

UDK 379.82

Horozhankina N.A.¹, Boyko Z.V.²

¹ Ph.D. geogr. of Sciences, Associate Professor, University of Customs and Finance, Dnipro

² Ph.D. geogr. of Sciences, Associate Professor, University of Customs and Finance, Dnipro

GLOBAL TRENDS OF YOUTH TOURISM

Youth tourism is an important component of the modern tourist market, which is actively developing and has great potential for further growth. This type of travel plays an important role in shaping young people's worldview, developing their social skills and understanding the world.

Youth tourism is a dynamically growing sector that covers a wide range of travel, leisure and entertainment. Depending on the purpose, method of organization and other factors, youth tourism can be divided into different types [3]:

1. Entertainment tourism. Includes visits to entertainment venues such as nightclubs, theme parks, concerts and fashion shows.

2. Educational tourism. The popularity of international student exchange programs, such as the Au Pair program, which allows young people to improve their knowledge of foreign language skills and learn about other cultures.

3. Extreme tourism. Includes activities such as diving, mountain and water skiing, rafting, kayaking, caving, skiing, rock climbing, mountaineering and ice climbing.

The main aspects of youth tourism are accessibility, interactivity, environmental friendliness and cultural saturation. Young people want to get new experiences, discover new places and cultures, and actively spend their free time. In this regard, it is important to investigate the current state and prospects for the development of youth tourism at the international and national levels.

Youth tourism, which originated about half a century ago, has shown rapid growth during the last decade. According to the data of the European Tourism Committee (ETC), by 2008, the share of youth tourism in the total volume of world tourism was 20% [1].

Today, when young people make up 26% of the world's population, the development trends of youth tourism are gaining more and more dynamism. These figures indicate that young people, on par with other population groups, are actively traveling, doing so more often and for longer periods than before.

Youth tourism has a positive impact on the local economy. According to research by the World Travel Confederation of Young Students and Teachers (WYSE Travel Confederation), the total travel spending of young people is growing faster than the spending of other categories of the population (an average of 8% annually). Young tourists travel more frequently and for longer periods of time, which incurs higher costs despite lower daily costs. Over the past 5 years, the average amount spent by young people and students has increased by 40% and is 1,900 euros per trip.

By age, youth tourism can be divided into the following categories: student tourism; educational tourism; millennial tourism.

According to a UNWTO study, student tourism accounted for 270 million travelers in 2019, accounting for 23% of all arrivals and generating spending of

US\$286 billion. At the same time, both the number of tourists and the amount of spending in this category continue to grow continuously (Fig. 1) [2].

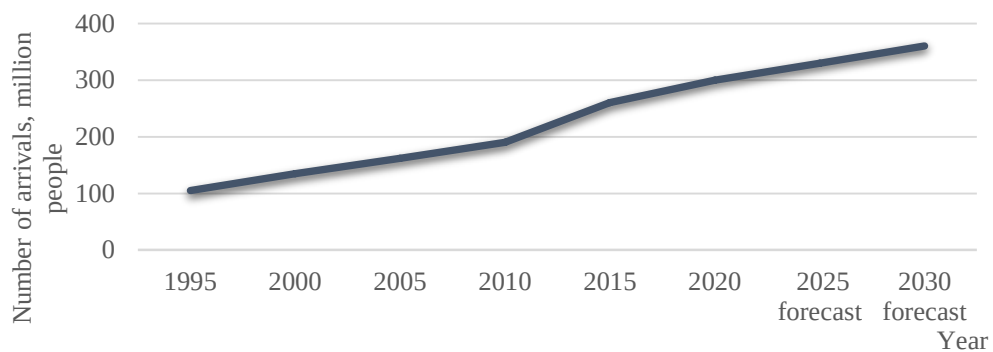


Figure 1 – Student tourism in the world, million incomes

Source: built by the author based on [2]

Among the peculiarities of the implementation of the youth tourism policy, we can highlight the following:

1) young people spend the most time during a trip visiting cafes and restaurants (54% of their time), shopping (53%), visiting historical places (52%), hiking and walking (52%) and, last but not least, visiting museums (45%) (Fig. 2);

2) the popularity of gastronomic and wine tourism has increased, because 41% of young people are interested in visiting vineyards, if there is such an opportunity.

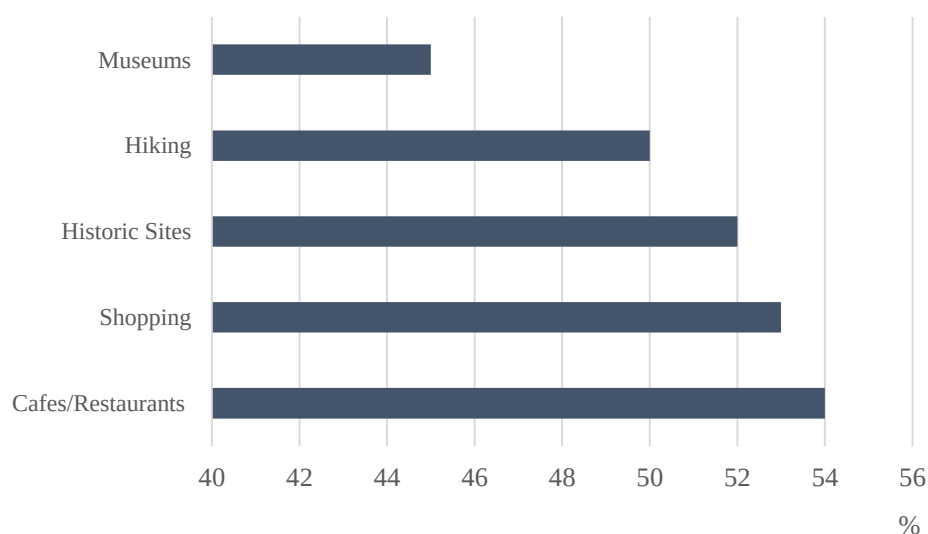


Figure 2 – Distribution of travel time, %

Source: built by the author based on [2]

The desire to travel is formed gradually as a result of the desire to get new experiences that are different from everyday life. Young people have a desire to discover new natural places, delve into various cultures and feel a special atmosphere.

In other words, they have an attraction to that which is far from their usual surroundings. This reflects the concept of travel as part of individual and collective consciousness, driving potential demand.

References:

1. Çakar K., Seyitoğlu F. Youth Tourism: Understanding the Youth Travellers' Motivations, 2016. URL: https://www.researchgate.net/publication/304251211_Youth_Tourism_Understanding_the_Youth_Travellers%27_Motivations
2. International youth travel poised for continued stability and growth in volume and expenditure? 2024. URL: <https://www.wysetc.org/2023/03/international-youth-travel-poised-for-continued-stability-and-growth-in-volume-and-expenditure/>
3. Sergeyeva A., Abdullina A., Albekova A., & Shumakova G. Development of children's and youth tourism in the modern social space of Kazakhstan. Journal of Geology, Geography and Geoecology, 2022, 31(1), 142-151. URL: <https://geology-dnu.dp.ua/index.php/GG/article/view/895>