The research problem is travel behaviour at different ages. Do 18-30-year-old people travel totally differently than people over 60 years? The main problem is, therefore, to find out what are the differences between two different age groups in the way they travel. I also want to know if these two different groups prefer to travel alone, with a travel companion or maybe in groups. Is the younger group, perhaps, more eager to travel in Finland rather than abroad or vice versa?

### **1.3 Research questions**

This thesis aims to identify differences between two distinct age groups. The questions that illustrate the research problem can be found in themes that are used in the questionnaire.

- What motivates people to travel?

- Do people travel together, alone or in groups?
- Where do they travel, in Finland or abroad?
- What is the travellers profile like?

I began to search for answers to these questions by means of a tourist analysis which surveyed tourist's background information. My intension was to find out what activities and tourism services travellers use during their holiday. In addition to this I also define the length of stay and the tourists' interests on the spot.



## **2. TOURISM IN GENERAL**

Tourism is a word with many meanings. It essentially consists of elements such as people, places, destinations, journeys and activities. Some think of tourism as travelling for leisure purposes and some think of it as a dynamic and growing industry. There are as many reasons to travel as there are people but the most common items are destinations, activities and other things that draw people to travel. Tourism and tourism forms are explained in this chapter.

### **2.1 Definition of tourism**

Tourism is the World Tourism Organisation WTO's definition of the activity where a person is living outside his usual environment up to one year for leisure, business or other purposes. (Verhelä & Lackman 2003: 15) Tourism is also commercial, mostly entertaining and experimental activity which involves visiting some destination. (Asunta, Brännare-Sorsa, Kairamo & Matero 2003: 230) Tourists and tourism service companies carry out the interaction between the departure- and target area which create tourism. (Vuoristo 2002: 20) Travel's purpose is generally an experience or adventure. A dictionary defines experience to be a highly impressive experience or other such event that creates a strong impression. (Lassila 2002: 16) Tourism is a way to access the world but it also means that people locate themselves in it. (Franklin 2003: 26) When travelling from one place to another people have spread out information, methods and influences, which make it possible to influence on people's attitudes and the way they think. In addition to these, man has met his spiritual and physical needs through tourism. (Ahtola, Koivunen, Korpela, Kostianen & Syrjämaa 2004: 8)

In recent years the tourism supply has diversified and there are various types of tourists. Mass tourism addition to the natural, cultural, welfare and adventure tourism in is increasing. New forms of travel and travel targets are, however, facing significant challenges in establishing their place in travel consumer's area

of interest because still a majority of Finns favour the traditional tourist attractions. Research methods can be defined as tourism and tourists and what can describe the various types of tourists and analyse human motivation to travel. There are a number of tourist perceptions of basic concepts, as tourism is a multi-disciplinary and multi-dimensional study and it has a short tradition of research. (Ahtola, etc. 2004: 302)

Tourists often head to areas which are in many ways interesting recreational environments and have certain pull factors (attractions). A different environment can act as pull and push factor. (Vuoristo 2002: 29) Tourists meet other tourists during their journey and, therefore, tourism may increase interaction among people. A tourist will also observe the target area, its nature, environment and culture. He may also be influenced by the local population, who will also observe the ways of tourists. (Hemmi 1987: 69)

## **2.2 Tourism today and in the future**

Tourism has changed considerably in the last decades, while the tourism supply has diversified. A travel research study conducted by Tilastokeskus shows that 15 to 74-year-old Finns made a total of 363 000 million contained overnight leisure trips abroad in 2009. 252 000 of the trips included one or more overnight stays in the target country. 22% of these trips were made to Estonia and 8% to Sweden. Finns made 1,7 million leisure trips in their mother country in 2009. This is 5% less than in the corresponding period a year earlier. Most of the trips (1,5 million) were made so that free accommodation at relatives', friends' or some where else. (Tilastokeskus – Suomalaisten matkailu 2010)

During the last decades tourism supply has grown considerably and has reached new features. Instead of mass-produced tourism people have begun to be interested in alternative tourism forms such as tourism targeted to individuals.

World Tourism Organisation (WTO) has predicted that the natural and cultural tourism forms are increasing, short holidays and so called city-breaks will become more common and tourist centres will grow in popularity. Senior tourism's strong increase is already evident but different adventure tours where people test their own limits still remain in tourism margin, adventure tours are becoming more common in the tourism trend industry. Tourism is changing and it is important to examine the travel motives and consumer behaviour so that the tourists' needs will be responded to. (Ahtola 2004: 294 – 296)

In the future tourists are believed to keep environmental friendliness, ethicality and quality as a base for their consumption choices. Also taking into account the environment and local population will be one of the important values when travelling. Alternative tourism features are thus to be seen in the consumption choices that tourists make. (Seaton & Alford 2001: 129 – 131)

### **2.3 Different forms of tourism**

Tourism is divided into different types of tourism forms. The most known types are domestic, inbound and outbound tourism forms. This section covers other categories and types of tourism. I have chosen to focus on these categories: leisure tourism, visiting friends and family, business tourism, health tourism, cultural tourism, nature tourism, activity tourism, special interest tourism and backpackers. They are explained below.

#### **Leisure tourism**

Leisure tourism and recreation tourism can include different kinds of holidays, cultural and activity tourism and visiting friends and relatives. Leisure tourism is a getaway from normal life and a time for mental and physical relaxation. (Cooper 2005)

Leisure tourists want to relax and not take part in family activities, physical activities or visiting friends and relatives. (Smith 1995: 112)

#### Social safety travellers

Migration, displacement and studying are reasons for people to travel and see their loved ones. This is probably the biggest tourism segment in the world and even though such tourists usually are of no importance for accommodation suppliers they bring money for transport operators. (Swarbrooke & Horner 2007: 28 – 29)

#### Business tourism

Business tourism is one of the oldest tourism forms. Business tourism used to be just about transport of the goods and sales trips. Today it is much more and it involves conferences, new products as well as training courses. (Swarbrooke & Horner 2007: 29 – 30)

#### Adventure tourism

Adventure tourism is a form of tourism where travellers seek for thrills, excitement and adventuresome. Physical activity is extremely important and travellers try to escape the ordinary travel patterns. (Smith 1995: 112)

#### Health tourism

Health is becoming more important for people and that is why health tourism is also arising in people's awareness. Spas are becoming more popular and travellers want to take care of their wellbeing. (Swarbrooke & Horner 2007 32 – 33)

#### Cultural tourism

The desire to experience other current cultures and earlier cultures in history is a motivator in cultural tourism. Cultural tourism contains elements such as:

- visits to heritage destinations, attractions and traditional festivals
- taking part in local events and activities (sporting, leisure)
- visits to farms, factories and craft centres (Swardbrooke & Horner 2007: 35)

#### Nature tourism

Natural scenery has stimulated tourists through centuries and keeps on doing so. People want to see beautiful landscapes that they see in travel magazines and see the wonders of nature. (Swardbrooke & Horner 2007: 36)

#### Activity tourism

A desire for new experiences and interest in health and fitness. Activity tourism is seen positively because it improves people's health and keeps them in shape. (Swardbrooke & Horner 2007: 37)

#### Special interest tourism

Special interest tourism is like activity tourism but it involves only a little or no physical strain. It can be the whole focus during the holiday or just a day or two during a holiday. Most popular types of special interest tourism are:

- gastronomy (learning to cook and enjoying gourmet meals)
- painting
- music festivals
- visiting gardens ( Swardbrooke & Horner 2007: 37)

#### Backpackers

The Backpacker segment consists mainly of young travellers. Backpackers are independent, adventurous and budget-conscious. One of the characteristics for backpackers is to travel on their own rather than in ready made trip. They also want to stay away from the mass tourist

destinations, which support the classification of backpacker tourists. (Swardbrooke & Horner 1999: 149)

Travelling is now possible to almost everyone and there are several forms of tourism from business tourism to leisure tourism. Each departure is driven by a human need, which varies depending on the situation and person. Tourism is based on a wish to obtain information on new issues, knowledge of foreign cultures and experiences. (Verhelä 2007)

#### **2.4 Definition of a tourist**

A tourist or an overnight visitor, who travels and stays in a place visited at least one night in a private or collective accommodation. An international tourist is a visitor who spends at least one night in the country his visiting. A domestic tourist is a visitor who spends at least one night in the visited location. (Tilastokeskus – Käsitteet 2009)

Tourists can be classified into two different groups based on their trip. The first group is *a domestic* tourist that travels inside the country of residence. The second group is *an international* tourist who travels to a foreign country. Tourist classification is based on people's travel motivation. (Cooper 2005) has presents the classification as follows:

1. Leisure and recreation – including different kind of holidays, visiting friends and relatives, cultural tourism, active holiday (sports) (Cooper 2005) Leisure tourists travel for pleasure purposes and are not obligated to stay in specific destinations or facilities. (Nigam 2007: 160)
2. Other tourism purposes – including study, health tourism (Cooper 2005)
3. Business and professional – including conferences, incentive and business tourism (Cooper 2005) It includes a specific purpose to a destination determined by a business. (Nigam 2007: 31)

Human travel and the travel behaviour can be examined based on different types of tourists. In tourism studies tourists have been classified, or in other words typified, on the basis of different criteria. Tourists and tourism motives are grouped and independently classified in a relation to the travel destination. Interpretations have sought to create a typing of the traveller on his way to travel. Travel types, i.e. the typology, can be divided roughly into two main categories. *Interactive types* stress tourists and tourism in the area of intercultural interaction. Cognitive-normative types highlight the background of tourism and the impact on factors related on traveller's personality. Typologies create an overview of the tourists' service use and environmental relations. There are various definitions and while creating them it has been the purpose to add something new or create a whole new perspective of looking at travel issues. (Vuoristo 2002: 45)

### 3. TRAVEL TYPOLOGIES

In this chapter the two most known travel typologies are introduced. Typologies are based on tourists' travel patterns and with those patterns tourists can be divided into different segment groups. With these segment groups it is easier to find out what a specific tourist wants. Erik Cohen's and Stanley Plog's typologies are defined below.

#### 3.1 Cohen's Typology

One of the most important and best-known travel typologies is Erik Cohen's theory, which he created in 1972 based on Goffman's 1959 study of human behaviour in different situations. According to the classification the role of a traveller is affected by curiosity for new experiences but also, on the other hand by familiarity and safety. Depending on what kind of weightings these factors have travellers then grouped into different roles whose extremes are safety, familiarity and intimacy or curiosity, new experiences and risks. In other words tourists are divided according to how actively they participate in the realization of their journey and how much they blend into the local population. In this division there are four recognisable basic types. (Vuoristo 2002: 48)

1. The first is called *organised mass tourist* who favours the prepared travel packages and isolates into his own "environmental bubble trap". (Vuoristo 2002: 48) This "organised mass tourist" prefers to travel with a large group and he won't drift too far from hotel. (Swardbrooke & Horner 2007: 84 – 85)
2. The second type is a unique mass tourist who also favours prepared travel packages but is more flexible and proactive than the organised mass tourist. (Vuoristo 2002: 48)
3. The third type is known as explorer, who plans his trips and seeks outside of the mass tourism destinations but favours reasonable comfort when travelling. (Vuoristo 2002: 48) This type seeks no contact with other



tourists. Explorers want to meet and be in interaction with local people. Nevertheless these explorers expect a certain level of comfort and security. (Swardbrooke & Horner 2007: 85)

4. The fourth type is the so called drifter who secedes from organised tourism production and looks for foreign conditions and new experiences and blends into local culture and everyday life. (Vuoristo 2002: 48) Drifters tend to stay away from formal tourism industry and they don't plan destinations or accommodations in advance. (Swardbrooke & Horner 2007: 85)

The first two categories, individual and organised mass tourists, prefer to travel to familiar locations with arranged trips by a tour operator. In Cohen's division the explorers and drifters avoid mass tourism and organise trips of their own. The first two types of tourists represent the *institutional* and the latter two *non-institutional-tourists*. Division is based on whether the trip is organised by travellers own action (non-institutional) or whether the tourist uses tour operator services (institutional). (Vuoristo 2002: 48 – 49)

#### *Organised tourists:*

- The organised mass tourist purchase package holidays that are put together by a tour operator and seek of adventure. Everything is pre-planned by the tour operator. Self-indulgence is of primary importance during the holiday. (Uriely, Yonai & Simchai 2002: 520 – 522)
- The individual mass tourist is, to some extent, more flexible and initiative than the organised mass tourist. The individual mass tourist may organise accommodation and tours on his own but is still very tied to a package holiday, which prevents him from experiencing the reality of the destination. Travellers have their own time schedules, which are not

combined with the groups schedule and things are not pre-planned. (Uriely, etc. 2002: 522)

*Unorganised tourists:*

- The explorer seeks outside of mass tourism destinations, plans and organises his own trips but does still prefer comfortable accommodation and transportation vehicles. Explorers are genuinely interested in new destinations, local culture and lifestyle. They do not want to adapt completely to the local life but their own customs and habits eventually win the charm of novelty. (Uriely, etc. 2002: 522)
- Drifters are searching for new experiences and foreign places ignoring the risks of foreign conditions. They want to organise trips on their own and deliberately avoid tour operators. They want to blend into the local life and even perform a job. Drifters do not commit to timetables or a place. (Uriely, etc. 2002: 522)

This travel typology above shows that the tourist's role is affected by both curiosity as well as the need for security. Cohen divides organised and unorganised travellers into their own groups both of which he still identifies into two types of tourists. A tourist is separated from a traveller by the fact that the tourist travels on a tour operator's prepaid trip, while the traveller wants to organise everything himself and travels independently.

### **3.2 Plog's typology**

An other well known typology was created by Plog in 1974. He divides tourists into so called psychographic types of which extremities are psychocentric's and allocentrics. Psychocentrics focus on themselves and they are reserved and narrow minded. They favour ready made tourism packages, passive activities and a familiar and a safe environment. Plog describes allocentrics as open-minded and

social, they are interested in new experiences, cultures and people. They make their own travel arrangements and are pleased with plain service quality in their travel destination. Midcentrics have qualities from both primary groups. Most of the population belongs to this group. (Vuoristo 2002: 47, Vuoristo 2003: 42)

Previously mentioned Cohen's and Plog's travelling typologies have several interfaces. Their characteristics can be sealed in to four different basic travel types. 1. *Drifters* and explorers travel from their normal everyday life surroundings to different tourism areas. They travel on their own, aiming to avoid built-tourism destinations and paid services. 2. *Individual* elite tourists spend their holiday in exotic and non-routine travel locations. They are experienced, wealthy travellers who seek adventures and try to adapt to the local norms but in need use good level service. 3. *Individual* mass tourists favour familiar and safe destinations. They like to travel to the same and familiar destinations which have the same service quality than in origin countries where they came from. 4. *Mass tourists* visit in well-known and well developed destinations. Their service need is high and they use lot of guided tours and recreational services. The trip is designed almost entirely by the organiser of the trip. Many tourism typologies features are based on studies made in the 1970's. Despite the fact that the significance of safety has grown in tourists' motives and tourists are still expected to differ from each other between the degree of security and its relation to the tourism environment and familiarity. (Mowforth & Munt 1998: 53 – 54)

Tourism typologies relate closely to tourism motivation and needs. There is a wide range of desires that motivate people to travel and these motivations and needs are looked into more specifically in the next chapter.

#### **4. MOTIVATION AND NEED IN TOURISM**

Studies made by World Tourism Organisation (WTO) on travel motives are divided into six different categories and these classified motives unveil the purpose of the trip. They are:

1. Work-related: work travel, meetings and training sessions.
2. Physical and physiological motives include participation in sporting or outdoor activities and activities which purpose is health and taking care of wellness. Resting, relaxation and coastal holidays fall into this category.
3. Cultural, psychological and personal-learning related reasons such as participation in one's own interest to free time activities and tourist attractions in some of their culture or tradition therefore belong to the third travel motive category.
4. The fourth category consists of social causes such as visits to relatives and friends and other social relations, the maintenance of the motives.
5. Entertainment, amusement and pleasure are one of the major tourist motives. Sporting events, shopping tourism and theme and amusement parks visits are also included to the fifth category.
6. Sixth travel motive category includes religious reasons such as participating in a pilgrimage. (Boxberg & Komppula 2002: 68 – 69)

Secondary travel motives are factors that will affect the type of travel that is made and for what purpose. After making the primary travel decision the traveller has to decide where, when and how to travel, how long the journey will last and with whom to travel. Accommodation and activity's selection and the amount of money spent on the journey are also the traveller's decisions. Secondary travel motives are divided into internal, i.e. personal, and external factors. Personal factors that the tourism selling company is not able to influence are life

conditions, attitudes and perceptions. Traveller's attitudes and perceptions of significant tourist motives in the mind are the perceptions of places and organisations and preferences towards countries and cultures. A fear of certain forms of travel, travel planning and booking and the time spent on planning and reserving and opportunities and money worth services. The travellers' information on the target and the price differences between competitors as well as the availability of a tourism product may be affected by marketing. Marketing communication can also take into consideration the traveller's past experiences with the experiences of various holidays, destinations and products in the determination of the segment and repositioning their own products compared with their competitors. The travellers' decision making is influenced by external factors including global, political, economic and social factors, the media, tourism marketing activities as well as the experience of relatives and acquaintances. (Boxberg & Komppula 2002: 71)

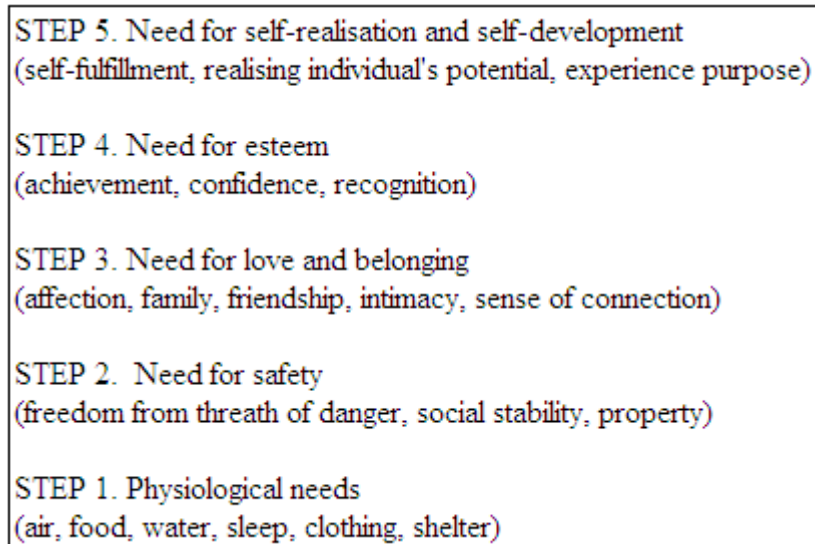
Regional tourism and destination choices affect one another disting visitor types and motivation. Different types of tourists and different distribution of the tourism regions and tourist destinations in the target depend on the factors of attraction and the reception capacity. The tourist and destination types' addiction occurs in traditional sun tourism which confirms that the items may specialize in the types of tourists or the tourist segment. (Vuoristo 2003: 36) Tourists' motivation and the needs analysis of socio-economic and demographic factors such as age, place of residence and educational background are not sufficiently comprehensive and using only some of them is likely to result into misleading generalisations and erroneous conclusions. (Vuoristo 2003: 38 – 39)

Physiological and culturally based or the so called internal characteristics and factors give space for broader findings. The internal analysis of the characteristics and tourists are classified primarily on their needs and motivation basis. Motivation has been studied to be the key builder for tourist demand. Motivation

contains elements such as tourism in response to what is missing from but what is still needed and the tourist attraction in a response to the motivation to cause push. Other significant elements are the motivation fantasy and classified motivation purpose as well as the traveller typologies, the roles of the traveller. Tourist attraction and motivation have close connection. Tourism motivation and travel behaviour are the result of different tourism related needs. Motivation is based on the sociological and psychological norms and attitudes, culture, observation and it is reflected in each individual form. Destinations image and the object-related perceptions affect the motivation and destination selection. (Vuoristo 2003: 38 – 39)

#### 4.1 Maslow's theory of motivation

In figure 1 the theory of motivation table begins from the lowest level (step 1) and moves slowly up to the top (step 5) fulfilling first the basic human needs such as food, sleep and shelter. When the basic needs have been fulfilled, human begins search for satisfaction from higher needs. People want to fulfil the need for safety, need for love and belonging, need for esteem, need for self-realisation and self-development.



**Figure 1.** Maslow's hierarchy of needs. Adapted from Krippendorf (1999) and Hudson (1999; Pizam & Masfeld 1999)

Motivation refers to goal-oriented behaviour and motivation researches solve why people act as they do. Maslow's motivation theory claims that people are able to rise from physical and material level to a higher mental level. After fulfilling the necessary needs one can start to fulfil mental needs. (Vuoristo 1998) By fulfilling first the necessary needs and then fulfilling the mental needs a person is proceeding in the so called need hierarchy from bottom-up from the lowest level of physiological needs to the subsequent level of safety, love and togetherness, prestige and in the highest level self implementation needs. Maslow's theory has also faced criticism but still the pyramid-like hierarchy model provides a powerful view for tourist motivation research. (Borg, Kivi & Partti 2002: 25)

#### **4.2 Motivators and different market segment**

Factors influencing travel decisions are called travel motivators.

Motivators differ for each individual and also in different market segments. John Swardbrooke and Susan Horner write how tourism industry is convinced that segments are based on demographic criteria. Tourism industry's default is that young people want to party, drink, dance, have sex and make new friends where elderly people want to have relaxing activities, comfort and nostalgia. Motivation is extremely complicated and depends on various factors such as: personality and lifestyle of the potential tourist, past experiences, a person wants to travel with and a person's demographic characteristics. (Swardbrooke and Horner 2007: 58)

#### **4.3 Tourist motivation**

Accordingly to Vuoristo (2003) tourism is based on people's strong need to variation. A living environment as well as everyday routines become quickly boring. Interesting and enjoyable geographical areas tend to attract people as do activities and sights that cannot be found from home. In that sense the home environment can be considered as a push factor because of the need to getaway

from the daily environment to somewhere that can fulfil the needs that don't exist at home. (Vuoristo 2003: 41)

Motives are, therefore, functional and concrete tools of segmentation when trying to understand a tourist. Tourism behaviour motives can be divided into primary and secondary travelling motives. Primary motives determine the reason why people want to go on a trip and secondary motives explain why a certain destination is selected, at a specific time and with whom as company. (Komppula & Boxberg 2002: 69 – 71) Area and destination choices of a tourist depend on motivation factors, such as the getaway motives and inversion behaviour and on what type of traveller or a segment the tourist belongs to. Pull factors may lead tourists to a particular country.

According to psychologists, a person wishes continuously something. Continuous wanting causes tension, which can be triggered only by satisfying these needs. Motivations are a process in the buyer's behaviour, which create that a person decides to act to satisfy these needs. (Middleton 2009: 80)



## **5. DESTINATION AND TRAVEL DECISION**

There are certain pull-factors that attract potential tourists. These pull-factors are needs and desires concerning the destination. Tourists can, for example, feel a need to relax and a desire to try out new experiences. Tangible and intangible factors are also considered when choosing a travel destination. They can also be thought of as a need and desire. Tangible good can be a comfortable hotel room with all amenities where as intangible represents new experiences and adventures. The destination selection process includes a lot more, than just pull-factors and tangible and intangible factors. Individual differences and other aspects need to be considered as well. (Pizam & Mansfeld 1999)

### **5.1 Destination choice and consumer behaviour**

Destination is dependent on the purpose of the journey. A leisure holiday depends on the desired activities that one wants to experience during the trip: shopping holiday in London, art museums in New York, culture in Paris, a sunny holiday in Greece or a skiing trip to Alps. Sunny holidays and skiing trips are dependent on the climate and weather, without the right weather conditions it won't be a successful journey. A large proportion of all journeys made are to friends and relatives and then the destination is not dependent on natural attractions or climate. (Blom 2000)

Marketing has a huge value when making destination choices. Tourist travel markets are very competitive and that is why tourism destinations have to invest their resources in marketing and find their potential target market. Destinations use promotion as a straight link to tourists and try to influence their decision-making. (Shaw & Williams 2002)

Today leisure has an important in people's lives. Large sums of money are spent on tourism. Also, a number of tourism programs have become an important part of the present times. However, some people are willing to spend more resources

and free time on travelling than others because tourism is a part of their lifestyle. In today's world the lifestyle and consumption are often associated together. Consumption of cultural importance is believed to have grown in recent times and the style and way of life is viewed as an individualistic form of consumption. A consumer will no longer buy the goods just for a need but expresses his own identity through consumption. (Mustonen 2006: 124)

Finnish tourists travelling abroad during the past year are not enthusiastic about the similarities that remind them of the home country. Familiar food, communicating in one's own mother-tongue, Suomi-bars and other Finns are no longer desirable things when selecting a travel destination. Younger travellers and travellers who have made several leisure trips during the past year do not consider communicating in own mother-tongue important. Instead coping with English was considered important because, 32% try to avoid destinations where locals do not speak English. (<http://www.elakelaistenuutiset.fi/matkailu.php>)

## **5.2 Push and Pull factors**

Traveller's own needs are considered to be the push factors that create a motive for travelling. These needs may include the need to relax or need for introspection. A tourist estimates himself what he wants from his journey and what is his financial investment in the vacation. Also, previous travel experiences affect the decision making. According to the pull and push-model there are factors that attract tourists to leave their everyday surrounding and go for a vacation. Traveller's tour selection process depends on how different factors of attraction have been marketed, or how well-known different attractions are. Travel decisions are based on the synergy of push and pull factors synergy. Tourists make their own decisions based on their departure situation and according to their own needs. (Aho 1994: 43)

Tourism based on purely push and pull-factors seems almost impossible because travelling without a purpose seems implausible. Almost always the destination

choice and travel time is associated with some form of assessment, either rapid and rough or persistent and careful. (Järviluoma 1994: 45) Push factors describe the living environment experiment and the physical knowledge of the living environment. It also describes those social and cultural processes that make people want to leave their own residential environment for a while. Tourism attraction factors, in turn, refer to tourism destinations, their nature and the experimental context of a travel destination and also constructive social processes. (Saarinen 2001)

Tourism's pull factors attract people to go and visit certain places that they find attractive or interesting. An easy example of a pull factor is beautiful nature or a landmark that people want to see and experience.

## **6. DIFFERENT TYPES OF TOURS**

There are millions of tour operators that can fix up a perfect holiday for people who like to travel carefree and enjoy that someone has taken care of everything for them. Some people, on the other hand, wouldn't even consider participating in a ready made package trip and they want to build their own holiday from the beginning. The differences of these two type of tours are explained below.

### **6.1 Package tour**

Package tour is a journey in which transport or accommodation is combined with some other essential tourism service such as an adventure tour. The essential share of the travel services have to be at least half of the total travel price. (Kuluttajavirasto 2006)

([http://www.kuluttajavirasto.fi/user\\_nf/default.asp?tmf=6476&lmf=6543&mode=readdoc&id=8827](http://www.kuluttajavirasto.fi/user_nf/default.asp?tmf=6476&lmf=6543&mode=readdoc&id=8827))

A package tour has been designed in advance by a travel agent or an organiser and it lasts more than 24 hours or includes an overnight stay. Tourist service and

accommodation does not play a big part in the arrangements. A package tour includes at least two components of transportation forms. (Blom 2000)

## **6.2 Self-made tour**

Self-made tours have grown into a strong trend. Independent travellers book transportation, accommodation and possible activities from several sources and combine them together. (Kuluttajavirasto 2006)

([http://www.kuluttajavirasto.fi/user\\_nf/default.asp?tmf=6476&lmf=6543&mode=readdoc&id=8827](http://www.kuluttajavirasto.fi/user_nf/default.asp?tmf=6476&lmf=6543&mode=readdoc&id=8827))

A self-made trip means a trip that has been tailored by the customer himself. First the tourist has to decide on the destination and after that he needs to book the flight and accommodation via internet or telephone. A tourist needs to decide the amount of time spent in the destination and also how much money will be spent. ([http://www.matkareitti.fi/fly\\_and\\_drive/omatoimimatkat/](http://www.matkareitti.fi/fly_and_drive/omatoimimatkat/))

In self-made tours the contacts between the local population and tourists are more direct and, therefore, the impacts are also more direct. An independent traveller is solely responsible for his own actions and activities because the tour operator is not offering him a policy or guidance. The independent traveller should understand the travels impact on nature, culture and the local economy. This is a particularly important matter when travelling in developing countries. The independent travel is closely related to the tourist's skills, knowledge and desire to work for the target areas carrying capacity.

(<http://www.edu.fi/amatillinen/keke/kehitys/matkailualan.htm>)

## 7. DIFFERENT AGE GROUPS IN TOURISM

In this section the focus is on two main age groups, one being young travellers and the other pensioners. Both of these groups are a very important group of tourism consumers today. These two main groups are defined below.

### 7.1 Youth travel

Youth travellers can be divided into two different groups based on age. These age groups are 15 to 20 and 20 to 26.

1. 15 – 20

- want to live “dangerously”, be in interaction with other people
- party with friends, find love, life “at the fullest” without any restrictions
- rarely plan a trip in advance

2. 20 – 26

- are more calm
- travel mostly as couples, rather than in groups
- are self-confident and more independent than younger travellers

([http://www.mek.fi/RELIS/REL\\_LIB.NSF/0/b5a994ebf55d94a3c2257145002b5895/\\$FILE/Nuorisomatkaillu.pdf](http://www.mek.fi/RELIS/REL_LIB.NSF/0/b5a994ebf55d94a3c2257145002b5895/$FILE/Nuorisomatkaillu.pdf))

Youth travel has taken a significant role in the worldwide tourism industry. The demand keeps on growing continuously every year in this particular tourism sector. Youth tourism obtains clearly a lot of attention and, therefore, it will keep on growing in the future as well.

([http://www1.messe-berlin.de/vip8\\_1/website/Internet/Internet/www.itb-berlin/englisch/About\\_ITB\\_Berlin/Market-Segments/Youth-Travel/index.html](http://www1.messe-berlin.de/vip8_1/website/Internet/Internet/www.itb-berlin/englisch/About_ITB_Berlin/Market-Segments/Youth-Travel/index.html))

Young people have started to travel more frequently and they have begun to taken significant part of global tourism industry. Young travellers are now considered as

important visitors who are developing their personal skills, tying connections and getting experiences when travelling.

([http://pub.unwto.org/WebRoot/Store/Shops/Infoshop/482C/09E7/89D4/2506/AA82/C0A8/0164/F5B4/080514\\_youth\\_travel\\_matters\\_excerpt.pdf](http://pub.unwto.org/WebRoot/Store/Shops/Infoshop/482C/09E7/89D4/2506/AA82/C0A8/0164/F5B4/080514_youth_travel_matters_excerpt.pdf))

Youth travel is an important industry making over 20% of international tourist arrivals from the total of 160 million. Young travellers use more money than any other group when travelling on international travel. Youth travel is a growing market and the travel expenditure has increased 39% from the year 2002 to 2007. People in their 30s still think of themselves as young and youthful which will keep the youth travel numbers growing.

([http://pub.unwto.org/WebRoot/Store/Shops/Infoshop/482C/09E7/89D4/2506/AA82/C0A8/0164/F5B4/080514\\_youth\\_travel\\_matters\\_excerpt.pdf](http://pub.unwto.org/WebRoot/Store/Shops/Infoshop/482C/09E7/89D4/2506/AA82/C0A8/0164/F5B4/080514_youth_travel_matters_excerpt.pdf))

Tourisms World Fare in Berlin (ITB) on 11 to 15 March 2009 showed that youth tourism will be the next thing in the tourism field. ITB fare has become one of the largest tourism trade fairs in the world and it continues growing. ITB gives a comprehensive picture of the current supply and markets, and allows access to tomorrow's front-row view of tourism trends. The biggest tourism trends in 2009 ITB were youth tourism, low budget accommodation, eco tourism and adventure tourism. The role of youth tourism has become increasingly important because of the growing demand. (<http://www.dfhk.fi/fi/messut/berliini/tiedotteita/tiedote-2.html>)

## **7.2 Senior Travel**

In 2010 there will be 940 000 inhabitants in Finland who are over 65 years old and in 2015 the number will be increased to 1,1 million inhabitants. Seniors are becoming a significant customer segment also in the tourism field. Seniors Association CEO, Sini Linnanvirta states that the senior tourism is growing rapidly. Linnanvirta informs that during the season 2007-2008 alone Matkaseniorit took 70 groups and more than 2000 clients to travel around the

world. In this season the numbers will be approximately 160 groups and 4000 clients which is an enormous increase from the season 2007-2008. (Matkalehti number 1-2 January-February 2009)

Linnanvirta says that the target supply will be more variable and unique and there will be more distant targets in the close buss- and ship travel destinations. Tours are tailored to associations, businesses, clubs and groups that are gathered together by friends. (Matkalehti number 1-2 January-February 2009)

The definition of a senior has not yet been established but the definition will become aware precise as the time goes by. Generally seniors are defined by the retirement age but the age range begins in the 55-year-olds. A person's subjective age, in other words, a 60 year old can feel the age of 50, is a major factor in consumption patterns and in travel behaviour. (Ahtola 2002: 19)

Low population growth and life changes have also had a particular impact on the aging of population. People live longer because of health service, better hygiene, healthier lifestyle and diet. Many older people are physically active more regularly and they avoid smoking and alcohol. United Nations highlights the fact that one in ten people aged 60 or over and by 2050 one in five belongs to this age group. (Douglas, Douglas & Derret 2001: 261)

The aging of the baby boomer generation and low population growth in Finland means that in about the year 2017 people more than 65 years old exceed the number of these than 20 years old. The number of seniors will then be about 1,7 million. (Ahtola 2002: 19) Senior travel trends are vitality, aesthetics, and consumption and enjoyment of experiences. Mental breach may be even more impressive. Growth of language skills and experienced routine in tourism are important factors on the increase of tourism. Seniors have purchasing power and they are more demanding and sophisticated individuals and, therefore, welfare of tourism must include a contribution to social well-being holiday and leisure activities. (Ahtola 2002: 19)

## **8. RESEARCH PROBLEM AND RESEARCH METHODS**

In this section the implementation to resolve the research problem is described and with what methods the outcome has been reached. In addition, why these specific methods have been chosen for this research is explained.

The research problem is the starting point for any research. It contains a question or a series of questions for which the research is intended to provide answers. There is an interaction relationship between the material and method because the method is selected according to the nature of the material. Statistical analysis methods suit best examinations where the observation data is presented in a numerical form. (Vilkka 2007: 19)

Making a survey, data collection and classification, statistical data shows, interview data descriptions and testimonials presented in writing are all forms of research. Research methods are quantitative and qualitative methods. (Hirsjärvi, Remes, Sajavaara 2000: 24, 131) In this research I have chosen to use the quantitative research method.

### **8.1 Questionnaire**

A very important part of the research process is the questionnaire design. The questionnaire must have a clear focus on central issues and this focus should appear in different parts of the survey. When the information is gathered the planning of the questionnaire can begin and the invented questions can be added to the survey. The researcher relies on the information gathered from the respondents and, therefore, the validity and reliability is based on respondent's honesty. (Veal 1997: 145 – 146)

Questionnaire or a survey research is a method which helps to collect quickly and easily extensive research material. This data collecting is a form where the form



of questions is always constant, i.e. all participants are asked the same questions and in the same order. Data is collected with a questionnaire from target the persons and, therefore, they constitute a sample of a certain basic group. Controlled query means that the researcher personally distributes the form on the spot where the desired target groups are reached. (Hirsjärvi, etc. 2004: 182 – 184)

The appearance of the form is one of the things which define whether the respondent will answer to the questionnaire. The form must be clear, neat and attractive. Text and questions need to be well arranged and overcrowding has to be avoided. Instructions need to be clear, the questions must proceed logically. There should be fairly easy questions in the beginning so that the respondents will continue filling the questionnaire. The form must not be too long and it would be good if the respondents participation in the questionnaire makes them feel important. (Heikkilä 2004: 48 – 49)

## **8.2 Reliability and validity**

The reliability and validity of research results vary but studies are designed to avoid errors and, therefore, the reliability and accuracy of research is attempted to be estimated in all studies. Research reliability means measurement repeatability namely the ability to provide reliable and non-random results. (Hirsjärvi, etc. 2008: 226 – 227) The researcher needs to be critical and accurate during the entire process. Mistakes can happen while gathering information, when feeding the results or in the processing and interpreting phase. It is important that the researcher has the ability to interpret the results correctly and use only analysis methods which he manages well. Low reliability of the survey will also reduce the validity but the reliability in turn is completely independent of validity. (Heikkilä 2004: 187)

Validity means the test method's ability to measure precisely the things that the study is intended to measure. Methods and measures which the researcher has chosen not necessarily always work as planned. Both the respondents and the

researcher must understand the questions the same way. If the respondent understands the questions differently than the researcher has thought the researcher needs to change the original model of thinking in order to avoid mistakes. (Hirsjärvi, etc. 2008: 226 – 227) Validity of the research is difficult to observe afterwards and, therefore, it must be ensured in advance with careful planning and carefully considered data collection. The term *internal validity* means how well the study's theoretical concepts correspond to the measurements. *External validity* means that also other researchers can interpret these findings in the same way. (Heikkilä 2004: 186)

### **8.3 The strengths and weaknesses of the questionnaire**

Often, the strengths and weaknesses may be the same thing in different aspects. When they are executed correctly they are strengths but when they are made carelessly they become weaknesses. A questionnaire can be regarded as one of the strengths when the researcher does not affect the answers with his presence. The respondent is free to fill out a form and his identity will remain confidential. The reliability is increased by the fact the questions are presented to each respondent in the completely same form. (Valli 2001: 30 – 31)

One of the biggest problems with a query can be a low response rate. This may cause the need to repeat the query, which again takes extra time. There is also the possibility that the form is understood incorrectly and the questions can not be refined afterwards. This is to be avoided by with clarity, careful completing of the form and preliminary testing. The respondent may answer the question incorrectly, for example, by selecting more than one option even though the instruction said to pick only one option. In such cases these kinds of forms have to be left out of the study. (Valli 2001: 31 – 32)

Travel behaviour and travel customs at different age were tested with a form that I prepared. When designing the form I followed the instructions and regulations

mentioned above. The form was tested with a few persons and after that the survey was made. In the next chapter I will explain the flow of the research.

## 9. SURVEY

On the bases of the research problem it is decided what the target group will be and what data collection method is most suitable for the situation. Quantitative research is an effective and economical way to gather information when there are many respondents. (Heikkilä 2004: 18 – 19) I chose the questionnaire survey method because it seemed like the most suitable method for this research. The aim was to get plenty answers in a short period of time.

One of the forms of a collection method is *controlled query*. In this query I use *informed inquiry* which means that I handed out the forms personally. The researcher goes to a place where the planned target group is reachable. When handing out the forms the researcher tells about the aim of the study, explains the survey and answers any additional questions related to the research. Respondents fill the forms in their own time and return them to an agreed place. (Hirsjärvi, etc. 2000: 192 – 193)

### 9.1 Planning of the research

I planned a questionnaire on the basis of information I was interested in finding out. There were many interesting things that I wanted to know and I could have asked even more but I wanted to keep the form as short as possible so that the respondents wouldn't feel frustrated when filling the form. Drafted form had a total of 20 questions.

### 9.2 Implementation of the research

The survey was implemented in May 2009. First I went to survey the Vaasa Pensioner's in their meeting place where they meet weekly. I told the background information on why I am doing the research and explained the questionnaire. They answered the questions and returned them to me. The second survey was

made in University of Applied Sciences and this time it was the young students' turn to answer the questionnaire. I told them the same background information which I had told the Pensioner's. They filled the forms and returned them to me. This questionnaire was done in two parts because I couldn't gather 45 students in same place at the same time.

The target was to gather 100 answers but in the end I got 96 answers in total. There were some pensioners who didn't want to answer (four) but luckily there were so many of them so I 45 answers. This happened also with the students; two of them left a blank paper so a total of 45 answers were received. The six blank papers were omitted and got a total of 90 answers were available for the research.

## **10. RESULTS AND ANALYSIS**

This section deals with the results received from the questionnaires. The results are examined on the basis of theory. I begin by presenting the background information of the interviewees so that the results are easier to perceive.

The questionnaire begins with “simple” questions concerning the basic information of the respondents (gender and which age group they belong to). After that there is more detailed information on the respondent’s travel habits and behaviour. The results below are introduced in the order that they were asked in the questionnaire. Some questions are examined together because they give same information on the same topic. The results are presented in written and statistical form.

### **10.1 Gender and age**

In this research there were altogether 50 women, of which 26 were between 18 to 30 years of age and 24 women who were 60 years or more. There were a total of 40 men, of which 19 were between 18 to 30 years of age and 21 men who were 60 years or more. In percentages this means 56% of women in total, 29% of 18 – 30 years of age and 27% of 60 years or more. Men, on the other hand, formed a total of 44%, 21% of those were men between 18 to 30 years of age and 23% were 60years or more. I name these different groups 18+ and 60+ and in statistical form.

### **10.2 Travel in 2008**

The aim was to find out how many times these two groups travelled during the year of 2008. The respondents travelled all together 413 times, which means 247 times (60%) for the age of 18+ and 166 times (40%) for 60+. It means that 18+ group has travelled 20% more than the 60+ group. If I count all trips made (413)

and divide them among all the 90 respondents then all of the respondents would have made 4,6 trips in the year 2008. These amounts show that both 18+ and 60+ are enthusiastic travellers and they travel quite often.

### 10.3 Latest travel destination

I wanted to know where the respondents had last travelled to. I asked them to name destination country/city. There was a blank line for answering and in Figure 2 shows nine travel destinations from each group.

| <b>18+ group</b>     |     | <b>60+ group</b>      |    |
|----------------------|-----|-----------------------|----|
| Stockholm-Sweden     | 10% | Pärnu-Estonia         | 8% |
| Helsinki-Finland     | 4%  | Helsinki-Finland      | 7% |
| Tallinn-Estonia      | 4%  | Gran Canary-Spain     | 5% |
| Levi-Finland         | 3%  | Tallinn-Estonia       | 4% |
| Bangkok-Thailand     | 2%  | Stockholm-Sweden      | 3% |
| Fortaleza-Brasil     | 2%  | Tampere-Finland       | 3% |
| Gran Canary-Spain    | 2%  | Bodö Fauske-Norway    | 2% |
| London-Great Britain | 2%  | Playa de las Americas |    |
| Åland-Finland        | 2%  | -Tenerife             | 2% |
|                      |     | Vesterås-Sweden       | 2% |

Figure 2. Top nine travel destinations for the 18+ and 60+ groups.

I chose the biggest percentages in the chart above, which shows that Finland's neighbouring countries were the most popular destinations for these respondents. First I present the results of the group 18+. Stockholm was definitely the number one destination for the 18+ group reaching 10%. Tallinn and Helsinki share the second place with 4%. Levi got the third place with 3%. Bangkok, Gran Canary, Fortaleza, London and Åland came in fourth with 2%. The remaining 13% of the 18+ group had travelled to; Vilna-Lithuania, Turku- Finland, Torino-Italy, Riga-

Latvia, St. Petersburg-Russia, Paris-France, Valletta-Malta, Mallorca-Spain, Copenhagen-Denmark, Pafos-Cyprus, Kuusamo-Finland, Tampere-Finland, Korfu-Greece and Phuket-Thailand.

For the 60+ group the most popular destination was Estonia reaching 8%. The capital city of Finland, Helsinki, came in second with 7%. Gran Canary was the third most visited travel destination with 5%. Estonia is in fourth with 4% and the fifth most visited travel destination is shared between Stockholm and Tampere with 3%. The last locations on the list are Bodö Fauske, Playa de las Americas and Vesterås, which share the last place with 2%. The remaining 8% of the 60+ group had travelled to Borås-Sweden, Uppsala-Sweden, Lapland-Finland, Nuuksio-Finland, Oulu-Finland, Turku-Finland, Ylläs-Finland, Pori-Finland and Tampere-Finland.

I also asked the respondents why they had chosen this specific destination as their latest destination. A blank line was given to let them answer in their own words and in Figure 3 below are ten replies from each group. They are numbered from 1 to 10, 1 being the most important factor why the respondents chose this specific destination. Similarities are underlined. Figure 3 lists ten reasons why respondents have travelled to a certain destination.

| <b>18+ group</b>                        | <b>60+ group</b>                  |
|---|-----------------------------------|
| 1. Shopping                             | 1. New experiences                |
| 2. Easy to travel                       | 2. <u>Relatives</u>               |
| 3. <u>School organised a party trip</u> | 3. <u>Nature</u>                  |
| 4. <u>Interesting destination</u>       | 4. Lot of culture and sights      |
| 5. Cheap travel tickets                 | 5. Familiar destination           |
| 6. Tourist friendly                     | 6. Cheap shopping place           |
| 7. Fun in the sun                       | 7. Theatre                        |
| 8. <u>Relatives/friends</u>             | 8. <u>Interesting destination</u> |
| 9. Party place                          | 9. Climate                        |
| 10. <u>Beautiful nature</u>             | 10. <u>Association tour</u>       |



Figure 3. Top ten destination choice reasons.

There are similarities, such as relatives, interesting destination, nature and an organised trip. These factors are important for both groups but they are in relatively different points in the chart. 18+ group had chosen their travel destination on the grounds of, i.e. shopping possibilities, easy destination to travel to, school organised trip and because they said it to be an interesting destination. 60+ had chosen their destination on grounds of new experiences, relatives, nature and cultural/historical sights.

#### 10.4 Length of stay

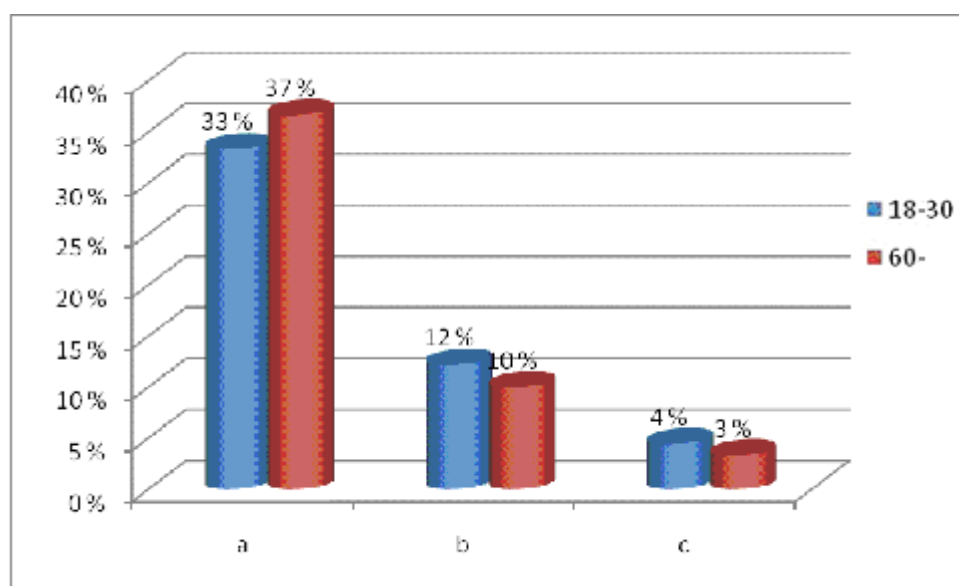
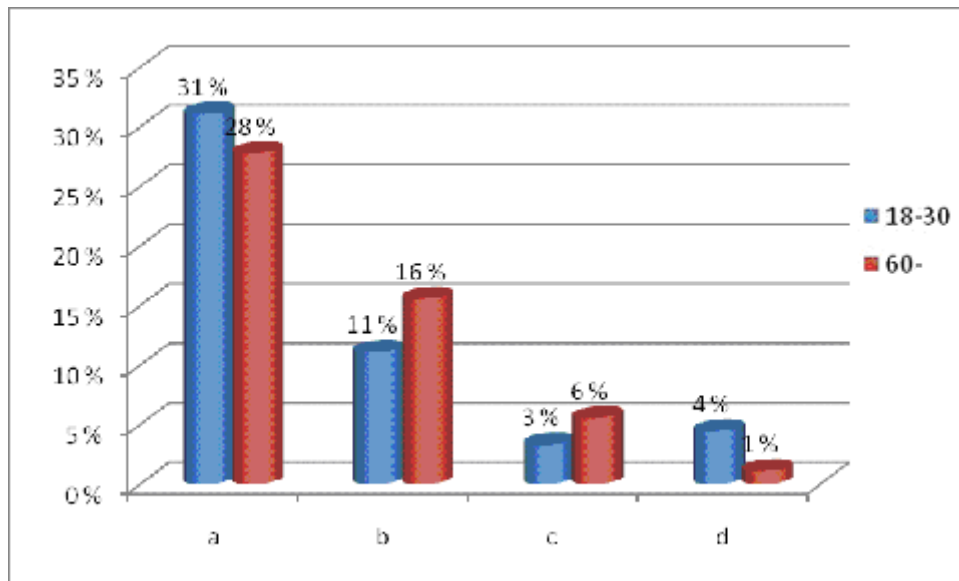


Figure 4. How long a time did you spend on holiday?

In this question the respondents were asked to tell the length of their holiday. The alternatives in this question were; a) 2 – 6 days, b) 1 – 2 weeks, c) 2 – 3 weeks and d) over a month. The majority of both respondent groups stated to spend 2 – 6 days on their last journey, that being the most popular length of stay according to these travellers. 33% of 18+ group stayed on their travel for 2 – 6 days and 60+

stayed the same number of days with a total of 37%. 2 to 3 weeks was also popular in the 18+ group with 12% and 10% in 60+ group. Neither the 18+ nor 60+ stayed over a month on their last trip.

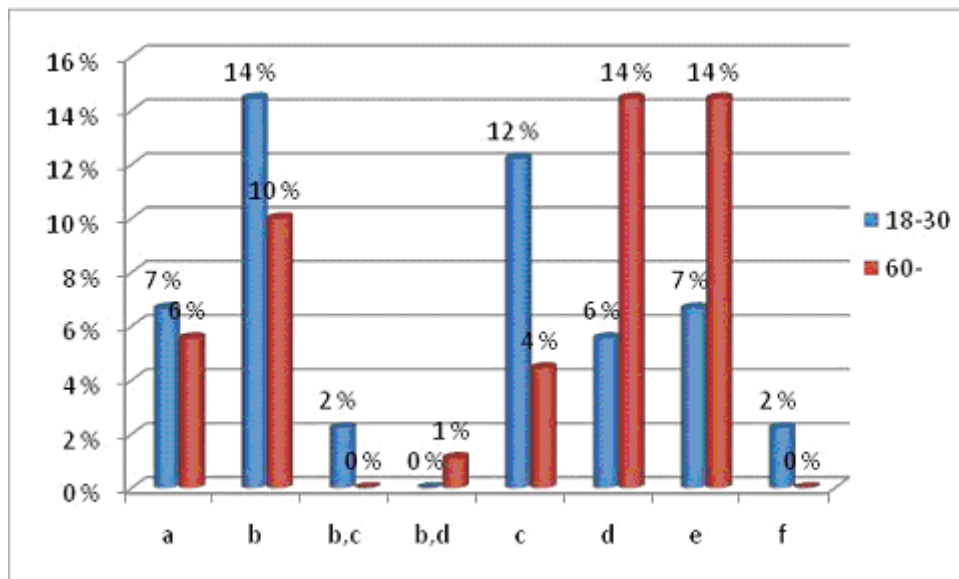
### 10.5 Money spent in total



**Figure 5. How much money was spent?**

I wanted to know how much money the 18+ and 60+ groups use when they travelled. The alternatives were a) 0 – 499€ b) 500 – 999€ c) 1000 – 1499€ d) over 1500€ Both groups spend the lowest amount 0 – 499€ during their holiday, 18+ with 31% and 60+ with 28%. On the other end there was only one person from 18+ who had spend over 1500€ and 4% from the 60+ spent over 1500€ during their trip.

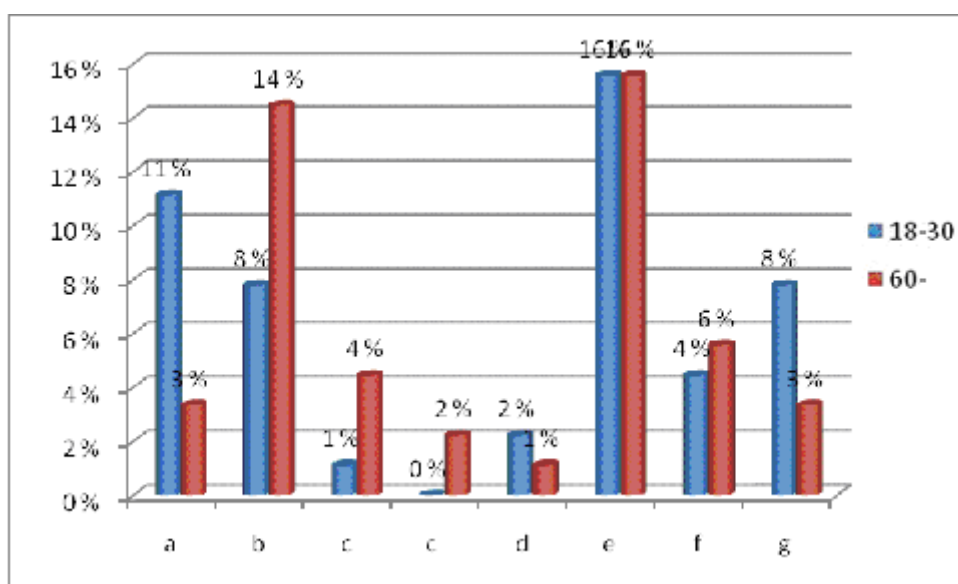
## 10.6 Travel companion



**Figure 6. With whom you travel?**

The aim was to learn with who the respondents travelled. The alternatives were; a) alone, b) with a friend/friends, c) with family (kids), d) with a spouse, e) group trip, or f) with someone else. The 18+ group was travelling mostly with a friend/friends, with a spouse or with a group. 60+ group travelled mostly with their spouse (14%) or in a group (14%).

## 10.7 Accommodation



**Figure 7. Where did you stay?**

This question was about accommodation and how the respondents were accommodated during their trip. The alternatives were; a) 4 – 5 star hotel, b) 3 star hotel, c) 1 – 2 star hotel, d) hostel, e) friends/relatives, f) rental cottage and g) somewhere else. The largest number of responses was received by the answer e) friends and relatives. Both 18+ and 60+ stayed with friends or relatives when they travelled. The second biggest answer number was received by b) 3 star hotel with 14% and this was from the 18+ groups. The 60+ was looking for luxury and stayed in 4 to 5 star hotels gaining 11%. There were a few who had answered alternative g) somewhere else. All of the respondents from both groups who answered g) were staying in a cabin on a ship.

## 10.8 Expectations

Question 15 dealt with the expectations set on the journey. A blank line was given and let the respondents could answer in their own words. In figure 8 below are the top ten replies from each group in a random order. Similarities are underlined.

| <b>18+ group</b>                 | <b>60+ group</b>                 |
|----------------------------------|----------------------------------|
| - Sun                            | - <u>Experiences</u>             |
| - Partying                       | - Beautiful nature               |
| - Alcohol                        | - Theatre                        |
| - Shopping                       | - Atmosphere                     |
| - <u>Relaxation</u>              | - Culture                        |
| - <u>Good times with friends</u> | - Meeting relatives              |
| - <u>Experiences</u>             | - Variation                      |
| - Good food                      | - <u>Time spend with friends</u> |
| - Scenery                        | - <u>Relaxation</u>              |
| - Activities                     | - Beaches                        |

Figure 8. Top ten expectation factors.

There are a few similarities regarding this question as well. These similarities are experiences, relaxation and time spent with friends. These groups have similar preferences on what they want when they travel but there are also things that differ. Three answers out of ten were the same and the remaining seven differed.

### **Expectations of the 18+ group**

This group expected fun in the sun, drinking & partying, shopping and plenty of activities.

### Expectations of the 60+ group

The 60+ group expected a relaxing atmosphere in beautiful nature while meeting friends and relatives.

In question this question it was asked whether these expectations were filled during the trip. A blank line was available so that respondents could fill in with own words if the trip had fulfilled their expectations or not. Comments are in a numerical order, beginning from the biggest percentage.

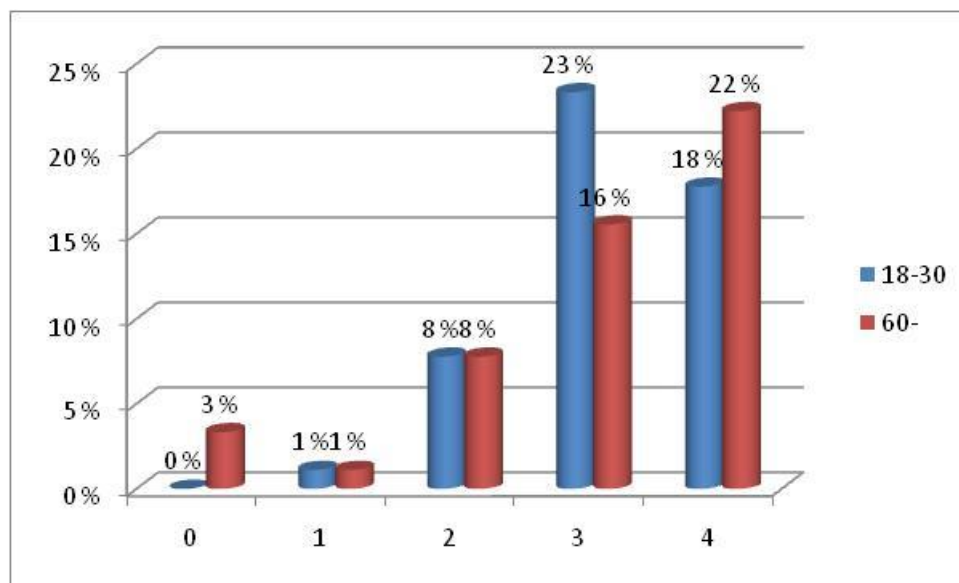
|                     | <b>18+</b> | <b>60+</b> |
|---------------------|------------|------------|
| <u>Yes</u>          | 43%        | 47%        |
| <u>Absolutely</u>   | 4%         | 0%         |
| <u>Excellently</u>  | 0%         | 1%         |
| <u>Partly</u>       | 2%         | 0%         |
| <u>More or less</u> | 1%         | 2%         |

It seems that expectations have been fulfilled for both groups during their last trip. Both groups have answered very positively and there are only 5% in total who have answered slightly negatively with words stating and “more or less”. In those particular cases the respondents had written a bit more concerning why their trip hadn’t been so successful and the reason was being sick during the holiday for both respondents.

### 10.9 Important factors when travelling

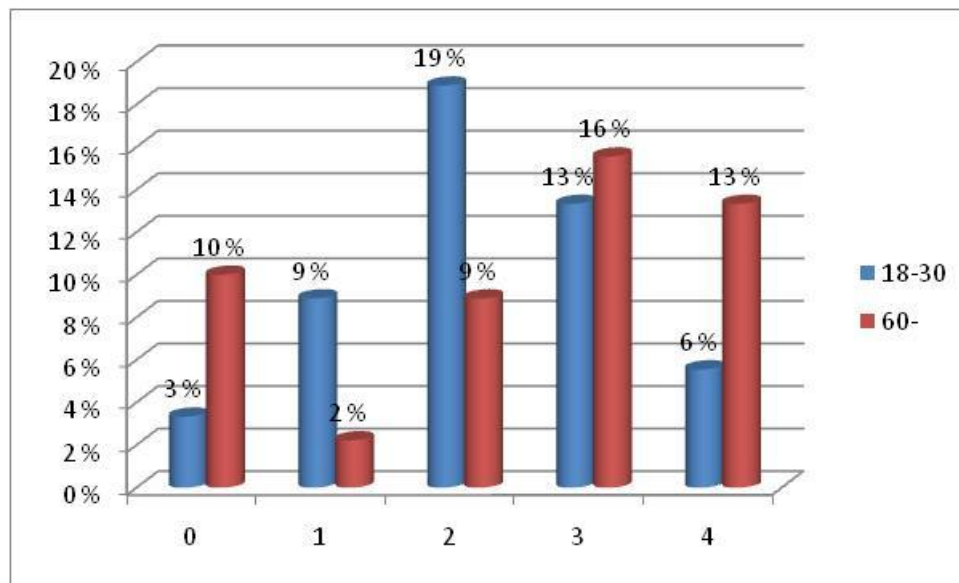
In this question the aim was to find out what factors are important and what issues affect the choice when people choose destination. There were 15 different factors of which the respondents were able to choose and mark the most suitable alternative. The alternatives were: 4 = Very important, 3 = Important, 2 = Not so important, 1 = Not important at all, 0 = Do not know. Here are some examples of what these different age groups answered to questions concerning price of the journey, history/culture, partying/having fun, new experiences, familiar destination and getting to know local people.

**Figure 9. Price of the journey**



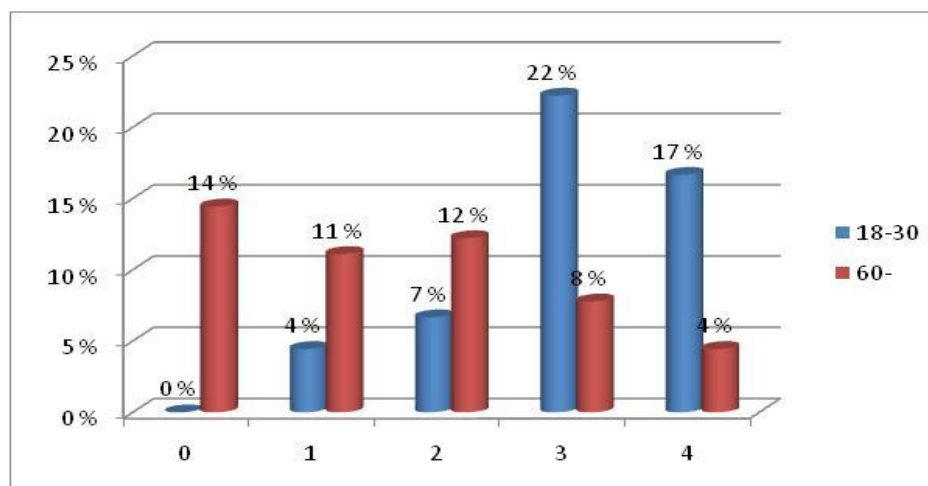
In this figure I present how important a factor the price of the trip is for 18+ and 60+ groups. It seems that both groups agree that the price of the trip is a very important factor, the cheaper the better. 22% of 60+ group thinks that price is a very important factor and only 1% thinks its not important at all. 3% of 60+ group does not know whether the price matters or not. Members of 18+ think that price does matter and they certainly agree that it is an important factor for them.

**Figure 9.1. History and culture**



In this figure the aim was to see whether there are significant differences between these two age groups concerning history. The 60+ group seems more interested in history and culture when they travel.

**Figure 9.2. Partying & having fun**

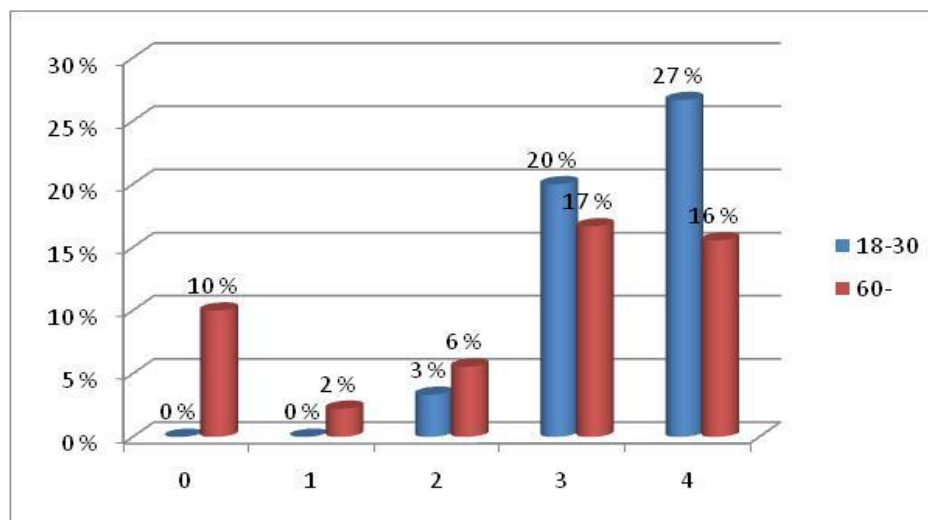


This question shows that the 18+ group is more eager to party during their holiday and the 60+ group doesn't care for that so much. These answers were quite

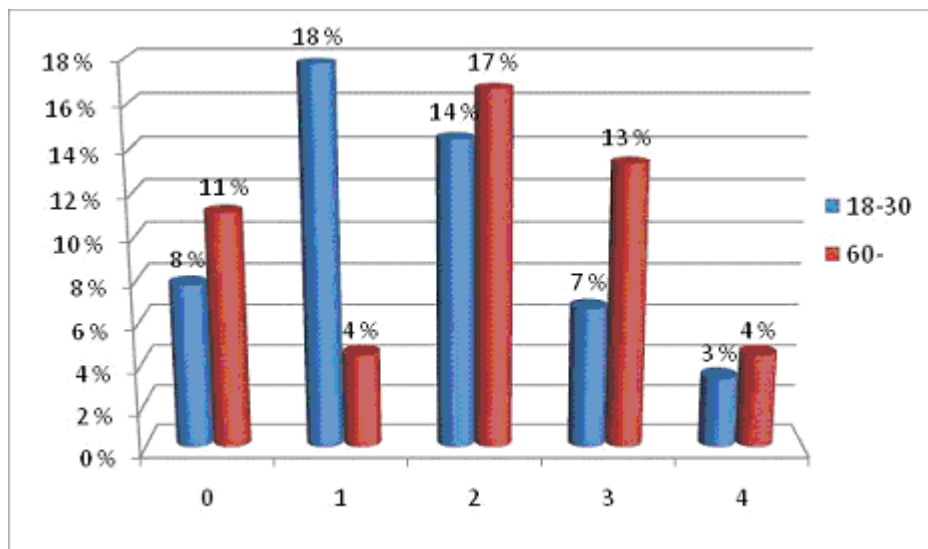


predictable when looking at part 10.8 concerning what were their expectations for the trip. The expectations in part 10.8 were partying, drinking and having fun. The question and the percentages shown above indicate that the 18+ group is more interested in partying and they are looking for good time when they travel.

**Figure 9.3. New experiences**

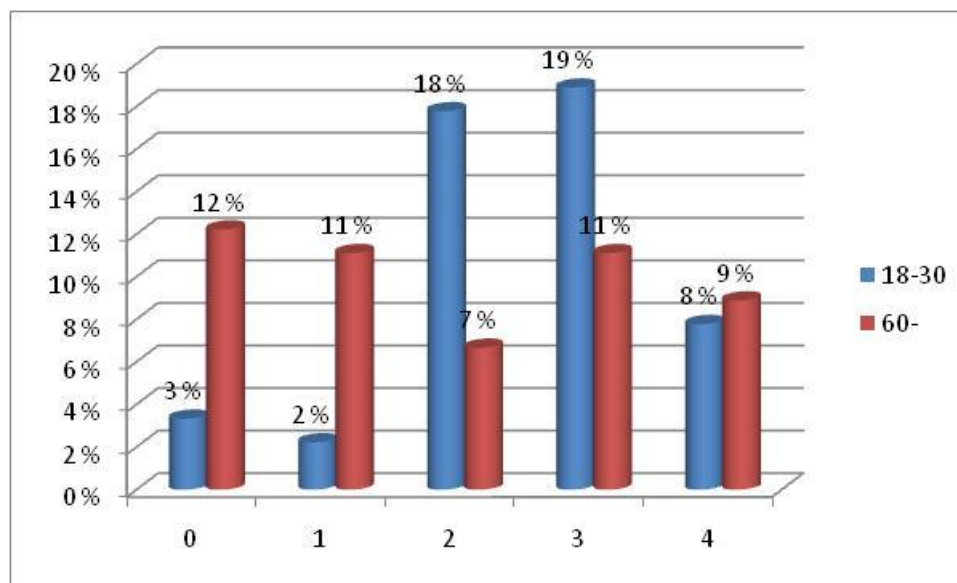


Both of these groups are interested in new experiences. As shown on the diagram the 18+ group is a bit more interested in new experiences because they have answered that they are very interested with 27% and 60+ with 16%. 2% from 60+ group doesn't care for experiences at all and 10% doesn't know whether they like new experiences or not.

**Figure 9.4. Familiar destination**

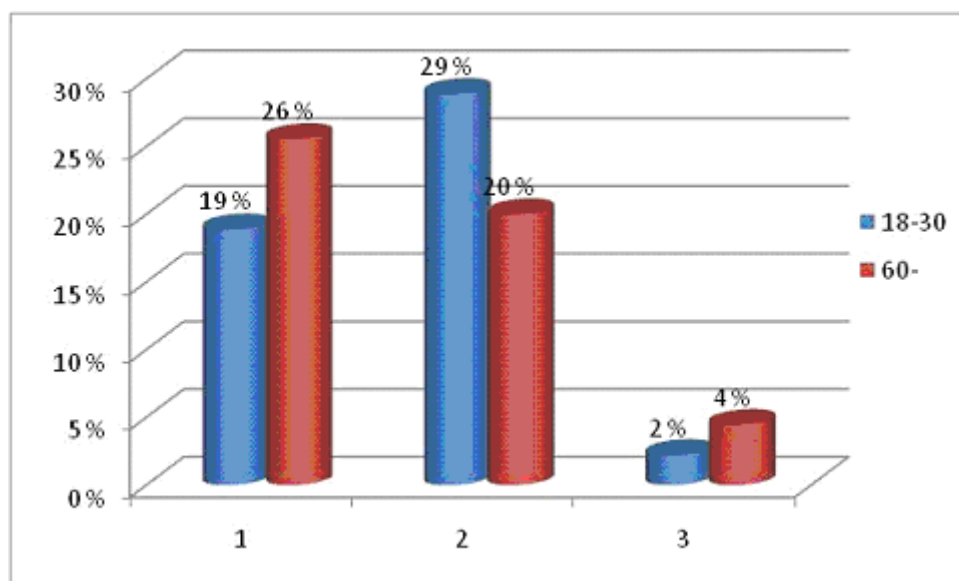
In this question it is quite easy to see that people are anxious to travel in new destinations. Especially for the 18+ group a familiar destination is not important at all (18%). To the 60+ group familiar destination is still an important factor (13%), but they are also willing to try new destinations.

**Figure 9.5. Getting to know local people**



With this question the aim was to find out if these two groups want to have interaction with the local people when they travel and this diagram shows that the 18+ group considers it important to get to know local people (19%). 12%, the biggest share of the 60+ group does not know whether interaction with the local people is important or not. 11% of them think that getting to know local people is not important at all but then again 11% say that it is important and 9% says that it is very important.

### 10.10 Type of journey



**Figure 10. What kind of a trip?**

In this question the aim was to learn what kind of a travel alternatives respondents used in their latest trip. There were three alternatives 1) package trip, 2) self-organised tour or 3) some other kind of a trip. 19% of the 18+ had taken the package trip (1), 29% had arranged a trip on their own (2) and 2% had an other type of a journey (3). One of the two respondents who selected other type of journey was on a trip arranged by school and the other one's travel arrangements were made by a friend.

In the 60+ group 26% had taken a package trip (1), 20% had arranged the trip on their own (2) and 4% had an other type of journey (3). These trips were a train journey to see relatives, two were on an association trip and for the fourth one a relative had arranged the trip.

### **10.11 When travelling**

In the final question the aim was to find out how these people travel. The questions were: When you travel do you prefer to travel a) in a group, b) alone, c) are you adventurous, d) do you like to experiment new destinations and e) do you arrange your trip always on your own. There were three alternatives after each question and the respondents had to choose one alternative. The alternatives were: always, sometimes and never. The answers are examined in below.

#### **18+**

29% travel preferably always in a group, 18% sometimes travel and 3% never travel in a group. Only 1% travel always alone, 24% travel alone sometimes and 26% never travel alone. 19% state to be adventurous when they travel, 30% is sometimes adventurous and 1% is never adventurous. 32% always gladly tries new destinations, 18% tries them sometimes. 8% always arrange their own trips, 33% does that sometimes and 9% never arrange their own trips. It seems that the 18+ group rather travel always in a group and they don't like travelling alone. Most of them are very adventurous and they try new things. They let someone else take care of the travel arrangements.

#### **60+**

17% of the 60+ group travel preferably always in a group, 27% travel sometimes and 6% never travels in a group. 9% always travel alone, 21% sometimes travel and 20% never travel alone. 8% consider always being adventurous, 24% say to being adventurous sometimes and 18% is never adventurous. 9% of the 60+ group always try new destinations, 32% tries them sometimes and 9% never try new destinations. 9% always arrange their own trips, 32% arrange their trips sometimes and 9% never arrange their own trips. The 60+ group, on the other hand, travel sometimes in a group and they don't like to travel alone. They are adventurous sometimes and they also try new destinations sometimes.

## 11. IMAGE OF THE TRAVELLER

The 18+ traveller travels quite a lot, approximately five times a year. They preferably travel quite often abroad and they choose their destination according to things like shopping, cheap travel tickets, friends and relatives and most of all they choose a place where they can party and have a good time. They usually spend 2 to 6 days in the destination and spent 0 – 499€ in total during the whole trip. They travel most likely with a friend or friends or in a group. Because they use so little money on their travel they tend to stay with friends or relatives during their trip and if there aren't friends/relatives around they like to stay in a 3 star hotel. This group's expectations from holiday are partying, drinking, sun, relaxation and good times with friends.

This group thinks that the price of a trip is very important factor. They are not so interested in history or culture in the destination where they travel. They are rather are very interested in partying and having fun. They like new experiences are willing to try new things. They do not favour familiar destinations and they want to try destinations. They also like to interact with the local people. They arrange their own trips and do not buy package trips. The representatives of the 18+ group like to travel in a group and they don't like to travel alone. They are adventurous, enjoy to trying new things and experience new destinations.

A 60+ traveller is vibrant traveller who travels approximately four times a year. They travel mostly in Finland or in Finland's neighbouring countries and they choose their destinations according to things like relatives, nature, familiar destination and experiences. They spend 2 to 6 days on their trip and spend 0 – 499€ during their trip. When possible they usually travel with a spouse or with a group and they stay with friends or relatives place or in a hotel during their trip. They expect relaxation, beautiful nature and they like to travel to see friends and relatives.

As well as the 18+ group the 60+ group thinks that money is a very important factor and it affects the travel decisions. This group likes history and culture and they are interested in seeing and experiencing those when they travel. Unlike the 18+ group, this group is not interested in partying and drinking. They like to try new experiences but they like familiar destinations more and they are not eager to interact with local the people in the destinations where they travel to. This group buys package trips rather than arranging trip on their own. This group likes to travel in a group and they are don't like to travel alone. They like new experiences, destinations and they like to be adventurous.

## 12. SUMMARY

I began my thesis process by thinking about interesting subjects and I ended up with travel behaviour according to age. I chose two age groups which were interesting to me and decided to compare their travel habits. I began to collect information from different sources concerning tourism and implementing of a survey. I found lot of literature from various sources and I had to be critical to gather only the most important areas of information.

Choosing the right research method is vital to the success of the entire study. As for a research method I chose a quantitative research method. I designed the form and added all the most important questions to it and tested it with a few people and next that divided them to the respondents. The answers were analysed in the spring 2010. Analysing took quite a long time but it was interesting.

My goal for the thesis was to find out differences between these age groups and I am glad that I found differences. The research shows that there are differences in how these two age groups travel, what they expect from their trips, how and where they travel. All 90 results were analyzed by using an Excel table and the results were mostly presented in a statistical form.

The results were interesting and showed that there are differences and that 18+ group travel differently than 60+ group and both groups expectations differ but again people are alike and they seek same kind of things and, therefore, there were also similarities in the way they travel.



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e) Ryhmä matkalla f) Muun, kenen? \_\_\_\_\_

12. Miten varasit matkan?

a) Itse (Internet) b) Matkatoimistosta  
c) Puhelimessa d) Joku muu? \_\_\_\_\_

13. Miten majoituit matkalla?

a) 4-5 tähden hotelli b) 3 tähden hotelli  
c) 1-2 tähden hotelli d) Hostelli  
e) Ystävien/sukulaisten luona f) Vuokramökissä  
g) Muualla, missä? \_\_\_\_\_

14. Varasitko majoituksen etukäteen?

a) Kyllä \_\_\_\_\_ (miten?) \_\_\_\_\_ b) En \_\_\_\_\_

15. Mitä odotit matkalta? \_\_\_\_\_

16. Toteutuivatko odotukset? \_\_\_\_\_

17. Mitkä asiat ovat tärkeitä matkakohdetta valitessasi? Rengasta sopivin

vaihtoehto. (4= erittäin tärkeä, 3= tärkeä, 2= ei kovinkaan tärkeä, 1= ei

lainkaan tärkeä, 0= ei osaa sanoa)

|                                       |   |   |   |   |   |
|---------------------------------------|---|---|---|---|---|
| a) Matkan hinta                       | 4 | 3 | 2 | 1 | 0 |
| b) Kaupunkiloma                       | 4 | 3 | 2 | 1 | 0 |
| c) Rantaloma                          | 4 | 3 | 2 | 1 | 0 |
| d) Seikkailu                          | 4 | 3 | 2 | 1 | 0 |
| e) Historia / kulttuuri               | 4 | 3 | 2 | 1 | 0 |
| f) Hauskanpito, juhliminen            | 4 | 3 | 2 | 1 | 0 |
| g) Uudet elämykset                    | 4 | 3 | 2 | 1 | 0 |
| h) Harrastusmahdollisuudet            | 4 | 3 | 2 | 1 | 0 |
| i) Turvallisuus                       | 4 | 3 | 2 | 1 | 0 |
| j) Edullinen hintataso                | 4 | 3 | 2 | 1 | 0 |
| k) Kohde tuttu entuudestaan           | 4 | 3 | 2 | 1 | 0 |
| l) Tapahtumat                         | 4 | 3 | 2 | 1 | 0 |
| m) Luonto                             | 4 | 3 | 2 | 1 | 0 |
| n) Tutustuminen paikallisiin ihmisiin | 4 | 3 | 2 | 1 | 0 |
| o) Muu, mikä? _____                   | 4 | 3 | 2 | 1 | 0 |

18. Oletko ollut aiemmin samassa kohteessa?

a) Kyllä \_\_\_\_\_ (kuinka monta kertaa?) \_\_\_\_\_ b) En \_\_\_\_\_

19. Oliko matkasi?

a) Seuramatka (valmismatka, mikä sisältää majoituksen, kuljetuksen ja yms.)  
b) Omatoimimatka (hoidit kaikki matkanjärjestelyt itse)

c) Joku muu, mikä? \_\_\_\_\_

20. Kun matkustat,

- |   |          |            |                |
|---|----------|------------|----------------|
| a) Matkustatko mieluiten ryhmässä       | aina ___ | joskus ___ | en koskaan ___ |
| b) Matkustatko mieluiten yksin          | aina ___ | joskus ___ | en koskaan ___ |
| c) Oletko seikkailunhaluinen            | aina ___ | joskus ___ | en koskaan ___ |
| d) Kokeiletko mielelläsi uusia kohteita | aina ___ | joskus ___ | en koskaan ___ |
| e) Järjestätkö matkasi itse             | aina ___ | joskus ___ | en koskaan ___ |