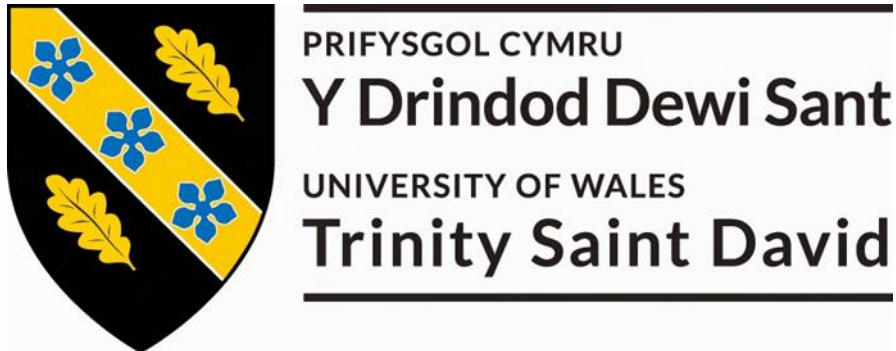




An Investigation to determine the motivations of millennial travellers in the pursuit of unique and authentic cultural experiences.

Author: Hannah Eve Thomas-Peters

Date: 11th May 2018

This dissertation is to be submitted as part of the requirements for the award
Masters in Tourism and Events Management.

Declaration

This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Signed..... Hannah Eve Thomas-peters..... (Candidate)

Date.....11th May 2018.....

STATEMENT 1

This work is the result of my own investigations, except where otherwise stated. Other sources are acknowledged by footnotes giving explicit references. A bibliography is appended.

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Acknowledgements

The entire academic pursuit of a master's degree has been a lifelong ambition of mine since childhood, which I am able to finally realise and make a reality. I would like to thank the following people for their continued support during this process.

I would firstly like to thank my family, for the continuous support and love they have shown me, and especially a big thank you to my mother and father, for having the constant belief that anything that I set out to do, I could accomplish, whilst also being a continuous source of encouragement and support in showering me with love, acceptance, and encouragement through good and bad times, over the last 24 years. I love you so much for all the sacrifices and hard work you have committed to in order for me to have a happy childhood and prosperous future.

An extremely special thank you should be reserved for my dissertation advisor and year tutor Kathryn Flynn for your continuous support along with all staff and lecturers from the University of Wales Trinity St David. Your knowledge and guidance have inspired me to achieve my dreams and I am truly eternally grateful to you all, especially Andrew Campbell, Jacqui Jones and Mike Davies.

I would like to thank my friends for their patience during this time, I've missed too many coffee dates, birthday parties and nights out that I am really looking forward to catching up on.

I would like to reserve a special thanks to my fellow classmates, Billie Morgan, Bethan Watkins, and Silje Marie aas Gronn, because of the three of you I have stayed grounded and sane during the last four years, getting me through 9 am lectures and long days and nights in the library I will never forget. Here for a good time, not a long time.

Abstract

Cultural and Heritage Tourism, a type of tourism said to entertain and educate and is said to have developed into a dominant portion of the tourism industry, due to its continuous innovation of products and community development, in response to demands for new experiences by travellers and the progression of cultural management research. Cultural tourism can be considered as one of the most important and diverse phenomena of current tourism. (World Tourism Organization, 2012). Therefore, it is no surprise that the Millennial has developed an interest in cultural tourism in their own way, a report by Airbnb (2017, pg 6) states that “Over 80% of Millennials surveyed in each country say they are always looking for a unique travel experience and adventure when they travel, and say that the best way to learn about a place is to live like the locals do”. So, an investigation into the industry developing a type of cultural tourism brand was needed. Learning who the Millennial is their characteristic and what they want in order for the industry to grow and accumulate spend.

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Abbreviations

US – United States

GenX - Generation X

YOLO – You only live once

UK – United Kingdom

GenY – Generation Y

SEO – Search Engine Optimisation

Chapter One

1.0 Introduction

“Generation Y” also referred to as the ‘Millennial Generation’, and is said to be the largest generation by far since the Baby Boomers According to (Wjschroer 2018), where currently the global populace stands at 7.4 billion people the Millennial cohort accounts for 27 percent of the global populace or roughly 2 billion individuals worldwide. (McCaffrey, 2017) Because of this McCaffrey (2017) insists that the Millennials are quickly becoming the world’s most significant generational cohort and will become even more vital for global consumer spending growth, sourcing of employment opportunities as well as overall economic prospects. (McCaffrey, 2017) As generations before them move into a new life stage of lower consumption and retire, therefore it is believed that engaging in the Millennial market is seen as a logical investment for all industry marketing especially tourism, as the age group spends around £153bn on travel alone each year (Harrison, 2017). The Millennial, According to Moloney (2017) “like other cultural generations, are people are of the same age group, who have similar ideas, problems, and attitudes”. However, according to Wjschroer (2018) members of GenY are said to be more racially and ethnically diverse and they are much more segmented as a target market, so could be argued that it is impossible to state that the generation ‘similar interests’ when they come from such opposite upbringings, cultures and backgrounds.

1.1. Rationale

The purpose of this study is to identify the motivations of the Millennial traveller in the pursuit of travelling for culture tourism experiences, a preconceived idea of cultural tourism is that it is only enjoyed by the older generations and that Millennials prefer to travel to all-inclusive beach resorts, the researcher would like to test this and see if there is a market for cultural tourism in the young as the generation are coming into their prime spending years a study into the topic of Millennial travel could help in aiding the tourism industry and provide vital information to the market.

The study will focus on the Millennial as they are considered an important cohort, knowing their travel habits, behaviours and motivation will give the industry a better understanding of the primary spending generation.

1.2. Research Questions

In order to effectively test the objectives at the start of the study the researcher formulated four research questions which are as follows:

- 1- Do Millennials care for and travel for culture?
- 2- Where do the generation prefer to travel and why?
- 3- What are some of the types of culture the generation are interested in?
- 4- Do the generation feel represented in tourism advertisement?

1.3. Dissertation Title

To determine the motivations of the millennial market when considering authentic and unique cultural tourism experiences.

1.4. Aims and Objectives

The overall Aim of this research dissertation is to explore what motivational factors influence the Millennial generation has to travel for authentic and unique cultural tourism experiences.

As a result of guaranteeing the aim of the study is attained the subsequent objectives will be carried through.

Objectives:

1. To identify what the term ‘authentic culture tourism’ is from the Millennial generation’s standpoint.
2. To critically evaluate the characteristics of the Millennial traveller in order to understand their need for travel.
3. To analyse and evaluate the generations experiences and opinion of culture and cultural experiences of both who have gone or planning to go travelling via questionnaires and a focus group
4. To make valuable recommendations to strengthen industry knowledge of cultural tourism and cultural experiences – to attract more of the age group.

1.5. Background research

It is argued that that due to the financial instability that came from the recession in 2008 millennials live by the YOLO, “you only live once” mantra that is said to frequently circulate on the millennials’ social media accounts. (Solanda, 2018) This adage is also echoed through their travel behaviours. Solanda (2018) also states that the Millennials are said to continuously express their interests via social media networks, and travel is no exception from the topics trending that are also recognised as ‘hashtag goals’. This can mean that the cohort is spontaneous and do not have any motivations towards travel they just do as they please and go wherever, whenever so a study is vital to know how the industry can plan and forecast for the upcoming generation.

Chapter Two

Introduction

The Literature Review will help with understanding the current literature available and to help deliver and show background knowledge to help towards answering the research questions. In this chapter, therefore, the existing and pertinent literature for the research study will be reviewed critically.

The focus of the dissertation will be to identify the Millennial generation's characteristics, and how these characteristics have an effect on their decisions to travel and how companies market to the age group compared to other generations before them. The Literature Review will also discuss consumer behaviour theories in the tourism industry along with motivations and decision-making processes.

Finally, the dissertation will look into the Millennials thoughts of the cultural tourism industry from their own experiences, to identify what is meant by 'authentic cultural tourism experience' to help enhance industry knowledge and getting a better understanding of what could motivate Millennials to interact with different cultural experiences and improve products within the industry.

The aims and objectives of the study are as follows;

The overall Aim of this research dissertation is to explore what motivational factors influence the Millennial generation has to travel for authentic and unique cultural experiences. As a result of guaranteeing the aim of the study is obtained the subsequent objectives will be carried through.

Objectives:

1. To identify what the term ‘authentic culture tourism’ is from the Millennial generation’s standpoint.
2. To critically evaluate the characteristics of the Millennial traveller in order to understand their need for travel.
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2.1 Tourism

2.1.1 Definitions

Tourism, as defined by the Concise English Dictionary (2008, pg. 1524), is said to be “the commercial organization and operation of holidays and visits to a place of interest” this statement is correct, however, it could be argued that it seems to be too simple to be a true and accurate definition of the industry and all it offers. Youell (1999) would support this statement as he implies that it is difficult to provide a universally accepted definition of the term tourism because Youell (1999) states that “the study of tourism impinges on such disciplines as geography, psychology, sociology, economics, anthropology, planning, business studies, politics and economics”. World Tourism Organisation (1994) as stated by Cooper et al (2008) believes tourism is the “activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes”. Despite the definition being over 20 years old, it is argued the statements is still relevant and considers more elements of the term and defines tourism as the quote makes reference to travelling, visitation outside normal parameters and individual environments, as well as duration and purpose of tourism to the individuals.

According to The World Tourism Organisation (2018), The Tourism industry is vital for economic growth worldwide, for example, Turner (2017, pg. 2) stated that “In 2016, Travel & Tourism directly contributed \$2.3 trillion and 109 million jobs worldwide”. The industry has continued to experience significant growth and deeper diversification thus becoming one of the fastest growing economic sectors in the world. For example, World Tourism Organisation (2018) stated that “international tourist arrivals worldwide increased 7% overall in 2017”. Which is considerably higher than previous years where it has only ever been recorded a 4% year on year since 2010. (World Tourism Organisation, 2018) Currently, the extent of the tourism industry is said to have exceeded that of oil, food produce and automobiles. The international spread of the industry has meant economic growth and employment benefits in many indirect and direct industries. (World Tourism Organisation, 2018).

2.1.2 Tourism origins

The origins of the hospitality and tourism industry are said to be dated as far back as primitive and archaic societies, according to Gorman (2010). Hospitality during this time was natural, vital and integral to society. Gorman (2010) states that “Hostels and inns in Mesopotamia can be dated as far back to at least 2000BC” with Commercial hotels being traced back to accommodate official government and religious travellers as well as expedite trade or mail delivery, Yoyotte (1960) states that in Egypt the Egyptians adopted a standard practice for all those on official business such as “priests or those on government assignments had everything provided for them... whilst traveling they would be cared for at temples and government depots”.

The tourism industry is said to have been 2,000 years old in Britain. The industry began when the wealthy citizens of ancient Rome, decided that they would rather spend their summers in the English countryside and on the coast away from the cities. A tourist industry soon developed to cater for the Roman market with their travel and accommodation needs, however, it is said that Roman tourism ended with its empire, and for the hundreds of years, the turbulent economic, social and military situation in Europe made frequent, safe travel out of the question. (Gyr, 2010)

The early years of the 20th century saw a consolidation of domestic tourism activities in the UK, punctuated by the two world wars and the recession of the 1930's, World War One saw a growth in ownership of cars which began the decline in the use of the railways, which developed from the industrial revolution. The increase in popularity of the British seaside holiday resorts such as Bournemouth, Southend, Blackpool and Colwyn Bay. (Youell, 1998)

The development of 'Mass Tourism' happened immediately in the period after the end of the Second World War in 1945, collectively the world saw a rise in standards of living, increased leisure time and developments in transport resulting in an increase in demand for international travel (Youell, 1998). After the world saw large advancement in aircraft technology, it is said that the surplus of aircraft in the immediate post-war years along with the business flair of entrepreneurs such as Eagle Airways Chief Executive Harold Bamberg, began to make air travel a reality for the masses. This form of tourism has significantly and steadily grown into the industry that is known by all today. (Gyr, 2010)

The travel and tourism industry is a hugely influential industry with contribution from both direct and indirect impacts on the global economic climate, In 2016, the tourism industry accounted for over "7.6 trillion US dollars" to the global economy with direct economic impacts of the industry including accommodation, transportation, entertainment and attractions accounting for "2.3 trillion US dollars in that year". All countries benefit from developing tourism, countries such as France and the United States, are consistently popular tourist destinations, but other less well-known countries are quickly emerging in order to reap the economic benefits of the industry. (Statistica, 2017)

A vast majority of tourism today involves the participation of niche markets. Ali-Knight (2011) refers to 'Niche Tourism' as a tourism product that can be altered and tailored to meet the needs of a particular audience or a target market and it is believed that places with niche products are able to establish and place themselves, as niche tourism destinations. Niche tourism, helps destinations to differentiate their tourism products and compete in an increasingly competitive tourism environment (Ali-Knight, 2011). Niche tourism products include gastronomy tourism, wine Tourism, spa tourism, wedding tourism, accessible tourism, adventure tourism and culture and heritage tourism. Knowing about niche tourism will be helpful in the study in order to identify possible tourism products for the millennial generation.

2.2 Travel Characteristics of Millennials

The Millennial Generation also referred to as “Generation Y” is the generation theorists describe and believe is said to have reached “adulthood around the 21st century” (Rouse, 2015) However there are many theorists who have contradicting views of the Millennials and what ages they are, such as Farrington (2018) who believes that the millennials are born between the mid-1980s- 1990s. This means that it is hard to know a definitive number of Millennials which can lead to the overgeneralisation of the cohort. However for the purpose of this study the author will use the age range According to Howe and Strauss as cited by Rouse (2015) states that the Millennial cohort is “consisting of individuals born between 1982 and 2004” (Rouse, 2015).

According to McCaffrey (2017), the Millennial cohort are the largest generation by far, where currently the global population stands at 7.4 billion people the Millennial generation accounts for 27 percent of the global population or roughly 2 billion people worldwide. According to Rouse (2015), the generation is considered to have grown up in an “Electronic filled and increasingly online and a socially-networked world” (Rouse, 2015). The Millennial generation can be seen as immoral, lazy and narcissistic, this is enforced by Howe and Strauss (2009) claiming that the Millennial generation is accused of being everything “From mass murderers, hate criminals, and binge drinkers to test failures, test cheaters, drug users and just all round spoilt Brats” (Howe and Strauss, 2000, pg. 3). However, McCaffrey (2017) believes that the Millennials are fast becoming the world’s most important generational cohort and will become even more important for global consumer spending growth, sourcing of employment opportunities as well as overall economic prospects. As their predecessors move into a new life stage of lower consumption and retire, it is believed that engaging in the Millennial market is seen as a logical investment for all tourism industry marketing because the generation is said to spend around £153bn on travel alone each year. This shows that the industry is doing well in regard to the generation but able to do better.

Benckendorff (2010) implies that a number of sources of information and insight into the generation seem to be unreliable and contradictory in places between authors. However, the generations characteristics according to Benckendorff et al (2010) are said to be set by “both the events and social conditioning” around them. this includes, technology and social media, childhood and development that has led to attitudes towards education, consumer behaviour and work-life balance and also including traumatic events such as 9/11. This is also probably why they live by the adage of “You only live once” because of instability and fear which therefore has an effect on their travel habits and urge the cohort to escape stresses of every day life.

Millennials in employment are said to be redefining business travel according to Landrum (2017) the saying “work hard, play hard” Millennials are not following as other generations previously and are incorporating business with leisure. According to Landrum (2017) “New research suggests that Millennials are not falling in line with the old adage, and a new line of thought has emerged. Business and pleasure are meant to be together”. It is also said that “81% of Millennials associate business travel with overall happiness” this also relates heavily to job satisfaction. According to Cohen’s (2016) MMGY Global survey on American travellers Millennials are taking the greatest number of trips out of all age groups - a total of eight trips annually (Cohen, 2016). compared to 7.4 on average and Cohen believes that the Millennial ‘bleisure’ industry is expected to increase by 11% in the next 12 months.

Today Digital marketing is considered ever present in all industries and no more so than the travel and tourism industry. According to Chaffey (2016), Digital Marketing is concerned with “achieving marketing objectives through applying digital technologies” which includes; managing a company’s online presence via their personal website, social media accounts, search engine marketing, online advertising and E-mail marketing. This means applying a digital strategy to a marketing plan in order for companies to meet their objectives.

It is believed by some, that the internet has taken over everything individuals do, and that people have had their lives consumed by everyday technologies. According to (ITV, 2012) Digital technology in the last decade has transformed the way individuals live, work and connect and has become more central in the lives of individuals. Individuals are said to rely on their devices such as smartphones, tablets and laptops (ITV, 2012). Chaffey (2016) also

explains that “with over 3 billion people around the world regularly using the web to find products, entertainment and friends, consumer behaviour and the ways companies market to both customers and businesses have changed dramatically”. This means that in essence products and services are easier to obtain and make and has increased the need for businesses to develop and change how they market their products and services to consumers. this has gone from traditional marketing which is market centric which includes emotionless and cold emails, cold calling and interruptive and intrusive ads to a consumer-centric way of inbound marketing which includes, Search engine optimisation and blogging. (Chaffey, 2016)

According to Hootsuite (2017) in 2017 there were “65.31 million people living in the United Kingdom” and “60.27 million [of those] use the internet” (Hootsuite, 2017). This means that there is a market penetration of 92% with “42 million active social media users” (Hootsuite, 2017). It could be thought that marketing online may be vital to a business’s survival and being present on social media could help a business or destination develop, as Sanfilippo (2017) stated “20% of travellers now use social media to help them plan and organize their trips”.

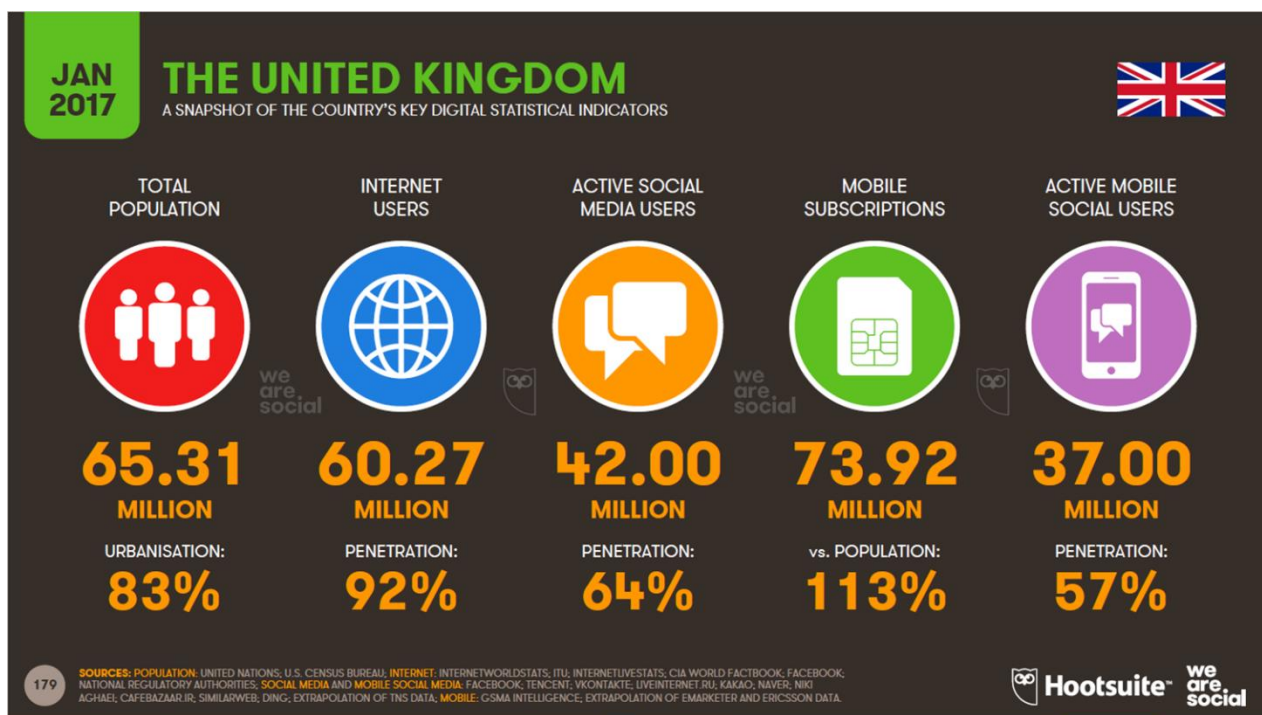


Figure 1 - Hootsuite Pictograph (2017)

As previously stated, the Millennial is According to Rouse (2015) the generation that grew up with technology and is considered to be progressively more online and a socially-networked driven generation (Rouse, 2015). A number of academics such as Yeoman (2012) believe that

the Millennials are the first generation to grow up with technology directly at their fingertips (Yeoman, 2012). This suggests how the Millennial traveller approach travel and tourism, especially the likes of social media, Rohampton (2017) states that this generation “aren’t just looking at social media to enjoy pictures and stories about exotic destination but are using it to find where to go and what to do when they arrive”. Rohampton (2017) expresses that social media is a heavy influencer for Millennials in travel choice as compared to travel agents (Rohampton 2017).

Generation Y, also referred to as the ‘Millennials’ are considered to be more educated than those of previous generations. According to Morrison-Williams (2017) who states that according to Research, “63% of [US] Millennials value a college education and plan to get one” and 19% of those having already graduated from higher education and the residual 44% plan to graduate from higher education, this in comparison to the previous generation “where only “20% of Gen X females and 18% of Gen X males” have college degrees. (Morrison-Williams, 2017). Because of this, the Millennial could be more open to new culture and more encouraged to travel. This may also have led to the high volume of gap years that are being taken by the generation. according to The Leap (2013) since the birth of the gap year over forty years ago, the gap year has increased in popularity from a rarity to everyday occurrence for university students in the UK with 2.5 Million young people planning a gap year before university and even some universities across the UK providing a deferral policy for prospective students planning on taking a gap year (Leap, 2013).

It is reported that the Millennial cohort spend in excess compared to previous generations and would prefer to spend on experience rather than major purchases, for example, Hendriksz (2017) states that Millennials “attitudes towards consumption and ownership are shifting”. This is also suggested by market research conducted by Future Cast that the age group spends around £153bn on travel alone each year (Harrison, 2017). Inkling (2016) declared that 53% of UK Millennials would much rather prefer to spend their earnings on an experience versus spending money on personal possessions. This could mean that the industry expects the cohort to spend much more on travel than their previous generational cohorts. There is also research constantly suggesting that this generation 'works to live' not 'live for work'.

Barton et al (2013) declared that the Millennial cohort compared to other generations previously wish to travel to every country and desire to travel as much as they can. Barton et al (2013) also made a point that younger Millennials from the generation are exceedingly

more interested in travelling internationally and are more diverse in interests such as global cultural experiences. (Barton et al, 2013). Along with this Airbnb (2016) state that “Over 80% of millennials seek unique travel experiences and say that the best way to learn about a place is to live like the locals do.” Meaning they are wanting to travel for culture.

The topic of Cultural tourism will be discussed further in more detail toward the end of this chapter of the study. Whilst studying the Millennial Cohort and their characteristics and even though the study will focus almost exclusively on the Millennial cohort, it is beneficial to comprehend the characteristics of the previous generations before to gain a further understanding of how different or similar they may be.

2.2.1 Generation X

Generation X (GenX) are the generation born between the years 1961 and 1981 (Howe and Strauss, 2000). It is said that this generation is deeply rooted with negativity and a sense of entitlement. According to Wallop (2014) “This generation has been characterised as being saddled with permanent cynicism. Too young to have fought in any major war, old enough to have enjoyed a free education – they have spent too much of their adulthood sitting around in coffee shops trying to set the world to rights”. However, the Generation is said to highly enjoy travelling, but are considered less daring and travel for relaxation. Their holidays are generally Family orientated and the timing of their trips closely coordinated around academic calendars and their destination of choice tends to be closer to home with destinations that are said to be mainly beach oriented (Goldberg, 2016).

2.2.2 The Generational Summary

Millennials are quickly becoming the world’s most significant generational cohort and will continue to become even more important for global consumer spending growth. Therefore, it is thought that attracting the Millennial market is seen as a logical investment for all the tourism industry and “attitudes towards consumption and ownership are shifting”. This is also suggested by market research conducted by Future Cast that the age group spends around £153bn on travel alone each year (Harrison, 2017).

Having grown up with technology, the generation is said to be highly influenced by social media networks, which has, in turn, made a significant change in marketing and advertising. This has gone from traditional forms of marketing which is market centric which includes cold emails and cold calling which is considered interruptive and intrusive, into a consumer-centric led approach to marketing. this is a way of inbound marketing which includes, Search engine optimization and blogging (Chaffey, 2016).

Barton et al (2013) declared that the millennial cohort compared to other generations previously wish to travel to every country and desire to travel as much as they can. Barton et al (2013) also made a point that younger Millennials from the generation are exceedingly more interested in travelling internationally and are more diverse in interests such as global cultural experiences (Barton et al, 2013).

In order to truly understand the motivations of the Millennial the author must explore the generations typology theories in order to eventually conclude and achieve the aims and objectives of the study, which are as follows;

Objectives

1. To identify what the term ‘authentic culture tourism’ is from the Millennial generation’s standpoint.
2. To critically evaluate the characteristics of the Millennial traveller in order to understand their need for travel.
3. To analyse and evaluate the generations experiences and opinion of culture and cultural experiences of both who have gone or planning to go travelling via questionnaires and a focus group
4. To make valuable recommendations to strengthen industry knowledge of cultural tourism and cultural experiences – to attract more of the age group

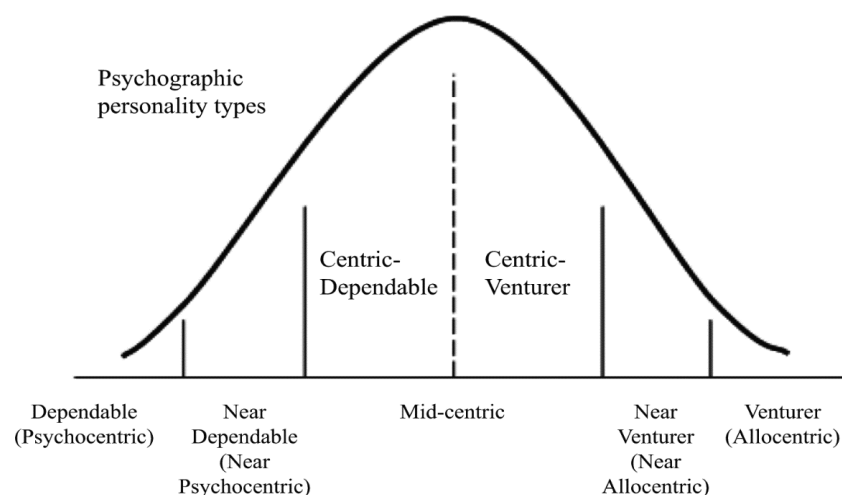
2.3 Tourism Typologies

2.3.1 Theoretical Perspectives

There are several diverse theories available and would be regarded appropriate to this study regarding the motivation factors within the Millennial generation. However, the most relevant and pertinent of theories will be used to achieve the aim and answer the research question set out by the researcher. These tourist typology theories would be able to compare with the characteristics of the Millennial cohort, along with other noteworthy theories to use in the literature review such as motivational theory to find incentives for those who travel for culture within the cohort such as Maslow's hierarchy of needs and Plog's psychographic model along with a decision-making theory such as the push and pull factors by Dann.

2.3.2 Academic Tourist typologies

Within academic research of tourism typology there was two very prominent models which have been used. Stanley Plog's (1977) psychographics model for tourist typologies and Erik Cohen's 1972 typology of the four tourist roles. These have been used extensively within the tourism industry research and be used in this study to characterise the Millennial cohort.



Source: Adapted from Plog (2001)

Figure 2 - Plog's Psychographic model (1972)

Plog's psychographic model has a personality scale to determine what type of traveller they are. The scale varies from the 'psychocentric', which are individuals who favour the 'familiar' in travel destinations to those that are outgoing and want to see and do new things in travel which are referred to as 'allocentric' (Litvin, 2006). Plog's psychographic model is considered the initial model to separate tourists into personality or behavioural groupings. (Plog, 1977). From the literature previously discussed the author believes when primary data is collected later on in this study it will show that the Millennials will be more allocentric because they are more outgoing than older generations, or will be parallel with the older generations and more mid-centric.

Table 1 - Erik Cohen's four tourist typology (2007)

Type	Familiarity	Novelty	Other
The Drifter	Lowest	Highest	Highly Adventurous, lives within the local community
The Explorer	Low	High	Travels alone, seeks comfortable accommodation
The individual mass tourist	High	Low	Not bound to a group but somewhat controlled
The organised mass tourist	Highest	Lowest	Follows a tour guide

Another Theory is Erik Cohen's typology of the four tourist roles, which he split into the organised mass tourist, which is an individual who tends to buy a package holiday and follows a regimented and inflexible itinerary, the individual mass tourist, who buys a holiday package with flexibility that allows more independence and choice, the explorer will create their own dynamic package while travelling and finally the drifter, will completely immerse themselves into the host community and is unlikely to experience any tourist situation. It is even said that drifters shun all contact with the formal travel and tourism industry. The drifter has no fixed itinerary, or goals set out for their travel (Swarbrooke and Horner, 2007). Airbnb (2016, pg. 2) reported that "Over 80% of Millennials seek unique travel experiences and say that the best way to learn about a place is to live like the locals do." This shows the Millennial generation is perceived as an explorer in Erik Cohen's typology of the four tourist roles.

However both theories have drawbacks, for example, Plog's psychographic model is to categorise tourists on the nature of the holiday they choose, mainly due to the location. The theory is very linear and doesn't take into consideration the practical application, for example, individuals going through life cycles change and may not stay in the same category their entire life. A classic example would be someone travelling during their youth who would fall into the allocentric category and later on in life once settling down may be more reluctant to travel like when they have a family or later in life again when elderly and would fall into the psychocentric category (Horwood 2014).

In Cohen's theory of typologies, it could be argued that the concept of the drifter is heavily flawed. The drifter is said to have "no goals of travel", which is clearly false as someone could ask what actually motivated this person to travel in the first place, especially when parting with a great sum of money on travelling, the traveller should have an anticipated goal for their travel experience, maybe to explore culture in pursuit of purpose in one's life.

2.3.3 Cultural Tourist typology

Determining the various types of cultural tourists will help the researcher in finding specific motivations to travel for culture with Millennials, thus serving in the creation of accurate and realistic recommendations for industry professionals. Mckercher and du Cros (2003) declared that there are five types of cultural tourists ranging from the 'purposeful cultural tourist' to 'incidental tourist'. Mckercher and du Cros (2003, pg. 46) also stated that cultural tourism is not defined by one reason, "different people will engage with cultural tourism at different levels, depending on level of knowledge, number and type of travel partners, own interests" (Mckercher and du Cros, 2003, pg. 46). Definitions of these categories of cultural tourists are required to study the author's respondents. The model is built on deep or shallow levels of an individual's experience, low moving higher in motivation to visit a cultural tourism attraction or destination. Despite having notable flaws in the theories being used in this study, these typology theory model will help in the discovery of what type of cultural traveller the Millennial truly is. Ivanovic (2008) believes that the main motivation for cultural tourism is the overwhelming need to escape from the everyday routine and replacing it with something that is different from the norm. The researcher is looking specifically at the Millennials and knowing their motivations for travelling culturally which will be helpful in understanding why and where they travel for culture tourism.

In order to understand the pursuit of cultural tourism motivation theory needs to be discussed further.

2.4 Motivational theories

There are numerous and diverse views of motivational theory that Psychologists and behavioural scientists have developed and examined, over the years, these theories have been developed by researcher's time and time again, these include Abrahams Maslow's hierarchy of needs.

2.4.1 Maslow's Hierarchy of Needs

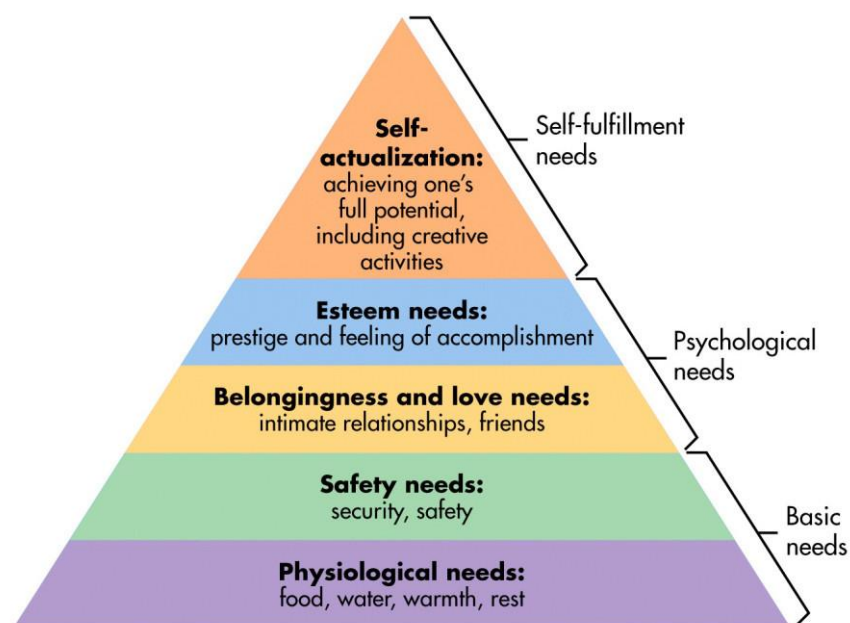


Figure 3 - Maslow's Hierarchy of Needs (1943)

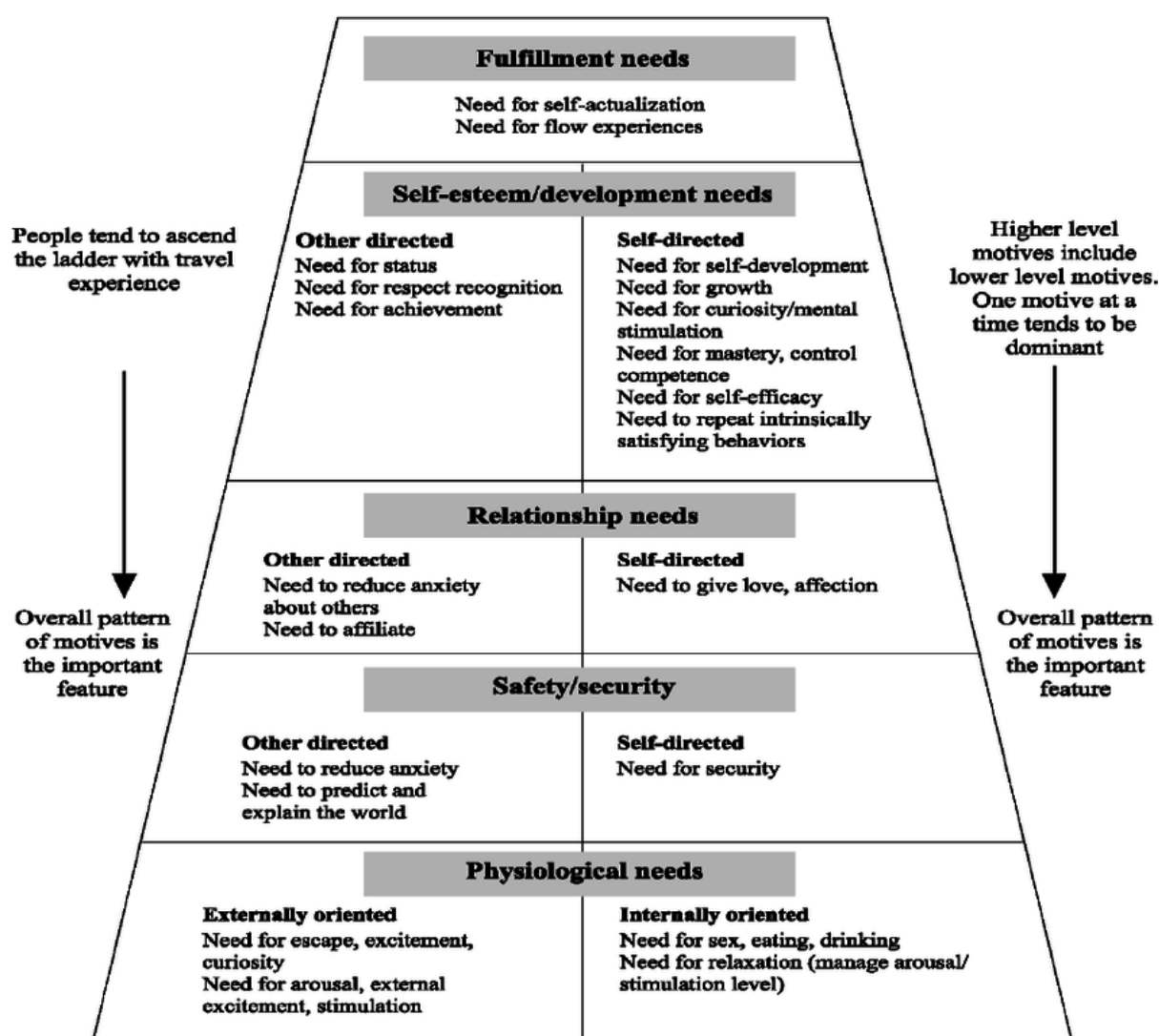
Maslow's hierarchy of needs is a theoretical model developed in 1943 by Abraham Maslow. The influential model is a key motivational theory model first introduced in Maslow's and is considered the best identifier of motivation the model consists of five significant parts beginning the process at the bottom this area of the model is referred and is referred to the 'Physiological Needs' which is considered the rudimentary or deficiency needs that every individual requires surviving such as food, air, shelter and water (Burton, 2012).

If these basic needs are not adhered to, then the individual will not be able to go onto the other levels all the way up to the last level, which is the Self-Actualization level where an individual feel as though they are realising their potential.

Maslow's hierarchy of needs can be regarded as the best identifier of motivation because of its simplicity yet identifying key aspects of individual's lives which can be incorporated into the Millennials motivations. (Burton, 2012).

Maslow (1962) as cited by McLeod (2014) expressed that self-actualization could be reached through the notion of 'peak experiences'. It is believed that this can arise genuinely when individuals experience the world for exactly what it is, and there are feelings of euphoria, happiness and wanderlust (Maslow as cited in McLeod, 2014) which is considered a common concept when individuals experience new cultures. Maslow's hierarchy of needs model does have criticisms from many authors in the validity of the hierarchy. For example, Burton (2012) states that theorists believe the model is criticised "or being overly-schematic and lacking in scientific grounding" without scientific backing means that the theory is not completely accurate. However, it could be argued that theories have been developed based on Maslow's hierarchy of needs specifically for tourism this includes the Travel Career Ladder by Pearce (1991). The model functions in the same way as Maslow's Hierarchy of needs, whereas, by meeting the primary needs of the model can allow an individual meet the higher needs.

Table 2 - Pearce Travel Career Ladder (1991)



Source: Pearce (1991)

Pearce (2005a) also suggested as did Maslow that the hierarchy of needs stated that the fourth need of self-development believed that experiencing diverse cultures was an important factor to travellers that had more experienced than others.

Both theories have notable drawbacks to them, naturally, within Maslow's hierarchy of needs, Maslow (1970) announced that self-actualization level cannot be reached by the young, as it is suggested that the younger generation because they don't have a full grasp of their physiological needs and how to fulfil them, and will only do this when the individual around 20 years of age to around 40. Therefore, suggesting that the model is unreliable, out-of-date and needs drastic revision. It could be argued that when this theory was first developed it didn't apply to the youth of the time but since developments in society and since

the Millennials have continuous access to what they want through technology, this insists that they do in fact want and need more than the previous generations before them.

There have also been criticisms made by theorists about Pearce's (1991) Travel Career Ladder model including Woodside and Martin (2007) who explain that the framework for the model is appealing, but it has no experiential evidence to support the theory, Therefore this means that with no evidence it is to argue its ability to assess travellers motivation.

2.5 Decision making and destination image

As no two individuals are alike, the decision-making process is considered a vital aspect of the tourism industry as it helps industry professionals and differences in consumer attitudes, perceptions, motivation and images contribute to the decision-making process. It is central for the tourism industry professionals to research and understand how tourism consumers make their travel decisions and feel in relation to the consumption of tourism products. Pizam and Mansfeld, (1999) declared that the “decision-making processes are characterised by a logic of reason that encourages thought, discussion, and personal judgment.” (Pizam and Mansfeld, 1999, pg.112). As no two individuals are alike the decision-making process is vital especially between generation to do this countless authors and theorists have expressed that the decision-making process within the tourism industry to be based on Dann’s (1977) push or pull factors of destinations. Dann (1977) stated that the ‘pull’ factors are those factors which will attract a traveller to the destination this includes climate and landscape and ‘push’ factors are those that are universal motivations for individuals to travel such as escape and nostalgia. However, the decision-making process can be highly affected by the tourist’s perceived idea of a destination. The meaning of a destination image has been widely disputed and analysed with no one agreed definition. However, one that would be useful in this study explains how important destination image is to the Millennial.

Dann’s push and pull factors could be related to those who travel for culture in the Millennial generation in order to know the author must investigate cultural tourism.

2.6 Cultural and Heritage Tourism

According to the Concise English dictionary (2008b) Heritage is derived from the French word “Heriter” a denotation meaning to inherit. This is reinforced by countless theorist and authors such as Hewison (1989) who believes that heritage in tourism is “That which a past generation has preserved and handed on to the present and which a significant group of people or population wishes to hand on to the future”. The definition showcases that a nation’s or country’s heritage is seen as something so important that it is to be handed off down to generation to generation by individuals and heritage tourism permits tourists to observe heritage and to learn more about the host destinations, whilst also giving the reverence of

what each generation feels they should preserve for the next. For example, when heritage tourism was developed it only considered heritage tourism products to be those kept in museums and old buildings. However, today tourism departments also makes reference to include contemporary heritage and culture such as music, fashion and traditions, Today heritage is understood to be a pertinent portion of the tourism industry, as heritage tourism has the possibility to interest and entertain the populace predominantly for educational purposes. McCannel (1992) states that tourism is not just an aggregate of merely commercial activities, it is also an ideological framing of history, nature and traditions (McCannel, 1992).

The World Tourism Organisation (2012) defines the expression “Cultural Tourism” as “all aspects of tourism that can teach visitors about their past and inheritance, as well as their contemporary lifestyles” this definition shows cultural tourism can teach visitors of the host communities about the treasured past traditions and the host communities current means of life. ‘Cultural Tourism’ has in recent years developed and become more of a travel desire within the industry for travellers, due to continuous innovation of products and community development. In response to demands for new experiences by travellers and the progression of cultural management research, cultural tourism can be considered as one of the most important and diverse phenomena of current tourism. (World Tourism Organization, 2012). Maccarrone-Eaglen (2009) believes that Travellers are looking for diverse experiences outside of their everyday lives. This is supported via surveys devised by Visit Britain where 57% of respondents across 20 countries “agreed that history and culture are strong influences on their holiday destination” (Visit Britain, 2016) shows that Heritage and Culture Tourism is seen as a crucial aspect of tourism and may be the reason as to why many strategies now have a cultural tourism aspect to them.

2.7 Chapter Summary

The Researcher is looking specifically at the Millennials and knowing their motivations for travelling culturally will be helpful to understand why and where the generation they travel for cultural tourism. Ivanovic (2008) believed that the main motivation for cultural tourism is the overwhelming need to escape from the everyday routine and replacing it with something that is different from the norm, this could be evident in the Millennial cohort. Within this chapter, it is obvious that there has been relevant research conducted regarding the motivations and tourist typologies of individuals. However, as discussed previously the motivations of Millennial travellers are needed in the industry due to their significance to economic growth. The cultural tourism industry has developed into a dominant portion of tourism and therefore, a study of this type of tourism is necessary to focus future trends and further develop the industry.

The next section of the study will look into the process the researcher took in order to collect primary data to further develop points from the literature.

Chapter Three

3.0 Introduction

This chapter refers to the need for research in this study, along with an analysis of the process of research undertaken by the author and explain the particular methodology of this study.

Research Methodology, according to Jankowicz (1995) who believes that Research is central to further expand upon and understand a topic area or an issue in greater depth. “People undertake research in order to find things out in a systematic way, thereby increasing their knowledge” (Jankowicz, 1995, pg. 5). In this chapter, the appropriate methodology will be identified and assessed and the researcher will justify their decision to use this approach in the research study.

The sampling process and strategy of the research and methods of analysis is justified and assessment of the research ethics and code of ethics, limits of the study and issues concerning the research is clarified and analysed further.

The researcher within the study has used both secondary and primary research. Primary research, according to Wyse (2011) involves the collection of data first hand via surveys and a focus group and therefore is the collection of original data along with secondary data from chapter two, in the secondary research. There are two main types of primary research methodology which are used they are called Qualitative and Quantitative. Qualitative Research is in principal exploratory research and is used to gain a truly in-depth understanding of underlying reasons, opinions, and motivations into an issue. it can also provide an insight into the problems and helps to develop ideas or hypotheses whereas Quantitative Research is used to quantify the topical issues or insights by way of generating numerical data or data that can be converted into usable statistics (Wyse, 2011).

Dissertation Title

To determine the motivations of the Millennial market when considering authentic and unique cultural experiences.

Aims and Objectives

The overall Aim of this research dissertation is to explore what motivational factors influence the millennial generation has to travel for authentic and unique cultural experiences. As a result of guaranteeing the aim of the study is obtained and the subsequent objectives will be carried through.

Objectives:

1. To identify what the term ‘authentic culture tourism’ is from the Millennial generation’s standpoint.
2. To critically evaluate the characteristics of the Millennial traveller in order to understand their need for travel.
3. To analyse and evaluate the generations experiences and opinions of culture and cultural tourism experiences of both who have gone or planning to go travelling via questionnaires and a focus group
4. To make valuable recommendations to strengthen industry knowledge of cultural tourism and cultural experiences – to attract more of the age group.

3.1 Paradigms and Research methodology

According to Collis and Hussey (2009) research is fundamental to both business and academic studies, however, there is no one definition for the term but believe that amongst the many definitions from theorists there is a recognized agreement that any definition includes;

- A process of inquiry and investigation
- Systematic and methodical approach
- Increases knowledge

(Collis and Hussey, 2009)

This is shown in a definition provided by Jankowicz (1995) which states that research is central to further expand upon and understand a topic area or an issue in greater depth, “People undertake research in order to find things out in a systematic way, thereby increasing their knowledge” (Jankowicz, 1995).

3.2 The Research Onion

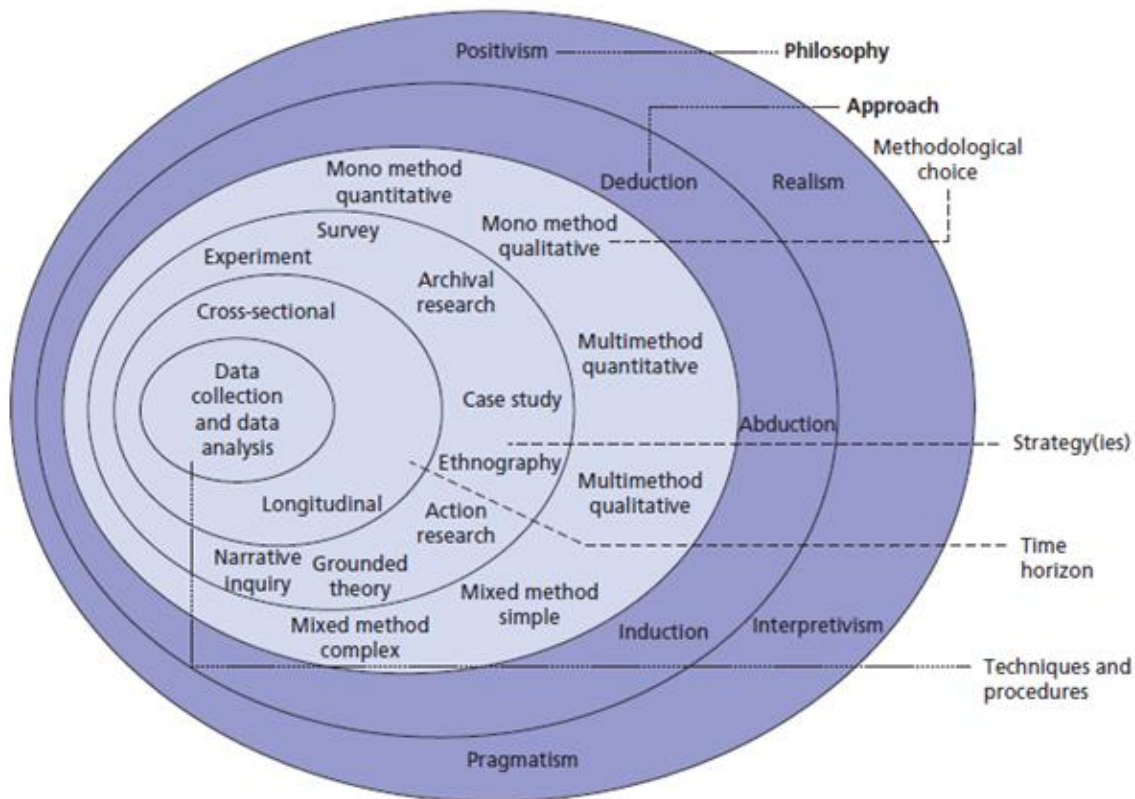


Figure 4 - Research Onion (2007)

The research onion model developed by Saunders et al. (2007) helps to illustrate the various stages that must be covered in order to develop a reliable and practical research strategy. Each layer of the onion defines a more detailed stage of the research process (Saunders et al., 2007).

The research onion proves to be an effective way to discover which research path should be chosen and can be designed according to Sahay (2016) who states “though most researchers design their research to answer a question or address a problem, they begin by working out what data are needed and what method, tools or techniques should be used”.

It is considered that it is vital that a research paradigm must be decided before research is undertaken. Collis and Hussey (2009) concludes that a research paradigm is a philosophical framework that serves as a guide to how scientific research should be carried out

Collis and Hussey (2009) state that Philosophy is considered “the use of reason and argument in seeking truth and knowledge, especially of ultimate reality or of general causes and principles”

This chapter follows the research onion which enables the researcher to determine an appropriate philosophy, which is an important step in planning and carrying out research. Whilst also highlighting the main reasons behind electing particular research philosophies, and the researcher's approaches, strategies, method, timescale and techniques as well as procedures for this research dissertation.

3.2.1 Research Philosophy

The Term 'Philosophy' is defined as "the study of the fundamental nature of knowledge, reality and existence" (Concise Oxford English Dictionary, 2008c, pg. 1077). It can be seen that a research philosophy is a confidence about the way in which data should be collected, evaluated and used. Two major research philosophies have been identified as positivist and interpretivist.

3.2.2 Positivist and Interpretivist

Positivists according to Levin (1988) believe that reality and society are unchanging and can be observed and described from an impartial standpoint without interference, whilst Levin (1988) states that an interpretivist contend that only through subjective interpretation of and intervention, in reality, can that reality be entirely understood.

The University of Derby (2018) states that "Positivism generates hypotheses (or research questions) that can be tested and allows explanations that are measured against the accepted knowledge of the world we live in". It is believed that this stance of philosophy fashions a body of research that can be imitated by other researchers to generate the same results time and time again. The emphasis is on measurable results that lend themselves to numerical and statistical analysis. (University of Derby, 2018)

A positivism philosophy was essential for this purpose, for example as the study is to understand the thoughts and motivations of the Millennial generation, it adapts itself to a Positivism approach which is qualitative, humanistic and interpretivist in approach (Collis and Hussey, 2003). Positivism is a paradigm adopted by natural sciences it rests on the assumption that social reality is singular and objective, and cannot be affected by the act of investigation. Positivism aims to separate people from their social contexts which are considered impossible as they are one and the same. A phenomenological approach provides a more relevant and suitable measure for research and looks at the feelings of individual participants in the study (Collis and Hussey, 2003) whereas a study that uses a positivist paradigm are usually quantitative and traditionalist in approach.

3.2.3 Research Approaches

The second layer of Saunders (2009) research onion model contains the research approaches referred to as deductive and inductive. Creswell and Plano Clark (2007) stated that the deductive researcher works from and is referred to as the top down, from a theory to hypothesis to data to add to or contradict the theory. Therefore, according to the University of Derby (no date) Deductive means that you begin with a declaration or question and an individual's research sets out to answer the statement thus "the aim would be to conclude with a yes or no response to the question". (The University of Derby, no date) Whereas, in contrast, Creswell and Plano Clark (2007) define the inductive researcher as someone who works from the bottom-up, using the participants' view to build broader themes and generate a theory interconnecting the themes. In terms of the study from the literature, the themes that have arisen are travel characteristics and motivation, cultural tourism, marketing and social media.

In research, the two main types of analysis that are drawn upon typically are quantitative and qualitative. Quantitative refers to deductive approach and qualitative refers to inductive approach to research methodology. This study has used a more deductive approach to research the topic of motivations in the Millennial cohort, as it moves from the broad discussion to the particular. The study has focused on theories of motivation and consumer behaviour studies and these topics lend themselves to.

3.3 Data collection

Saunders et al (2009) defined research methods as a procedure that can be used to obtain and analyse data.

This study has used a mixed method approach, which is a general term for an approach that uses both qualitative and quantitative data collection techniques and a method that crosses the two paradigms.

The approaches used in this study was surveys and a Focus Group. Collis and Hussey (2009) identified that the use of two or more independent sources of data or data collection is a technique called triangulation. The design of the focus group and survey questions concentrated on the themes that arose from the literature review;

- Consumer Behaviour and shopping habits
- Marketing
- Authentic Culture

In the dissertation the author used a mixture of both Qualitative and Quantitative research. The researcher collected Quantitative data by conducting a survey to calculate how the Millennial cohort shops and what they are drawn to. This will help to accurately count and identify what and how the Millennial shops when purchasing a holiday or their experiences. The author did this by sharing her online questionnaires to target The Millennials. The author also collected Qualitative data through a focus group to underpin and understand the attitudes of the Millennial generation and why they have those thoughts. This will give the author an in-depth analysis of the generation and their shopping trends and what potential impact this could have on the industry. This information will also back up the Quantitative Research taken place prior to this, The Author will be conducting the Qualitative research by holding a focus group with individuals from the Millennial generation who have either been on a cultural trip to determine why and how they went through the motivations of their decisions. The author will also conduct structured interview question for respondents who attend the focus group. Attendees will be from the Millennial cohort which will give a deeper understanding of topics drawn from survey answers.

3.3.1 Sampling

According to Saunders et al (2007) Sampling techniques provide researchers a choice of approaches that empower researchers to collect a more manageable set of data whilst providing reliable data, as a census would not necessarily provide a more useful data. (Saunders, 2007). Saunders et al (2007) also describes the need for sampling is because of the impracticality of surveying the entire population along with budget and time constraints. This means that sampling can assist with timely data collection without compromising on results. This means that the author is able to collect enough results in order to show a true reflection of the populace of Millennials.

Saunders (2007) believes that Sampling is equally important to focus group and questionnaires as well as other data collection techniques are why a sample was done for each of the data collection methods for this study. Whereas, Veal (2011) states that the process of sampling is an indispensable course of action to questionnaires researches.

For the study, the researcher anticipated the sample size of seven focus group respondents and 100 to 150 however because of unforeseen circumstances the survey had a sample size of four interviewees to take part in the focus group and 94 survey respondents, would be which a non-probability approach to data collection and convenience sampling were considered the most effective way of sampling data, selected interviewees were chosen due to their wide knowledge and experience of the travel industry whilst respondents in the survey and focus group participants were conveniently able to contribute to the study and were reliable to the researcher by immediacy and location along with their ability to provide reliable information on the topic at hand.

For the purpose of this study, the ideal sample audience is the Millennial cohort who are interested in travel. The Sample members were collected from those who the researcher knows mainly Millennials, as Millennials are the same generation as the researchers personal social media accounts that reach out to over 700 Millennials. however, the survey will not be exclusively for Millennials as an array of respondents are needed to compare and contrast between generations to gain further analysis.

3.3.2 Survey

The Survey Strategy is usually associated with the deductive approach. It is a popular and common strategy in research and its most frequently used to answer who, what, where, how many and how much questions. It, therefore, tends to be used for exploratory and descriptive research survey are also popular as they allow the collection of a large amount of data from a sizeable population in a highly economical way (Saunders, 2007)

A piloted survey was distributed to the researcher's fellow classmates, family members and professionals that she trusted. based on their feedback the survey was redrafted before it finally went public. The suggestions made after the pilot were as follows;

- Re-phrasing and re-structure of questions to be easily understood.

A questionnaire is a number of structured questions with the aim to find out what a group of participants think or feel about a topic (Collis and Hussey, 2014). The re-phrasing of the survey in some parts help in order to make the questions easily understandable to all participants and can, in turn, create a more accurate answer from respondents.

A positivistic approach to surveys and questionnaires advocates that questions should be closed, Whereas, a phenomenological approach proposes open-ended questions. This study incorporated both approaches of data collection, however, with a more emphasis on the positivistic approach as this would provide more quantifiable information to analyse and with respondents from the focus group would be able to give me a better understanding of the what Millennials motivation towards travel, however, it is however understood that a positivistic approach is always the more suitable to a large-scale survey.

The survey was designed with efficiency in mind focusing on general questions at the start with more specific questions related to the themes touched upon in the literature review towards the end along with only to take a maximum of 2 minutes to complete and broke up into sections as to not seem as long of a process.

All questions are available in the appendix A 7.1.1

The survey was created using Google Forms, a platform used to create survey on Google Docs as it allowed the researcher to conduct primary research by not having to purchase a costly subscription, and included almost the same functions as paid subscription packages such as Survey monkey which still allowed for detailed analysis and did not disadvantage the researcher in any way. The researcher did look into using SPSS. however, did not feel the need for this as google forms did the same

functions as SPSS. All questions were made mandatory to fill in. some questions invited users to supply the researcher with additional qualitative feedback that was used for content analysis.

A notice to participate in the researcher's survey was sent on the researchers personal Facebook and multiple groups on Facebook that the researchers apart of. The survey also went out on the researcher's personal LinkedIn, Snapchat and Reddit accounts multiple times a day.

The advantage of this approach to data collection choosen by the researcher is that the survey was able to reach as many individuals who were available, However, it was time-consuming due to writing posts on several accounts at a time. An example of this can be seen in the appendix.

3.3.3 Focus Group

A focus group according to Saunders (2007) is a Group interview that is composed with a small number of participants that is facilitated by a moderator. This allows a topic to be clearly and precisely discussed whilst simultaneously interactive discussion is enabled between participants.

The Author also conducted a focus group to collect qualitative data to analyse with quantitative data collected in the survey, this means the data can cross analyse all primary data together.

For the purpose of this study, the Focus Group was conducted face-to-face. Overall 4 Participants took part in the focus group that ages range from the Millennial generation and had a ratio of two men and two women to allow an equal distribution and to be fair. for the focus group the questions concentrated on what Millennials feel about mass marketing and the representation of their age group in said campaigns. However, the focus group was conducted and covered the following topics;

- Millennial travel habits
- Booking methods
- Thoughts on mass marketing

These topics were identified through the comments that arose in the survey and were chosen to assist in close research gaps as they represented the different marketing areas within the Millennial cohort.

The focus group took between 15-30 minutes and participants were asked permission by the interviewer to record their responses as this would expel the need for note taking and solely focus on the interviewee and their responses thus benefitting the analysis of qualitative content as no words or statements would be missed during the transcribing process.

All questions are available in the appendix B 7.2

3.4 Data Analysis

This study used a content analysis on qualitative forms of the data collected, and it was systematically read to recognise key issues, concepts and thoughts. Quantitative Data that was found from the survey answers was imported into Excel and cross tabulated using 'count if' formulae for further analysis. The researcher was therefore able to highlight key themes during the analysis stage which are discussed as motivational factors in the Data Analysis chapter of this study.

3.5 Ethics

Research Ethics according to Saunders et al (2007, pg 610) is classed as the “appropriateness of the researcher’s behaviour in relation to the rights of those who become the subject of a research project, or who are affected by it”. This, therefore, means that a code of ethics needs to be put in place to set up and conduct any research and does not put any respondents in risk or make them uncomfortable during the process.

For the purpose of this study, careful consideration was given to the prominence of ethics throughout the research stage. Due to the highly sensitive nature of the content of information requested by the interviewer from the interviewees and respondents of both the surveys and focus group participants procedures were put in place to ensure that respondents were safe. However even though it is supported that ethics is important to a research study it is Coolican (1992, pg. 249) as stated by Collis and Hussey (2009) explains that it can be considered ‘difficult to conduct much research at all without running into ethical arguments’ however suggests that the focus group and surveys should be made voluntary and should lend itself to anonymity and confidentiality. That is why each focus group respondent was supplied with a consent form, which they signed and returned to the researcher, providing the participants with information regarding the aim of the study and underlining their right to withdraw from the study at any time.

All focus group responses were transcribed and protected on a memory stick with an encrypted username and password to access the content. The Surveys were made voluntary to respondents and were informed of the purpose and importance of the study, along with addressing their ability to drop out at any stage. All research responses were made anonymous and confidential. By guaranteeing that the respondent’s individual’s names were not stated throughout the documents as well as survey respondents were asked basic demographic questions and were not able to state their name.

3.6 Limitations

The main limit of this study included the time scale in which the study was conducted and completed which therefore restricted access to resources and a number of respondents that were taking part in the focus group that could take place, thus making it a small scale cross-sectional research study, which is designed to obtain the relevant research data in different contexts but over the same period of time.

Because of a lack of responses from industry professionals when contacting for interviews the author was unable to collect data from an industry standpoint. This meant the author had to change the approach of the study to an all consumer based. Having interviews would have given the study a deeper understanding of the factors affecting Millennials motivation regarding travelling for Cultural Tourism that could have been analysed further.

The author would have used a Semi-structured approach towards the interviewing process and focused on the marketing and advertising approach towards cultural tourism to assist in closing research gaps as they represented the different motivations areas within the Millennial cohort.

3.7 Reliability and Validity

Reliability refers to the extent to which data collection techniques or analysis procedures will yield consistent findings. (Saunders, 2007) There are four threats to reliability Robson (2002) asserts that these are;

- Subject or participant error
- Subject or participant bias
- Observer Error
- Observer Bias

Validity is concerned with whether the findings are really what they appear to be about. (Saunders, 2007) Robson also stated that there are some threats to Validity also which include the following;

- History
- Testing
- Instrumentation
- Morality
- Maturation

In the terms of reliability in this study, the researcher only sent out one main survey in order to have an accurate set of results in Basic English and a use of a pilot run of the survey which included the researcher herself, one professional and three fellow classmates. This meant that the survey was understood by all. There are threats to this study concerning reliability and validity are the collection of the data because the survey needed to go out on as many platforms as possible for example the researchers personal Facebook and multiple groups on Facebook that the researchers apart of. The survey also went out on the researcher's personal LinkedIn, Snapchat and Reddit account multiple times a day. The limitation of this being that the public may not be able to supply accurate knowledge of what the researcher is trying to achieve. The collection of data proved to be difficult and the researcher made an incentive for those who completed her survey. Also as the survey will be completed by some of the researcher's closest friends the may be a risk of bias. However, both the interview and survey questions were designed carefully to ensure validity and limit bias.

However, the collection of the qualitative data can be considered problematic as it is not considered reliable because responses may not be able to reproduce due to changing positions on topics and new data if it were to be produced.

3.8. Chapter Summary

This chapter discussed the way in which the author will conduct the primary research portion of the study. The author has decided to conduct a positivistic approach using a deductive method and used a mixture of both Qualitative and Quantitative research. The author collected Quantitative data by conducting a survey to calculate how the Millennial cohort shops and what they are drawn to. This will help to accurately count and identify what and how the Millennial shops when purchasing a holiday or experiences. The author did this by sharing her online questionnaires to target The Millennials and will also collect Qualitative data through a focus group to underpin and understand the attitudes of the Millennial generation and why they have those thoughts. This will give the author an in-depth analysis of the generation and their shopping trends and what potential impact this could have on the industry.

The next chapter of the study is now going to discuss the findings from the data collected.

Chapter Four

4.0 Introduction

This chapter will disclose the findings of both the qualitative and quantitative data found in the research carried out by the researcher, research applied in the methods highlighted in the research methodology chapter. These include the thematic analysis of the Focus group and the analysis of the 94 responses collected from the survey. The numerical data that was collected through the survey also highlighted themes for the Focus group questions were set out by the researcher from overall findings found through in the literature review. These themes include travel characteristics and motivation, cultural tourism, marketing and social media.

In this section of the study the results chapter, the researcher will look at and analyse the 94 online survey responses as well as performing a cross tabulation between data found in both the survey and the focus group.

Aims and Objectives

The overall Aim of this research dissertation is to explore what motivational factors influence the Millennial generation has to travel for authentic and unique cultural experiences.

Objectives:

1. To identify what the term ‘authentic culture tourism’ is from the Millennial generation’s standpoint.
2. To critically evaluate the characteristics of the Millennial traveller in order to understand their need for travel.
3. To analyse and evaluate the generations experiences and opinion of culture and cultural experiences of both who have gone or planning to go travelling via questionnaires and a focus group
4. To make valuable recommendations to strengthen industry knowledge of cultural tourism and cultural experiences – to attract more of the age group

4.1 Limitations

The researcher found that both the survey and focus group had numerous limitations top them. Mainly from the lack of responses the desired number of responses for the survey would be 100/150, however, due to time constraints, only 94 were collected. Due to the participation numbers in the questionnaire, the results demonstrate that females were the most common answer to the survey comparing this to the females, the males figures are and considerably less and less again are the Non-binary respondents. Taking this into consideration 64% of respondents were female, 35% were male and 1 respondent was Non-Binary this is not the desired results of respondents as the researcher needed an equal representation between the three categories.

The researcher's survey was completed by the Millennial which in the survey researcher categorised '18-23' (19%) and '24-32' (35%) the least respondents the researcher found were from the '39-43' age group with only one respondent whereas all the other age groups had equal amount of respondents.

The mass number respondents stated they lived in Wales, however, the researcher didn't receive any respondents from Scotland but did some get overseas respondents.

By understanding that some results may be inaccurate because of the unequal representation in some categories such as the representation of Non-binary or in the 39-43 age group that if the research had more respondents in these categories that it would be a more accurate representation.

The focus group consisted of four people ranging from the ages 22-32 and consisted of two men and two women, this meant an equal representation between the two genders Nevertheless, the perfect scenario would have consisted of Non-binary respondents to develop an insight that the survey wasn't able to offer the researcher, however, the focus group did provide the researcher with information regarding the Millennial cohort and what they believe to be correct when regarding marketing and advertising and the literature that is about them to clarify for industry purposes due to the cohort potentially being the largest group and approaching their prime spending years.

The focus group was conducted on the findings that arose from the survey regarding women being more likely to want to go on, underrepresentation of the cohort in tourism marketing and advertising media and social media and internet.

Upon further reflection of the focus group, the researcher also had limitations. Due to the time constraints researcher found many limitations within the focus group that developed flaws in the primary research of the study because of the majority of the researcher's survey was 64% completed by female respondents and only 35% were male as a result there would never be an equal representation between the genders so this means the data was flawed and not accurate. Which meant that results were not able to be as accurate as expected.

4.2 Key themes

The key themes that were drawn from the literature include the themes including travel characteristics and motivation, Cultural Tourism, Marketing and social media. And will now be discussed further within this chapter.

4.2.1 Key Theme 1 – Travel Characteristics and Motivations

Within the survey, there is a section dedicated to ‘The Travel Choices’. This referred to the general travel motivations in survey participants this was to gain understanding about the respondents and how and where they are likely to travel whether they look for new exotic places or whether they look for the same holiday every time. A cross tabulation was created with questions 2 and 3 of the ‘Travel Choices’ section plus a three-way cross tabulation with questions 2 and 3 along with age, which can be seen in the appendix 7.1.1



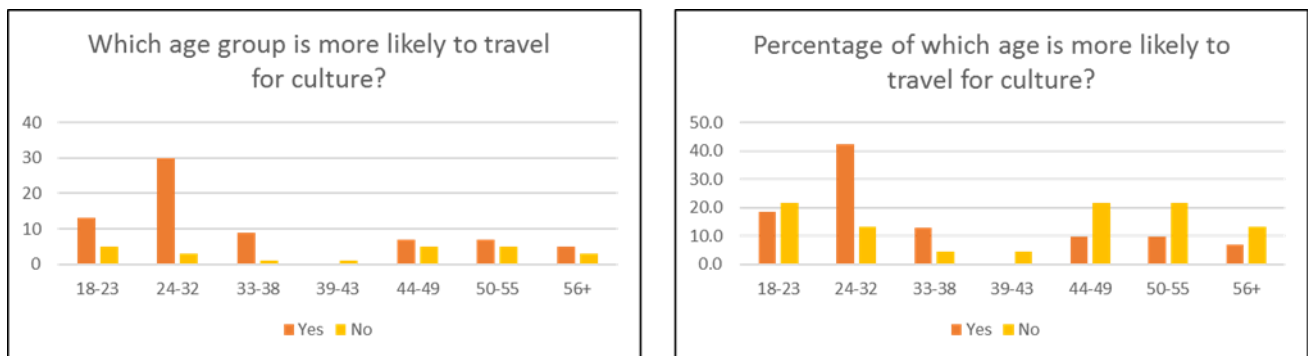
The first two bar charts illustrate the degree of an individual's level exploration and the percentage whether they would prefer to travel for new exotic destinations, the same destination or whether they don't travel too far and prefer to go on staycations. The researcher predicted to see a high level of spontaneity and the desire to travel to new destinations within the Millennial generation the results show that this is indeed the case. The researcher found that the first thought of New destinations being the most popular turned out accurate with 74 respondents stating they would prefer to travel to new destination and 47 of those respondents stating they partly plan their trips, however, from the research it shows that more respondents preferred to thoroughly plan their trips than spontaneously travel. The results also reflect the literature found in chapter two where Barton (2013) stated that "the Millennial cohort compared to other generations previously wish to travel to every continent and desire to travel abroad as much as they can." By combining both, the research and the literature, the researcher demonstrates that the Millennial is more motivated to travel to new places.

The Last bar chart shown on the previous page is a three-way cross-tabulation that shows three sets of data which shows the degree of planning between the varying age groups towards new destinations this chart demonstrates that the Millennial generation is more fluid and when it comes to planning trips that they leave a little flexibility when they travel as compared to the older generations who prefer to plan ahead of time and thoroughly when travelling. This could be because the generation x is less daring than the Millennial generation and really only travel for relaxation so plan their trips thoroughly to avoid problems that may arise, to thoroughly relax whilst on their holiday (Goldberg) whereas the Millennial allows flexibility to enjoy themselves and explore more with a deeper sense of purpose.

4.2.2 Key theme 2 - Cultural Tourism

The ‘Culture’ section of the survey investigated whether individuals who answered the survey travel for culture and why and whether they considered their cultural experiences were authentic or not.

From the Literature Review Barton (2013), suggests the “Millennials from the generation are more interested in travelling internationally and are more diverse in interests such as global cultural experiences”. To test this theory, a cross-tabulation was created to test age and whether they would like to travel for culture, this was done by testing the age against question 3 from the culture section, would you ever consider going on a cultural trip.



The above figures displays all the age groups are more motivated to travel for culture, the researcher foretold that the older generation would be more inclined to travel for culture than the Millennial, However this did not prove to be the case.

The result will be tied to the ages due to information found in chapter two of the Literature Review, the chapter that states that the Millennial age groups like to travel for culture. For example, Airbnb (2016, pg. 2) state that “Over 80% of Millennials seek unique travel experiences and say that the best way to learn about a place is to live like the locals do.” Meaning they are wanting to travel for culture. However, the results from the primary research show that the Millennial is far more motivated to travel for culture than their predecessors. This may be because GenX holidays are mostly family orientated and their destination of choice tends to be closer to home with destinations that are said to be mainly beach oriented (Goldberg, 2016).

This was also expressed through the focus group where respondents voiced a need to want to travel for culture whilst answering questions 1, 2 and 3. Questions 1, 2 and 3 and the follow-up questions of the focus group were to do with the underrepresentation of the cohort in tourism advertising media.

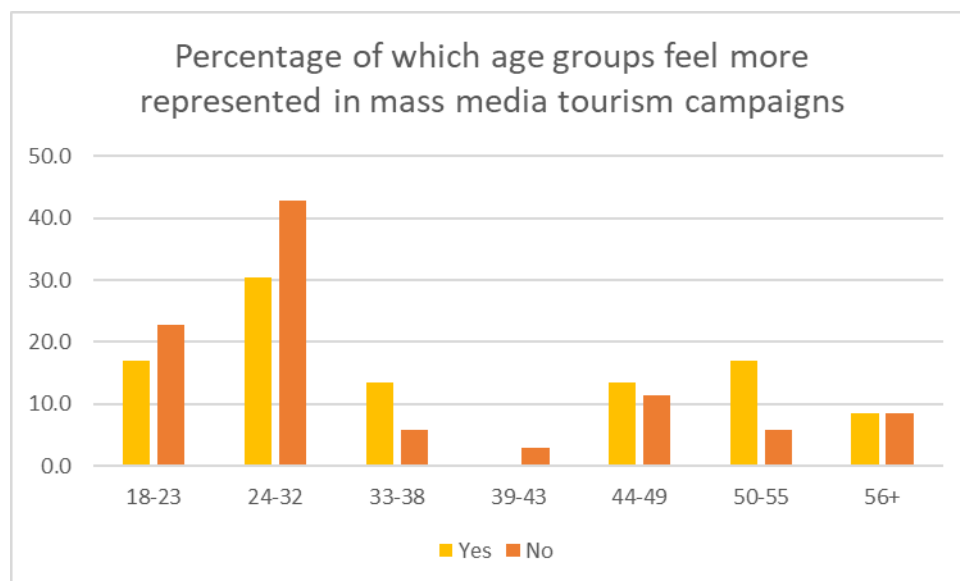
	Question 1	Question 2	Question 3		Question 1	Question 2	Question 3
Respondent 1	First video is promoting alcohol which I think is absolutely ridiculous. I don't feel like that's what you want to promote when going on holiday. What's the point in that when you can't even experience the culture and heritage of a place? The second one is really good, it shows travelling and experiencing things across nationalities and that travelling brings the world together. I feel the first video is more related to those going on 'lads holiday' where the only purpose is to drink as much as they can, whereas the second one emphasises on the fact that culture and experiences bring us together.	Definitely the second video. I don't condone nor support the 'lets go to Zante to drink until we end up with pancreatitis' mentality that was shown in the first video. I like to explore new places, new cultures and experience whatever's on the outskirts – that's where you find the treasures.	No, I actually don't. I feel that certain travel groups are not as well represented in mainstream tourism media, but not an entire generation. Well, first of all, most travel companies do have adverts that includes things to do or places to go for our generation. It's not like we're being excluded, certain holidays, such as Zante Blow Out kind of holidays, are not widely advertised therefore I think maybe those who wish to go on such a holiday feel like they are not being represented. But, the ones who like to explore and experience new things without all the alcohol, I feel are very well represented.	Respondent 3	The first advert was regarding a Zante holiday with friends that travel to Zante with you to enjoy the sun, alcohol and activities they have to offer. The second advert is completely independent where you meet individuals from all over the world in different countries. As mentioned previously, the first advert is dependent on your friends travelling with you to a popular destination whereas the second advert your are independent to meet people from all over the world.	I would like think the second one, however, my confidence to do something complete out of my comfort zone may stop me. I don't particularly enjoy holidays where you go to get absolutely drunk – that's just not my cup of tea. Again, it depends on how much knowledge I know of the area that I am travelling too. I don't enjoy drinking holidays, I enjoy exploring the culture and heritage sites that the world has to offer. To this day I have never been on a 'girls holiday'.	Yeah I do. I think that travel companies are a little bit cautious of our generation. But not all of us are like what is shown on the television these days. I just genuinely believe that older generation think I would generation just wanna go on holiday to drink on Sunday but that is not the case. for me I just I enjoy culture heritage and history so no they don't represent us in the tourism media correctly mainly on the older generation. What do you believe this might be down to?
Respondent 2	the first video is aimed at a specific target audience, its not my idea of a holiday but hugely appeals to a younger audience. The second video is aimed at people who prefer exploration and who perhaps want to avoid the club scene and simply see the world. I would prefer the latter due to my personality type and interest in nature. Overall its nice knowing individuals have the options to tailor experiences suited to them, dependant on age and desires.	Video 2. Simply where I am in my life. Being 32 I have definitely done too many nights out! The great thing about alcohol is i can get drunk anywhere in the world, so why spend money to go abroad to do the same thing that can be done at the local pub. Travelling offers an experience somewhere else you simply cant recreate at home.	The first video stands testament that they are. The clue is in the title – 18 to 30s! Representing a millennial holiday! And if, like me your not interested in that, a quick google search will find a holiday that does appeal. lack of research on the holiday goes part. The internet can point you in the direction you want to go in seconds. They don't feel represented because out of sheer laziness they are failing to look.	Respondent 4	The first is more in depth try to show the area a little but focus is on partying, the second is about the area you are travelling to and try's to express that its possible to meet persons whilst travelling. As above, the club 18-30 is about hedonistic lifestyles where Hostel world is geared towards the outdoors	Hostel world. I wouldn't like the 18-30 as I prefer to be able to relax if I wish, which dose not appear to be much of an option in their establishments	No I think people are different, just because they share the same age group dose not mean that they are alike in any other way. Nurture.

Full matrix table and all these questions can be found in the appendix 7.2.3

Question 1 included an analysis of two videos one an '18 -30's' holiday in Zante and the second a 'Hostel World' advert even though the video is not clear on the location it shows outdoors areas, the two videos were undeniably different the author had the respondents state what they thought of the two adverts, and how they made them feel. The results show that all respondents saw the differences between the both of them, respondent one stated that "First video is promoting alcohol which I think is absolutely ridiculous" which shows a negative connotation to this type of holiday and that their opinion is that these holidays are a waste of time and that there is no depth to them. Following this statement, the comment continues to clarify that "I don't feel like that's what you want to promote when going on holiday"

respondent 1 also went on to say that the second video “is really good, It shows travelling and experiencing things across nationalities and that travelling brings the world together” this statement can be seen as a general consensus of all respondents. respondent four stated “The first is more in-depth try to show the area a little but focus is on partying, the second is about the area you are travelling to and try’s to express that it is possible to meet persons whilst travelling, the club 18-30 is about hedonistic lifestyles where Hostel world is geared towards the outdoors”. When reflecting on both survey and focus group responses, the researcher can see similar responses from the survey that the cohort like to visit new cultures dissimilar to their own. The researcher considers that this could be because the Millennial generation wants to feel connected to one another.

Question two follows question 1, with the option of the repondents choosing between both adverts one and two, and which one they’d prefer, continuing with why they feel more inclined to go on and why. All respondents unanimously stated that they would prefer to go on the second holiday because they felt that they did not see the appeal of the first video respondent two stated that “The great thing about alcohol is I can get drunk anywhere in the world, so why to spend money to go abroad to do the same thing that can be done at the local pub” this shows that respondent two believes that it’s a waste of time and that they would rather do something more productive. This again showcases that industry is not appealing to the target market that the Millennial is craving to experience something more. This relates to the figures below where the survey respondents showed a lack of engagement with tourism advertising where the generation said they felt under represented in tourism marketing campaigns.

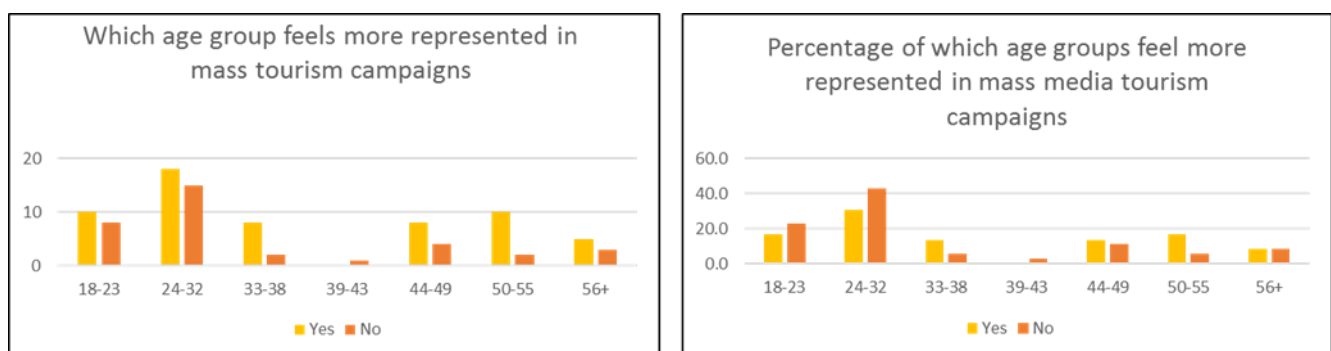


Question three asked the respondents whether they felt underrepresented in tourism advertising and marketing according to the survey results with a combined percentage of 67% of both 18-23 and 24-32 age groups that cover the Millennial cohort found they were underrepresented compared to 48% that did feel represented, however, the majority of the focus group agreed that it wasn't in fact that they were underrepresented as a generation but the fact that certain travel groups are not, however, respondent three did state that they feel that they are not represented well but only because travel companies are cautious of the generation.

4.2.3 Key Theme 3 – Marketing and Social Media

As found in Chapter 2, the Literature Review, the Millennial generation grew up with technology at their fingertips and according to Rouse (2015) is considered to be progressively more online and socially-networked driven generation compared to the other generation. (Rouse, 2015) The Yeoman (2012) suggested that the Millennials are the first generation to grow up with technology directly at their fingertips (Yeoman, 2012) Similarly, Rohampton (2017) comments that the generation “is not just looking at social media to enjoy pictures and stories about exotic destination but are using it to find where to go and what to do when they arrive” and generation Rohampton (2017) expresses that social media is a heavy influencer in travel choice as compared to travel agents (Rohampton 2017). Due to the extensive literature, the researcher asked the questions that addressed social media and whether the cohort feel they are represented within mainstream media in the tourism advertising due to the millennial cohort being the largest generation by far, where currently the global population stands at 7.4 billion people the Millennial generation accounts for 27 percent of the global population or roughly 2 billion people worldwide. This was deemed important to provide sound advice to the industry.

The first test regarding marketing was calculating whether the age groups felt represented overall. The key findings were as follows;



As presented above there is a high percentage of Millennials express they are underrepresented in tourism campaigns this was reflected in comments that were asked in the survey following where respondents were asked ‘Do you feel that your age group is well represented in tourism marketing campaigns?’ following the question of, ‘Please explain your answer’ such as ‘Partly but not specifically just mass’ and ‘Most holidays seem to be aimed

at the 'middle age' market' other answers were that, 'The age group that I am currently in is mostly to do with sun, sex and alcohol while I enjoy visiting new locations whatever the weather and to learn the culture, heritage and the history of the location.' These comments have negative connotations against the industry regarding advertising and the holidays that the age group would like. This shows that possibly traditional and modern marketing is not having the desired effect on the Millennial generation.

	Question 4	Question 5	Question 6		Question 4	Question 5	Question 6
Respondent 1	No, absolutely not. This generation lives and breathes social media. We seek all information from there.	I'm not really sure, but it's easy access to see who's gone where and what they thought about it. Visuals may help us decide where to go. And if a celebrity has been there, I think we are more inclined to go because it means that 'that place is cool'.	I only use the internet when planning my trips. I think that's the safest place to do it, and to do research. I don't use social media when I'm planning my trips. I don't really care to whereas someone else has gone, I know where I want to go if I'm planning my trips. However, I tend to look at photo's other people have posted from that place and if they have advertised for a certain attraction I look that attraction up online and read the reviews. It all goes back to internet really. There is a massive influence coming from social media and 'influencers' online on where to travel and what to see, but because most of it is sponsored material I don't feel it gives an honest representation of what it really is. For example, loads of influencers promote Dubai as a place to go, yet they are not thinking about the major issues going on there in regards to women's rights and worker rights. Because social media and influencers promote areas like that, more millennials are more inclined to go because again 'it looks cool'.	Respondent 3	In our generation today, social media is not a privilege to have as we were brought up with the new technologies of today. Almost everyone has every social media platform and I believe that it's a psychological Theory as individuals need to share to the world what they are doing, in the sense of 'rubbing it in', this is not something that surprises me to be honest.	For this generation? I want to say, money and flexibility. Unless you have a student loan I believe that majority of us can't afford a holiday and to travel, flip the board around if you have a full time job at a young age the flexibility to leave to go on holiday with your friends might be proven difficult.	100% - I read reviews from individuals, I read the best value of hotels and what there is to do in the destination. I don't think I do, no. When I booked my recent holiday I used the internet first then the travel agents. So no. Oh! I totally forgot YouTube is part of social media! Okay For example after I've booked my holiday I will go on YouTube to have a look what other people have said that I wouldn't see I go on YouTube first then book my holiday.
Respondent 2	No, absolutely not. This generation lives and breathes social media. We seek all information from there.	the great thing about social media is people can broadcast their experiences and reviews, meaning another person can make a decision very quickly based on this.	I personally don't, but I can see the value in it when deals come up on air bnb and trivago.com etc. It makes hunting for deals a fast and easy process.	Respondent 4	This may be the case for others out side of the millennial age bracket also? The current main way to communicate is via social media, as the likes of Facebook being such a large company due to advertising revenue it is the obvious way to target any particular audience.	Money	research of area (heavy use) Seeing peers posts of vacations and asking advice from people who have visited areas I may be interested in. (moderate use) In addition to what I have previously written about Facebook, vloggers on YouTube influence opinions as the viewer of their channel will be more inclined to believe what they see on a video. I'm sure that sharper viewers will talk in to strong consideration if the video is sponsored and the bias that is created in what would then be propaganda. The other media outlets I feel are not as potent in swaying opinion.

Full Matrix table available in appendix 7.2.3

Questions four and six focussed on the use of social media and the internet in the process of planning, which relate back to the survey questions in the marketing section of the survey into social media and internet in regards to influence and buying trips away. As stated in the Literature Review in chapter 2, the Millennial cohort its very much ruled by social media and the internet this had to be a topic within the focus group to establish the presence of social media within the generation.

Question 4 asked respondents whether they were surprised that the survey found that social media was partly an influencer for travel amongst the cohort, respondents one and two, responded the exact same comment that it did not surprise them that social media was

considered an influencer in peoples decisions respondents one and two said “No, absolutely not. This generation lives and breathes social media. We seek all information from there.” Respondent three said that “in our generation today social media is not a privilege” this could suggest that respondent three has been fortunate to be using technology at a young age with easy access. Being easily accessible to technology proposes that individuals are being targeted 24 hours a day through social media constantly and the sheer volume of content means that content cannot reach the intended audiences effectively, this means that any information the target markets come across become immune to.

Question 6 inquired about the respondent’s personal uses of the internet and social media concerning personal travel, this was to get a deeper understanding of the use of internet and social media amongst the cohort that was not addressed in the survey responses. The focus group stated that the use of social media was used for inspiration and influencing their decisions, however, did not persuade them on their decisions respondent one stated that “I don’t use social media when I’m planning my trips. I don’t really care whereas someone else has gone, I know where I want to go if I’m planning my trips. However, I tend to look at photo’s other people have posted from that place and if they have advertised for a certain attraction I look that attraction up online and read the reviews. It all goes back to the internet really”.

This showcases that the cohort is only partly influenced by social media, this gives the impression to the researcher tourism advertisements through social media networks may not have the desired affects the industry hopes it has but using influencers in social media to show where people could go gets them thinking. For example, respondent 2 insisted that when he looks for holidays and trips he goes to look for them online therefore suggesting that the content is not easily accessible and that effective strategy is not in place this is also backed by chaffey who discusses that Digital Marketing is concerned with “achieving marketing objectives through applying digital technologies” and if this is not the case then there are major flaws in strategy to reach the younger generation

4.3 Chapter summary

In this chapter the researcher analysed the results from the data collected in both the survey and focus group the results showed that both the focus group and survey respondents were parallel on most topics that were discussed, for example, the results from the primary research shows regarding the key theme of culture that the Millennial is far more motivated to travel for culture than their predecessors, this was then again reflected through the focus group where respondents voiced a need to want to travel for culture whilst answering questions 1, 2 and 3. Questions 1, 2 and 3 and the follow-up questions of the focus group were to do with the underrepresentation of the cohort in tourism advertising media.

The topic regarding travel characteristics presented that the Millennial generation is more flexible and when it comes to planning trips and that they leave a little flexibility in order to be more spontaneous when they travel as compared to the older generations who prefer to plan ahead of time and thoroughly when traveling.

Another topic discussed was Social media and marketing was that a high percentage of Millennials feel as though they are underrepresented in tourism campaigns this was reflected in comments that were asked in the survey following where respondents were asked 'Do you feel that your age group is well represented in tourism marketing campaigns?'

In the next chapter, these key themes will be discussed once more in order to conclude the research and deliver reputable recommendations for industry professionals.

Chapter Five

5.0. Conclusion

This study is drawing to a conclusion through the process of three main sections. The first section of this study was a literature review which studied literature from authors and theorists and critically analysed them to develop accuracy of the topic. This section was crucial in the delivery of the background knowledge for the topic the section included tourism definitions, typologies, and demand along with destination image and decision-making process theory. The section began with identifying the importance of tourism globally and then went on to identify the Millennial generation, who they are, what they like and how they are perceived. The section then went on to discuss relevant theory such as Maslow and Plog. The second section of the study then discussed the means in which the author would conduct the primary research portion of the study, a collection both qualitative and quantitative data was agreed upon, the survey created by the author looked into general travel motivations of individuals along with touching upon marketing and digital marketing and cultural motivators. This section along with chapter four will analyse the data collected and sought out to draw to a conclusion and discuss possible recommendations for the industry regarding the Millennial cohort and in the process, answer the research question.

Most literature on the Millennial generation could be considered highly contradictory, for example, age ranges and behavioural aspects, all findings must be taken in context, all primary data that was collected will need to be effectively analysed.

5.1 A review of literature

In chapter two the author discovered that the cohort is reportedly approaching their prime spending years. The cohort spend in excess as compared to previous generations and would much rather prefer to spend on experience rather than major purchases, for example, the attitudes towards consumption and ownership differ compared to other generations and because the generation would rather spend their money on experiences compared to personal belongings such as houses. This could mean that the cohort will spend much more on travel than other generations. This topic inspired the questions asked in both the survey and part of the focus group questions. In order to test the objectives, set at the beginning of this study:

- 1- To analyse and evaluate the generations experiences and opinion of culture and cultural experiences of both who have gone or planning to go travelling via questionnaires and a focus group
- 2- To critically evaluate the characteristics of the Millennial traveller in order to understand their need for travel.

5.2 Research Questions

In order to affectively test the objectives at the start of the study the researcher formulated four research questions which are as follows:

- 1- Do Millennials care for and travel for culture?
- 2- Where do the generation prefer to travel and why?
- 3- What are some of the types of culture the generation are interested in?
- 4- Do the generation feel represented in tourism advertisement?

5.2.1 RQ 1 - Do Millennials care for and travel for culture?

Before this study it was perceived that only the older generation was interested in culture and heritage because the Millennial cohort was deemed too narcissistic and self-indulgent to care about anything other than themselves. However, early on in the literature and once more in the primary research section of the study the author found that this was not the case. Barton et al (2013) stated that the cohort especially the younger Millennials from the generation are extremely more interested in travelling and are exceedingly more interested in global culture and experiences. (Barton et al, 2013). with Airbnb (2016) reporting that well over half of Millennials seek to travel for ‘unique travel experiences’ and their sharing economy style of accommodation allows the generation to experience first-hand how the locals live. Primary research also reports that the Millennial does enjoy travelling for culture the researcher created cross analysis between two sets of data showed that the Millennial generation is more likely to travel for culture. It is believed that the younger generations are looking to the past for grounding in order to feel balanced due to instabilities in their lives.

this is also highlighted through primary research conducted. The researcher found that the Millennial was more motivated to travel for culture that what was originally thought, the primary research from the survey showed that the Millennial cohort prefer to travel for culture whereas the older generation did not which was also reflected in the focus group answers from respondents the results found that all respondents respondent one stated that “First video is promoting alcohol which I think is absolutely ridiculous” which shows a negative connotation to this type of holiday and that their opinion is that these holidays are a waste of time and that there is no depth to them. Following this statement, the comment continues to clarify that “I don’t feel like that’s what you want to promote when going on holiday” respondent 1 also went on to say that the second video “is really good, It shows travelling and experiencing things across nationalities and that travelling brings the world together”

In order to answer this question, yes, it is believed that the generation does care for and travel for cultural purposes because of both professional literature and the primary data that was collected.

5.2.2 RQ2 - Where do the generation prefer to travel and why?

The purpose of this question was to understand where the Millennial generation like to travel and what is the purpose of their trips along with what kind of traveller the respondent feels he or she is. A two-way cross analysis was conducted between question 2 from the travel motivations section in the survey and question 3 in the demographic section of the survey that asked how old the respondents were the cross tabulation showed that most of the Millennials believed that they were Explorers this correlates with the theory and literature found in chapter 2, Barton et al (2013) suggested that the Millennial cohort wish to travel to every country and desire to travel as much as they can. This is accurate as results from the survey suggested that the generation prefer to travel to new destinations because of these two sets of results. Plog's psychographic model would suggest that the cohort lean more toward the allocentric side of the spectrum in the model due to the fact they are more outgoing and want to see and do new things in travel, so to answer the research question it is believed that the research suggests that the generation like to travel to newer destinations.

5.2.3 RQ 3 - What are some of the types of culture are the Millennial generation are interested in?

Question 5 in the culture section of the survey asked survey respondents what type of excursions and experiences you partake in. In order to not limit the respondents answers the question gave a few basic choices such as City guided tours, wildlife tours and safaris, Museums, Historical monuments but the researcher also left space for the respondent to put in their own experiences. For example, respondents expressed they had visited religious temples and township tours along with the city guided tours, wildlife tours and safaris, museums and historical monuments, along with this questions 7 and 8 of the culture section dedicated to their own personal experiences of cultural tourism were they rated authenticity and gave an example of what and how it was. The majority of the Millennials who had been on a cultural excursion only rated their experience a three out of five however more of the generation represented in the survey rated their experience a four or five than lower than three. Some of the respondents stated they had gone on a “Berlin ‘Hop On, Hop Off’ bus tour. The tour guide spoke about her memories of the fall of the Berlin Wall. This made it seem very authentic.” And another stated “When I went to Paris, I went on an excursion around the city. We had a bus tour around Paris, a trip up the Eiffel Tower, a boat ride down the river Seine, and a trip to the Louvre. In each destination, we had time to ourselves to wander around but we also had a lovely tour guide. She was extremely helpful and really lovely to be around.” However, the individuals that rated their experience then went on to say what could have been done in order to improve one respondent stated that “Although I got a good understanding of the culture in Prague, it had to a degree been packaged to tourists and so lost some of its authenticity” and another respondent simply said “more time”, to answer the research question, the generation cannot be defined by one particular type of culture because not any individual is the same and any thoughts they have are subjective however the belief is that any cultural experience or excursion needs to be authentic meaning they want something realistic and emotive.

5.2.4 RQ 4 - Do the generation feel represented in tourism advertisement?

As already discussed the preconceived idea of the Millennial is that they are a self-indulgent cohort. However, because of previously discussed literature the researcher discovered that the cohort enjoy travelling for culture it was then thought that well if this is the case do the generation feel represented overall in tourism marketing and advertising. The survey shows that the generation doesn't feel represented in mainstream media as they were asked Do you feel that your age group is well represented in tourism marketing campaigns? Where the Millennial respondents believed that they were not represented then follow up comments made by respondents were 'Most holidays seem to be aimed at the 'middle age' market' and also 'The age group that I am currently in is mostly to do with sun, sex and alcohol while I enjoy visiting new locations whatever the weather and to learn the culture, heritage and the history of the location.' These remarks have negative undertones toward the industry regarding marketing and advertising towards their generation and the holidays that the age group would like. A deeper analysis from the focus group discussed the possibility that it is not, in fact, the generation but the type of holiday that isn't advertised. This is also reflected in the survey where one respondent stated 'Partly but not specifically just mass', In regards to the research question the author believes that the industry doesn't reflect the entire cohort just the mass audience for example 18-30's club holidays such as Zante and Ibiza.

5.3 Summary

To summarise the key findings that were highlighted through the study from research conducted by the author are as follows:

- As a majority of the respondents from the survey expressed the main factor effecting choice in the Millennial generation is the desire to travel for new destinations and prefer to travel flexibly and not planning thoroughly before hand.
- A preconceived Idea that was expressed in literature was that the Millennial didn't care about travelling for culture because of literature that declared that the generation are self-indulgent.
- The generation do not feel accurately or equally represented in tourism advertisement and marketing and feel the industry just advertise the 18-30 holidays as mass representation.
- The Majority of Millennial respondents expressed the need for authentic experiences in travel as significant improvements to personal experiences had been highly altered in order to cater to tourists.
- Social media doesn't have the complete influence over the Millennials that was believed before from literature and preconceived ideas before the study was conducted.

5.4 Recommendations

The fourth objective of the study was to make reliable and accurate recommendations for industry professionals based on the findings of the study. The recommendations are as follows;

- To represent the generation fully, not just the way the industry thinks they want, the cohort has been attacked and branded one way for far too long and should have proper representation in tourism media that showcases the experience the generation truly wants, such as the hostel world advert showcases a side of the Millennial that is humbling and truly special.
- To provide authentic cultural travel experiences, the cohort wants to learn about new cultures dissimilar to their own, so providing experiences that enrich them is primitive to successfully attract the audience.
- To provide easy accessible flexible travel, the generation like and want to travel freely and spontaneously to experience all they can, so providing travel that is flexible and not so ridged would allow them the opportunity to explore further which in turn creating more spend.
- Companies should invest in social media influencers to generate tourism, the generation expressed that seeing people like themselves inspire their travel decisions this can be done through all forms of tourism, and however, this can be specially adapted through tourism.

5.5 Limitations and Opportunities

The Millennial cohort is considered the largest generation compared to predecessors, so any information will bring light to the subject.

The study faced many limitations the most alarming issue is the fact that a lot of literature was contradictory and this meant that there was no clear knowledge on the cohort, if there was more sound evidence another more in-depth study could have been made a real contribution to the industry, however it did allow the author to help in clarifying information for the industry to base a foundation.

Because of lack of responses from industry professionals when contacting for interviews and because of the limited time the study was conducted in and completed restricted access to resources meant the author was unable to collect data from an industry standpoint. This meant the author had to change the approach of the study to an all consumer based approach. Having interviews would have given the study a deeper understanding of the factors affecting Millennials motivation regarding travelling for Cultural Tourism that could have been analysed further, thus making it a small scale cross-sectional research study, which is designed to obtain the relevant research data in different contexts but over the same period of time.

If there was a chance that the author was to go on and do a Ph.D. and expand the study even further then the author would need to do interviews with industry professionals in order to provide a more comprehensive in-depth analysis. The survey would also need to reach more people so the survey would need to be active sooner and longer in the study with an equal number of patrons participating in the varying age groups, In order to collect and conduct the primary research. There are many more aspects of the generations that can be explored such as marketing and visitor experience focusing on destination appeal in the cohort.

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7.0 Appendix

7.1 – Appendix A – Survey

7.1.1. – Questions

The screenshot shows the first section of a Google Form titled "Travel Motivations Survey". The form is displayed in a web browser window. The header bar includes a back arrow, the title "Travel Motivations Survey", and a "SEND" button. The form content is as follows:

Section 1 of 5

Travel Motivations Survey

Hello, My Name is Hannah Eve Thomas-Peters i am currently studying for my Masters in Tourism and Events Management at the University of Wales Trinity St David.

In order to obtain primary research for my dissertation, i would like to invite you to participate in my Survey to determine the motivations of Travellers.

All Survey responses will be kept strictly confidential to the researcher, in order for you to express your views confidently and anonymously and still make a difference, your participation in this study is completely voluntary and appreciated but you can withdraw at any time.

This survey should take no longer than 5 minutes. However, there is no time constraint. There are also no right or wrong answers. I understand that your time is at a premium but your opinions are very valuable to me for my research.

The result of this survey with your help should enhance my understanding of Travel Motivations amongst travellers.

Thank you in advance.

At the bottom of the form, there is a navigation bar with "After section 1" and a "Continue to next section" button.

The screenshot shows the second section of the Google Form, titled "Travel Choices". The form is displayed in a web browser window. The header bar includes a back arrow, the title "Travel Motivations Survey", and a "SEND" button. The form content is as follows:

Section 2 of 5

Travel Choices

Description (optional)

1. Do you like to travel? *

☐ Yes, I love to.

☐ No, it's a waste of time and money.

2. When you travel, do you prefer to visit new places, return to the same place * or do you holiday at Home/Staycation?

☐ New

☐ Same

☐ Staycations

3. Are your trips thoroughly planned ahead of time or Spontaneous or partly planned? *

☐ Thoroughly Planned to a T

☐ Spontaneous

Travel Motivation's Survey

QUESTIONS RESPONSES 94

3. Are your trips thoroughly planned ahead of time or Spontaneous or partly planned? *

☐ Thoroughly Planned to a T

☐ Spontaneous

☐ Partly Planned

4. What is the general purpose of your trip? *

☐ Relaxation

☐ Business

☐ Visiting Family and Friends

5. What Type of traveller do you consider yourself? *

☐ Tourist

☐ Explorer

☐ Holiday Maker

☐ Budget Travellers

6. What type of Holidays do you go on? *

☐ Skiing Holidays

☐ Spa Breaks

☐ City Breaks

☐ Backpacking

☐ Missionary Work

☐ Beach Holiday

☐ Family

☐ Group Holidays

☐ Cruise

☐ Tours and safaris

☐ Arts Culture and Heritage

☐ Camping/Caravaning

☐ Gastronomy tourism (food tourism)

7. What destinations have you visited? *

☐ Europe

Travel Motivation's Survey

QUESTIONS RESPONSES 94

6. What type of Holidays do you go on? *

☐ Skiing Holidays

☐ Spa Breaks

☐ City Breaks

☐ Backpacking

☐ Missionary Work

☐ Beach Holiday

☐ Family

☐ Group Holidays

☐ Cruise

☐ Tours and safaris

☐ Arts Culture and Heritage

☐ Camping/Caravaning

☐ Gastronomy tourism (food tourism)

7. What destinations have you visited? *

☐ Europe

Travel Motivation's Survey

QUESTIONS RESPONSES 94

7. What destinations have you visited? *

☐ Europe

☐ North America

☐ Asia

☐ Central America

☐ South America

☐ Africa

☐ Australasia

8. What has been your favourite holidays over the last three years? *

Short answer text

9. Can you please explain why? *

Long answer text

After section 2 Continue to next section

Travel Motivation's Survey

QUESTIONS RESPONSES 94

Section 3 of 5

Marketing

Description (optional)

1. How do you typically research a destination before you travel? *

☐ Internet

☐ Social Media

☐ Travel Agents

☐ Word of Mouth

☐ Teletext

☐ Newspaper

2. Is social media a big influence in your decision making process? *

☐ Yes

☐ No

☐ Partly

Travel Motivation's Survey

QUESTIONS RESPONSES 94

3. Please explain your Answer *

Short answer text

4. What if any social media accounts do you use? *

☐ Facebook

☐ Twitter

☐ Instagram

☐ Linked in

☐ ReddIt

☐ Tumblr

☐ Pinterest

5. Do you feel that your age group is well represented in tourism marketing campaigns? *

☐ Yes

☐ No

6. Please explain your answer *

Travel Motivation's Survey

QUESTIONS RESPONSES 94

☐ Twitter

☐ Instagram

☐ Linked in

☐ ReddIt

☐ Tumblr

☐ Pinterest

5. Do you feel that your age group is well represented in tourism marketing campaigns? *

☐ Yes

☐ No

6. Please explain your answer *

Short answer text

7. How do you feel marketing campaigns target your specific age group? *

Long answer text

After section 3 Continue to next section

Travel Motivation's Survey

QUESTIONS RESPONSES 94

Section 4 of 5

Culture

Description (optional)

1. Do you specifically travel for culture? *

☐ Yes

☐ No

2. When you travel is there at least one element of your trip related to culture or cultural experiences? *

☐ Yes

☐ No

3. Would you ever consider going on a cultural trip? *

☐ Yes

☐ No

Travel Motivation's Survey

QUESTIONS RESPONSES 94

4. Please could you explain your answer as to why? *

Long answer text

5. What type of excursions and experiences do you partake in? *

☐ City guided tours

☐ wildlife tours and safaris

☐ Museums

☐ Historical monuments

☐ Other...

6. When travelling culturally why do you typically go on a cultural excursion? *

	Strongly Agree	Agree	Neutral	Disagree	Strongly disag...	N/A
To develop a s...	☐	☐	☐	☐	☐	☐
To understand ...	☐	☐	☐	☐	☐	☐
To Learn	☐	☐	☐	☐	☐	☐
To appreciate ...	☐	☐	☐	☐	☐	☐
To have somet...	☐	☐	☐	☐	☐	☐

Travel Motivation's Survey

QUESTIONS RESPONSES 94

7. Whilst on a cultural excursion how would you rate the authenticity of the type of excursion you had (1 being unbelievable and not very authentic and 5 being very believable and authentic) *

1 2 3 4 5

1 ☐ ☐ ☐ ☐ ☐ 5

8. Can you please give an example of this? *

Long answer text

9. Is there anyway the excursion could be improved? *

Long answer text

After section 4 Continue to next section

Section 5 of 5

Personal questions

Description (optional)

Travel Motivation's Survey

QUESTIONS RESPONSES 94

Section 5 of 5

Personal questions

Description (optional)

1. What gender do you identify as? *

☐ Male

☐ Female

☐ Non-binary

☐ Other

2. What is your occupation? *

Short answer text

3. How old are you? *

☐ 18-23

☐ 24-32

☐ 33-38

Travel Motivation's Survey

QUESTIONS RESPONSES 94

3. How old are you? *

☐ 18-23

☐ 24-32

☐ 33-38

☐ 39-43

☐ 44-49

☐ 50-55

☐ 56+

4. Where do you live? *

☐ England

☐ Ireland

☐ Scotland

☐ Wales

☐ other

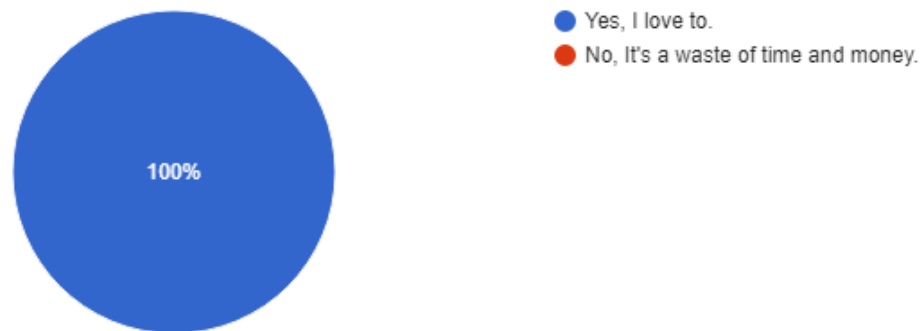
SEND

09:05 10/05/2018

7.1.2 – Responses Summary

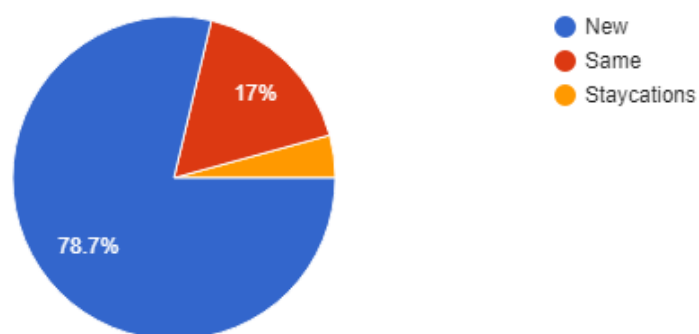
1. Do you like to travel?

94 responses



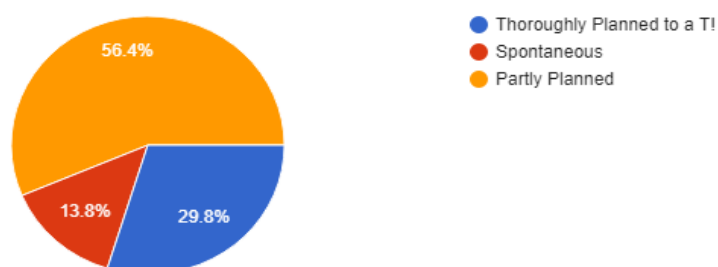
2. When you travel, do you prefer to visit new places, return to the same place or do you holiday at Home/Staycation?

94 responses



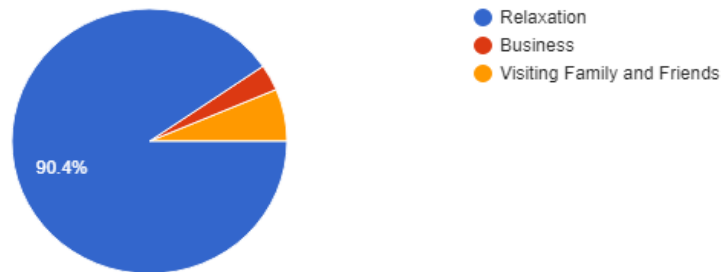
3. Are your trips thoroughly planned ahead of time or Spontaneous or partly planned?

94 responses



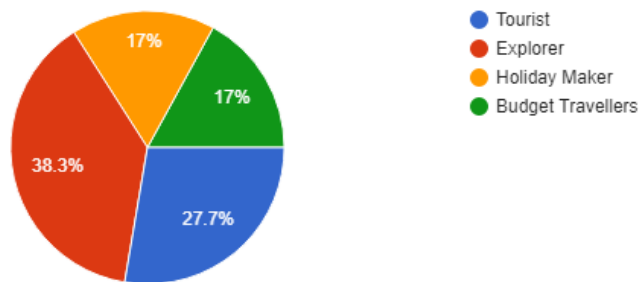
4. What is the general purpose of your trip?

94 responses



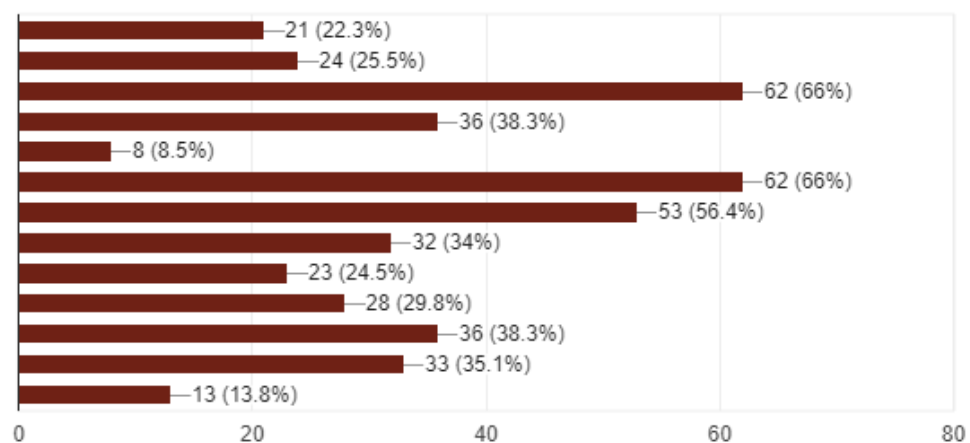
5. What Type of traveller do you consider yourself?

94 responses



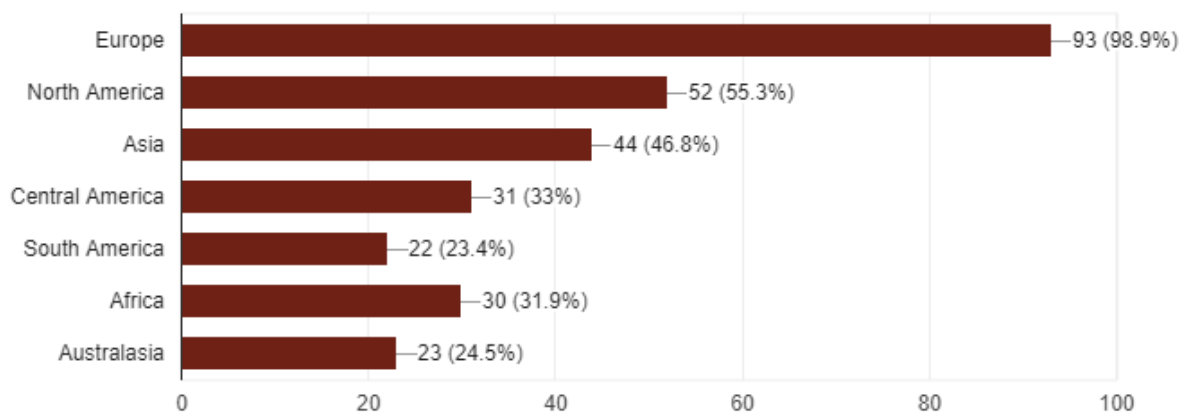
6. What type of Holidays do you go on?

94 responses



7. What destinations have you visited?

94 responses



8. What has been your favourite holidays over the last three years?

94 responses



9. Can you please explain why?

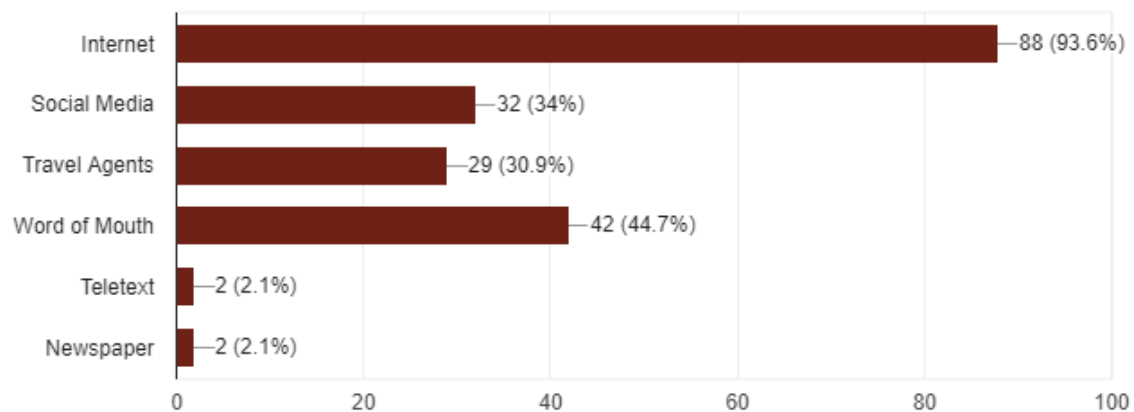
94 responses



Marketing section 3 of 5

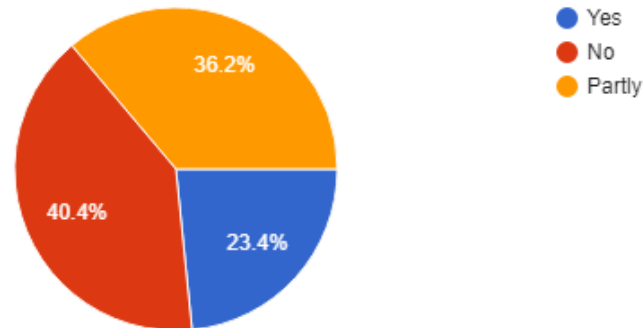
1. How do you typically research a destination before you travel?

94 responses



2. Is social media a big influence in your decision making process?

94 responses



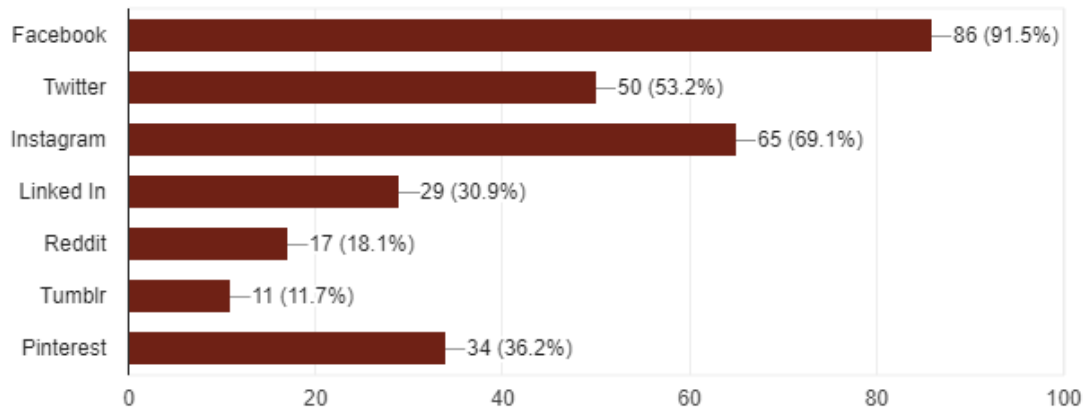
3. Please explain your Answer

94 responses

It gives me ideas but doesn't dictate where I go. (2)
Na (2)
Easier to find out people experiances
No use travel agents
If someone posts they've had a bad experience at a destination it can sway our decision to travel there.
Videos people post I suppose influence me to travel to that destination
I believe that not all social media is truthful and that some people may be getting paid to express their opinion.
I prefer to make my own holidays using the Internet, however take in to consideration my friends opinions
Have traveled a lot so choose new destinations
Can see where people and friends have been travelling and the comments they make
I dont think of checking social media when choosing a holiday
Seeing friends holiday pics

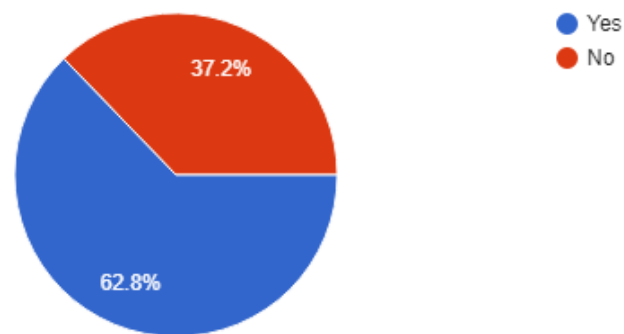
4. What if any social media accounts do you use?

94 responses



5. Do you feel that your age group is well represented in tourism marketing campaigns?

94 responses



6. Please explain your answer

94 responses

Na (3)
I'm just hitting 50 and the majority of the media focus on the late 20's early 30's with young families (2)
Younger people like to party
Good
Most holidays seem to be aimed at the 'middle age' market.
Destinations which offer cheap accommodation , food and travel attract my age range of young people
The age group that I am currently in is mostly to do with sun, sex and alcohol while I enjoy visiting new locations whatever the weather and to learn the culture, heritage and the history of the location.
Im not sure about package holidays as I prefer to do my own thing but I am well rounded and am happy with both quiet retreats and party destinations
Over 50s
Yes it represents a lot of travellers from all ages
I think so. My age group do a lot of backpacking and blogs

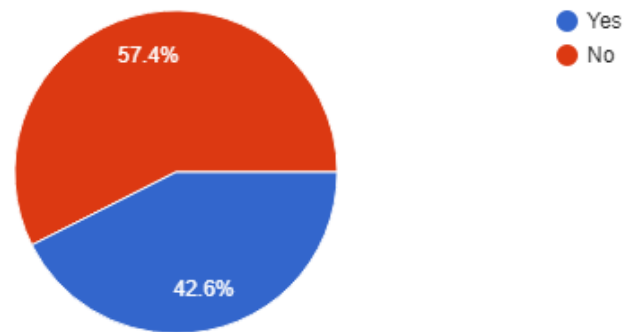
7. How do you feel marketing campaigns target your specific age group?

94 responses

Na (4)	▲
They don't. (2)	
They do it well	
Happy	
Post pictures of relaxation and calm, quiet picturesque resorts with good food.	
Cheap cheap cheap	
I don't believe that there are marketing campaigns that I enjoy.	
Inviting pictures of destinations	
Retirement and cruises	
It targets mixed age group the 18-30 days have long gone in marketing and social media it's about travelling and seeing the world	
Possibly not very well. Any marketing i see is generally family getaways more than individuals or young adults who would like to explore and relax away from work.	▼

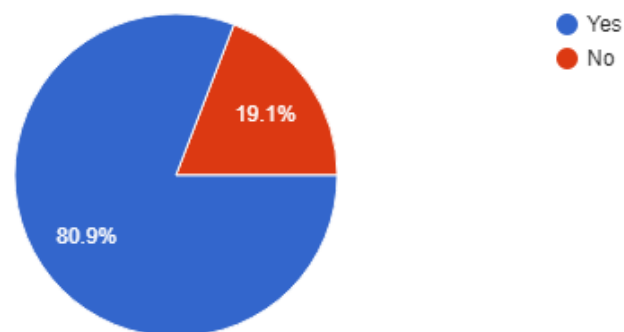
1. Do you specifically travel for culture?

94 responses



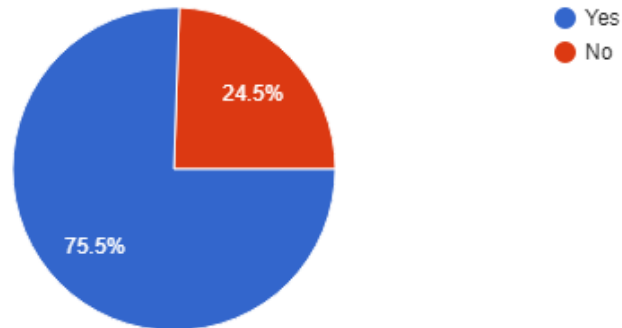
2. When you travel is there at least one element of your trip related to culture or cultural experiences?

94 responses



3. Would you ever consider going on a cultural trip?

94 responses



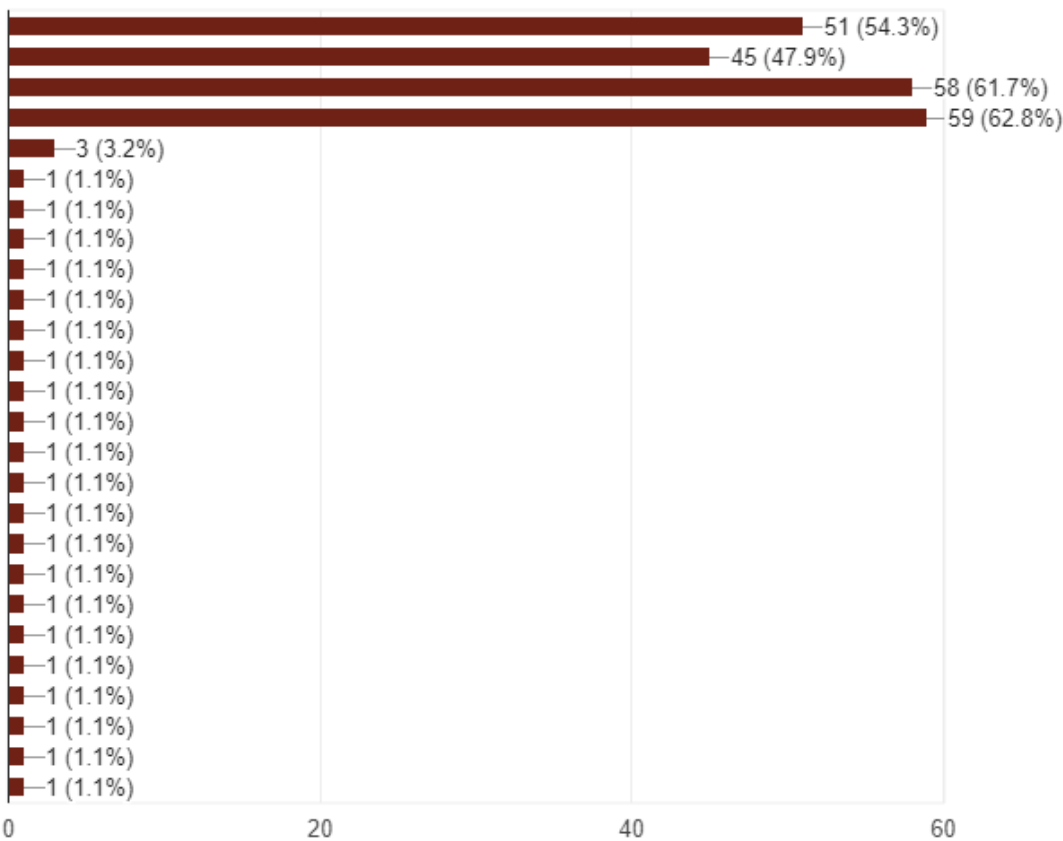
4. Please could you explain your answer as to why

94 responses

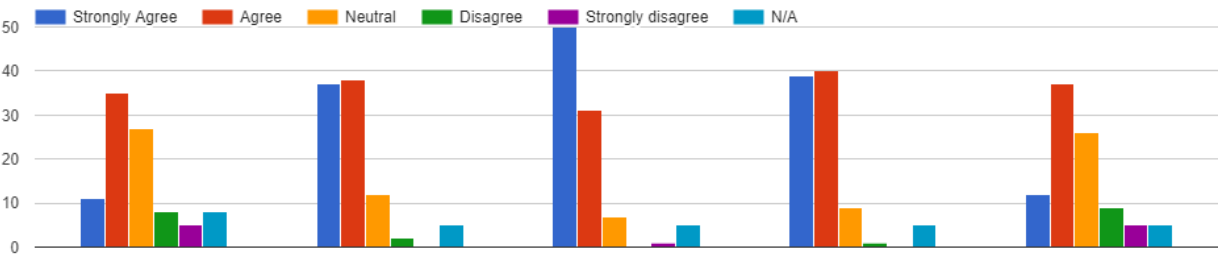
Na (4)
Disability access (2)
No (2)
- (2)
Something different
Beach holidays
Interested in other cultures and their way of life, food, architecture etc
Different to everyday life back home I think if you travel somewhere you should learn about that country's heritage
Most of my trips that I travel to is to do with cultural, for example, June 2018 I will be travelling across Northern Europe to visit cities such as St. Petersburg, Oslo, Helsinki and many more.
I may if I felt that specific trip had particular ties to a civilisation of interest that has in the past shaped the world
Like to know how that country live/ education/ healthcare/history/ etc.

5. What type of excursions and experiences do you partake in?

94 responses

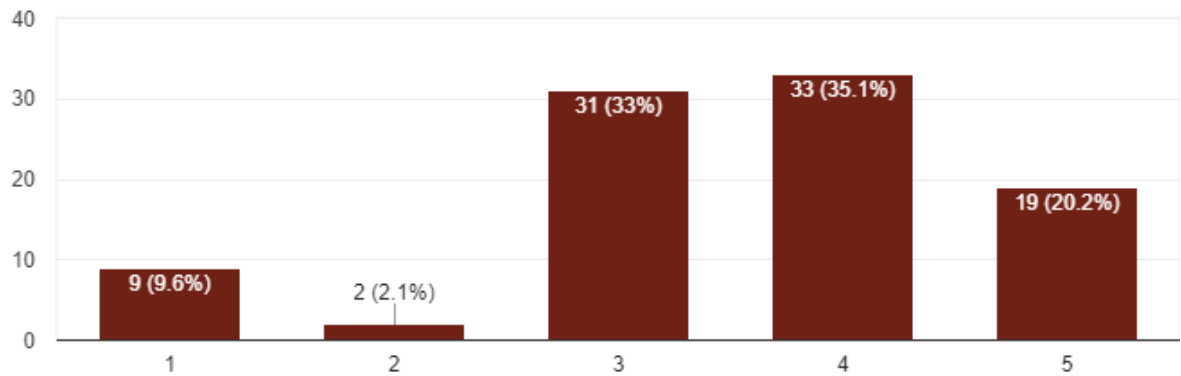


6. When travelling culturally why do you typically go on a cultural excursion?



7. Whilst on a cultural excursion how would you rate the authenticity of the type of excursion you had (1 being unb...5 being very believable and authentic)

94 responses



8. Can you please give an example of this?

94 responses

Neutral (3)
I have stated I don't go on cultural trips but have to answer related questions I can not answer. Would be better to have a opt out box. (2)
N/A (2)
N (2)
N/a (2)
Not sure (2)
NA (2)
neutral (2)
Interesting
In the colosseum in Rome the guide knew lots of valuable information and offered information about other historical buildings we could visit.
Turkey - amphitheatre and historical ruins / visitng the hot springs

9. Is there anyway the excursion could be improved

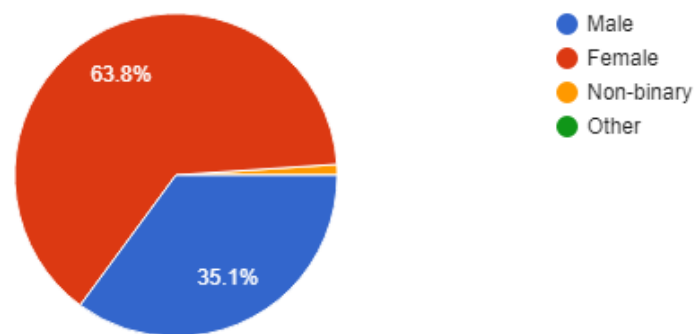
94 responses

No (15)
N/A (5)
no (5)
No (4)
As above (2)
Not sure (2)
N (2)
N/a (2)
Not sure (2)
? (2)
NA (2)
I'll let you know (2)

Demographics section 5 of 5

1. What gender do you identify as?

94 responses



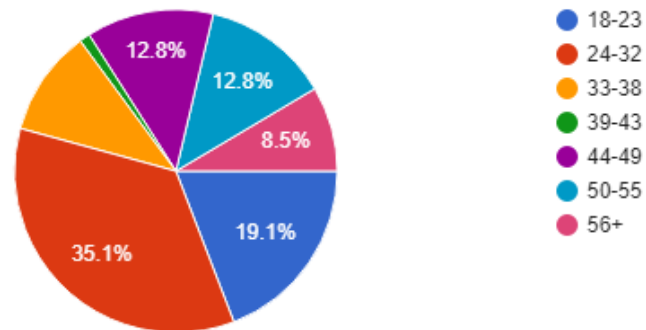
2. What is your occupation?

94 responses

Student (4)
Retired (3)
Na (3)
Director (2)
Student (2)
Sales (2)
unemployed (2)
Manager (2)
Microsoft consultant
Residential lettings
Teaching Assistant
Full-Time Student

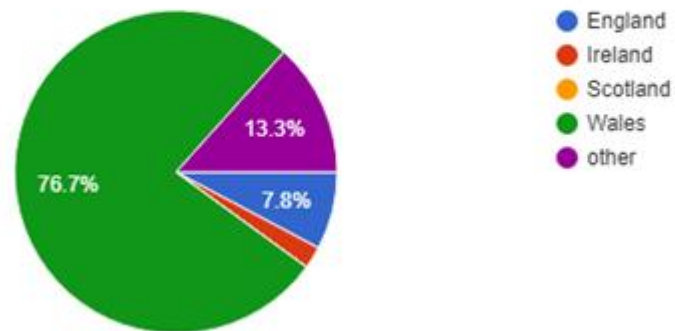
3. How old are you?

94 responses



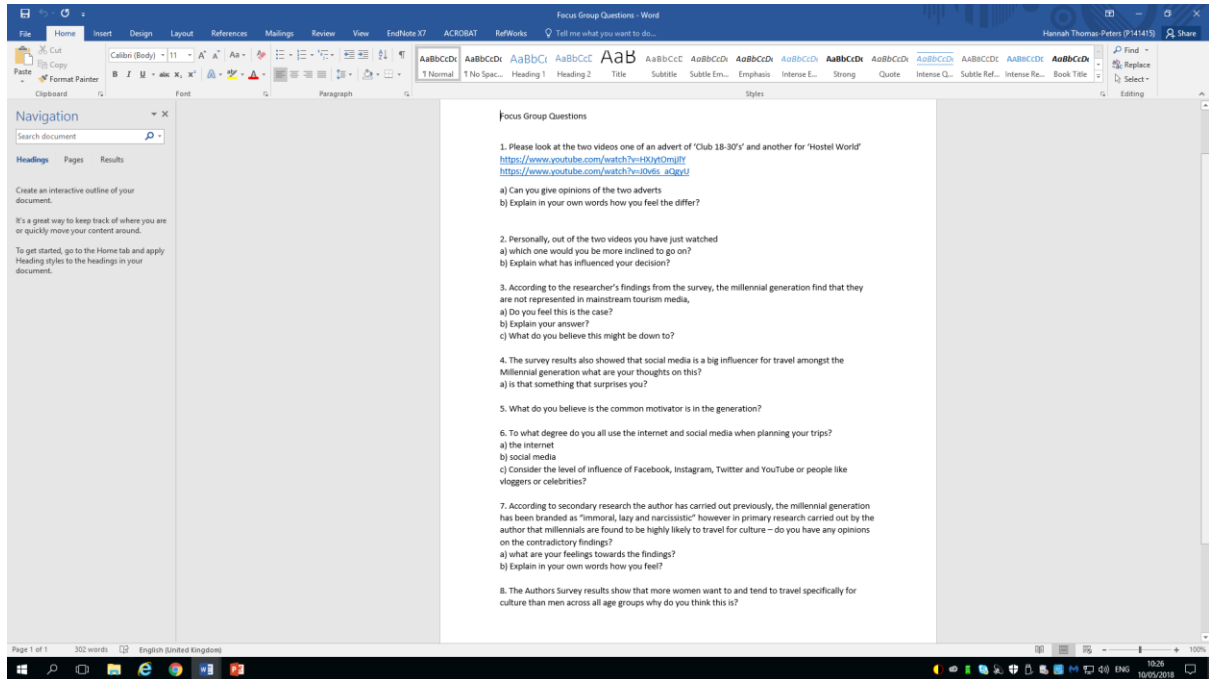
4. Where do you live?

94 responses



7.2 - Appendix B – Focus Group

7.2.1. - Questions



7.2.3. – Transcribed Focus group

Focus Group Transcribed

Interviewer - 1. Please look at the two videos one of an advert of 'Club 18-30's' and another for 'Hostel World'

<https://www.youtube.com/watch?v=HXJytOmjJIY> - 'Club 18-30's'

https://www.youtube.com/watch?v=J0v6s_aQgyU – Hostel World

Interviewer - a) Can you give opinions of the two adverts

Respondent 2 - The first video is aimed at a specific target audience, it is not my idea of a holiday but hugely appeals to a younger audience. The second video is aimed at people who prefer exploration and who perhaps want to avoid the club scene and simply see the world. I would prefer the latter due to my personality type and interest in nature. Umm the second advert is completely independent where you meet individuals from all over the world in different countries.

Respondent 3 – umm the first advert was regarding a Zante holiday with friends that travel to Zante with you to enjoy the sun, alcohol and activities they have to offer.

Respondent 1 - First video is promoting alcohol which I think is absolutely ridiculous. I don't feel like that's what you want to promote when going on holiday. Of course, some people are only going to certain places to drink and have fun, but umm what's the point in that when you can't even experience the culture and heritage of a place? The second one is really good, It shows travelling and experiencing things across nationalities and that travelling brings the world together

Respondent 4 – umm The first is more in depth try to show the area a little but focus is on partying, the second is about the area you are travelling to and try's to express that it's possible to meet persons whilst travelling.

Interviewer - Explain in your own words how you feel they differ?

Respondent 2 - Overall its nice knowing individuals have the options to tailor experiences suited to them, dependant on age and desires, Umm yeah.

Respondent 4 - the club 18-30 is about umm the hedonistic lifestyles where Hostel world is geared towards the outdoors

Respondent 3 - the first advert is dependent on your friends travelling with you to a popular destination whereas the second advert you are independent to meet people from all over the world.

Respondent 1 I feel the first video is more related to those going on 'lads holiday' where the only purpose is to drink as much as they can, whereas the second one emphasises on the fact that culture and experiences bring us together.

Interviewer – question 2. Personally, out of the two videos you have just watched which one would you be more inclined to go on? Can you also please Explain what has influenced your decision?

Respondent 2 - Video 2. Simply where i am in my life. Being 32 i have definitely done too many nights out! The great thing about alcohol is i can get drunk anywhere in the world, so why spend money to go abroad to do the same thing that can be done at local pub. Travelling offers an experience somewhere else you simply cant recreate at home.

Respondent 4 - Hostel world, I wouldn't like the 18-30 as I prefer to be able to relax if I wish, which dose not appear to be much of an option in their establishments.

Respondent 1 - Definitely the second video, I don't condone nor support the 'lets go to Zante to drink until we end up with pancreatitis' mentality that was shown in the first video. I like to explore new places, new cultures and experience whatever's on the outskirts – that's where you find the treasures.

Respondent 3 - I would like think the second one, however, my confidence to do something complete out of my comfort zone may stop me. I don't particularly enjoy holidays where you

go to get absolutely drunk – that's just not my cup of tea. It depends on how much knowledge I know of the area that I am travelling too. I don't enjoy drinking holidays, I enjoy exploring the culture and heritage sites that the world has to offer. To this day I have never been on a 'girl's holiday'.

Interviewer – Question 3. According to the researcher's findings from the survey, the millennial generation find that they are not represented in mainstream tourism media, do you feel this is the case? What do you believe this might be down to? Please could you also explain why?

Respondent 4 – No I think people are different, just because they share the same age group dose not mean that they are alike in any other way.

Respondent 2 - The first video stands testament that they are. The clue is in the title – 18 to 30s! Representing a millennial holiday! And if, like me you're not interested in that, a quick google search will find a holiday that does appeal. And in regards to what it might be down to I think lack of research on the holiday goers part. The internet can point you in the direction you want to go in seconds. They don't feel represented because out of sheer laziness they are failing to look.

Respondent 1 - No, I actually don't. I feel that certain travel groups are not as well represented in mainstream tourism media, but not an entire generation. Like I said, certain holidays, such as Zante Blow Out kind of holidays, are not widely advertised therefore I think maybe those who wish to go on such a holiday feel like they are not being represented. But, the ones who like to explore and experience new things without all the alcohol, I feel are very well represented. Well, first of all, most travel companies do have adverts that includes things to do or places to go for our generation. It's not like we're being excluded. I think those who are looking for a holiday like the one who are showed in the first video might feel they are not represented, but that would only be because it's not something to advertise?

Respondent 3 - Yeah I do. Umm I think that travel companies are a little bit cautious of our generation. But not all of us are like what is shown on the television these days. I just genuinely believe that older generation think I would generation just want to go on holiday to drink on Sunday but that is not the case. for me I just I enjoy culture heritage and history so no they don't represent us in the tourism media correctly mainly on the older generation

Interviewer - 4. The survey results also showed that social media is a big influencer for travel amongst the Millennial generation what are your thoughts on this? Is that something that surprises you?

Simitanously – Respondents 1 and 2 - No, absolutely not. This generation lives and breathes social media. We seek all information from there.

Respondents 4 - This may be the case for others outside of the millennial age bracket also

Respondents 3 – but In our generation today, social media is not a privilege to have as we were brought up with the new technologies of today. Almost everyone has every social media platforms and o believe that it's a psychological Theory as individuals need to share to the world what they are doing, in the sense of 'rubbing it in'.

Interviewer – question 5. What do you believe is the common motivator is in the generation?

Respondent 4 - Money

Respondent 3 - For this generation? I want to say, money and flexibility. Unless you have a student loan I believe that majority of us can't afford a holiday and to travel, flip the board around if you have a full time job at a young age the flexibility to leave to go on holiday with your friends might be proven difficult.

Respondent 2 - the great thing about social media is people can broadcast their experiences and reviews, meaning another person can make a decision very quickly based on this.

Respondent 1 - I'm not really sure, but it's easy access to see who's gone where and what they thought about it. Visuals may help us decide where to go. And if a celebrity has been there, I think we are more inclined to go because it means that 'that place is cool'.

Interviewer- question 6. To what degree do you all use the internet and social media when planning your trips?

Respondent 1 - I only use internet when planning my trips. I think that's the safest place to do it, and to do research. I don't use social media when I'm planning my trips. I don't really care to whereas someone else has gone, I know where I want to go if I'm planning my trips. However, I tend to look at photo's other people have posted from that place and if they have advertised for a certain attraction I look that attraction up online and read the reviews. It all goes back to internet really. There is a massive influence coming from social media and 'influencers' online on where to travel and what to see, but because most of it is sponsored material I don't feel it gives an honest representation of what it really is. For example, loads of influencers promote Dubai as a place to go, yet they are not thinking about the major issues going on there in regards to women's rights and worker rights. Because social media and influencers promote areas like that, more millennials are more inclined to go because again 'it looks cool'.

Respondent 2 - personally don't, but I can see the value in it when deals come up on air b+b and trivago.com etc. It makes hunting for deals a fast and easy process.

Respondent 3 - 100% - I read reviews from individuals, I read the best value of hotels and what there is to do in the destination. I don't think I do, no. When I booked my recent holiday I used the internet first then the travel agents. So no. Oh! I totally forgot YouTube is part of social media! Okay For example after I've booked my holiday I will go on YouTube to have a look what other people have said that I wouldn't see I go on YouTube first then book my holiday.

Respondent 4 - The Internet research of area I use heavily and regarding social media Seeing peers posts of vacations and asking advice from people who have visited areas I may be interested in. In addition to what I have previously written about Facebook, vloggers on YouTube influence opinions as the viewer of their channel will be more inclined to believe what they see on a video. I'm sure that sharper viewers will talk in to strong consideration if the video is sponsored and the bias that is created in what would then be propaganda. The other media outlets I feel are not as potent in swaying opinion.

Interview – question 7. According to secondary research the author has carried out previously, the millennial generation has been branded as “immoral, lazy and narcissistic” however in primary research carried out by the author that millennials are found to be highly likely to travel for culture – do you have any opinions on the contradictory findings?

Respondent 4 - Yes, It's a generalisation which cannot truly be a clear representation of a whole generation. The option of persons who wish to brand a set of people with those traits is of no consequence.

Respondent 2 – common knowledge is that millennials are for the most part lazy, But the world is more accessible than it was previously, meaning most people with little money can see the world if it is well planned.

Respondent 3 - I find that to be a very odd statement only because if it is made by an older generation I find that to be quite invalid. Don't believe that things are handed to us on a plate because I believe that we have to work as hard to make sure that we get what we want as an end result. When it comes to travelling that's a bit different only because I believe that our generation is entitled to copy other people from the older generations or friends and if someone went to Zante last year they want to go this year because of the amazing things that they were seeing but I don't believe that all of us want to do that.

Respondent 1 - I do agree that we are lazy, however, not when it comes to travelling. I do feel this generation is more inclined to travel for culture, to experience new things. Mostly because I feel like we are more interested in understanding cultural differences and learning about how to make this world united.

Interview – Question 8. The Authors Survey results show that more women want to and tend to travel specifically for culture than men across all age groups why do you think this is?

Respondent 4 - Men may not need to travel to fulfil their cultural needs. They may be content and understand ~~diffences~~ in culture just by reading ~~ect~~...

Respondent 2 - I believe that the role of a women is very different than say 50 years ago and is a brilliant thing. Women have more option choose career and travel over kids and house than in the past

Respondent 1 - I don't think that's the case at all, just unlucky with the men who answered the survey. Obviously women are more emotional and wish to learn about heritage that means something to them, but I don't think men is less inclined to do the same.

Respondent 3 - If that is the case then I don't think the survey has reached the specific men that do want to travel for culture for example my partner has also never been on a booze holiday and he has travelled to Italy we're going to know if you are together so Maybe that is the case for this survey but I think there are certain men that do like to travel for culture

7.2.3 – Matrix T

	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8
Respondent 1	First video is promoting alcohol which I think is absolutely ridiculous. I don't feel like that's what you want to promote when going on holiday. what's the point in that when you can't even experience the culture and heritage of a place? The second one is really good, It shows travelling and experiencing things across nationalities and that travelling brings the world together. I feel the first video is more related to those going on 'lads holiday' where the only purpose is to drink as much as they can, whereas the second one emphasises on the fact that culture and experiences bring us together.	Definitely the second video. I don't condone nor support the 'lets go to Zante to drink until we end up with pancreatitis' mentality that was shown in the first video. I like to explore new places, new cultures and experience whatever's on the outskirts – that's where you find the treasures.	No, I actually don't. I feel that certain travel groups are not as well represented in mainstream tourism media, but not an entire generation. Well, first of all, most travel companies do have adverts that includes things to do or places to go for our generation. It's not like we're being excluded. certain holidays, such as Zante Blow Out kind of holidays, are not widely advertised therefore I think maybe those who wish to go on such a holiday feel like they are not being represented. But, the ones who like to explore and experience new things without all the alcohol, I feel are very well represented.	No, absolutely not. This generation lives and breathes social media. We seek all information from there.	I'm not really sure, but it's easy access to see who's gone where and what they thought about it. Visuals may help us decide where to go. And if a celebrity has been there, I think we are more inclined to go because it means that 'that place is cool'.	I only use the internet when planning my trips. I think that's the safest place to do it, and to do research. I don't use social media when I'm planning my trips. I don't really care to whereas someone else has gone, I know where I want to go if I'm planning my trips. However, I tend to look at photo's other people have posted from that place and if they have advertised for a certain attraction I look that attraction up online and read the reviews. It all goes back to internet really. There is a massive influence coming from social media and 'influencers' online on where to travel and what to see, but because most of it is sponsored material I don't feel it gives an honest representation of what it really is. For example, loads of influencers promote Dubai as a place to go, yet they are not thinking about the major issues going on there in regards to women's rights and worker rights. Because social media and influencers promote areas like that, more millennials are more inclined to go because again 'it looks cool'.	I do agree that we are lazy, however, not when it comes to travelling. I do feel this generation is more inclined to travel for culture, to experience new things. Mostly because I feel like we are more interested in understanding cultural differences and learning about how to make this world united. I think it's a straight up punch in the face to this generation because we are the ones who make things happen now, we are the ones trying to make a change.	I don't think that's the case at all, just unlucky with the men who answered the survey. Obviously women are more emotional and wish to learn about heritage that means something to them, but I don't think men is less inclined to do the same.
Respondent 2	the first video is aimed at a specific target audience, its not my idea of a holiday but hugely appeals to a younger audience. The second video is aimed at people who prefer exploration and who perhaps want to avoid the club scene and simply see the world. I would prefer the latter due to my personality type and interest in nature. Overall its nice knowing individuals have the options to tailor experiences suited to them, dependant on age and desires.	Video 2. Simply where I am in my life. Being 32 I have definitely done too many nights out! The great thing about alcohol is i can get drunk anywhere in the world, so why spend money to go abroad to do the same thing that can be done at the local pub. Travelling offers an experience somewhere else you simply cant recreate at home.	The first video stands testament that they are. The clue is in the title – 18 to 30s! Representing a millennial holiday! And if, like me your not interested in that, a quick google search will find a holiday that does appeal. lack of research on the holiday goes part. The internet can point you in the direction you want to go in seconds. They don't feel represented because out of sheer laziness they are failing to look.	No, absolutely not. This generation lives and breathes social media. We seek all information from there.	the great thing about social media is people can broadcast their experiences and reviews, meaning another person can make a decision very quickly based on this.	I personally don't, but I can see the value in it when deals come up on air bnb and trivago.com etc. It makes hunting for deals a fast and easy process.	my common knowledge of millennials they are for the most part lazy, But the world is more accessible than it was previously, meaning most people with little money can see the world if it is well planned. millennials enjoy the fruits of the previous generations labour.	I believe that the role of a women is very different than say 50 years ago and is a brilliant thing. Women have more option choose career and travel over kids and house than in the past.

	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7	Question 8
Respondent 3	The first advert was regarding a Zante holiday with friends that travel to Zante with you to enjoy the sun, alcohol and activities they have to offer. The second advert is completely independent where you meet individuals from all over the world in different countries. As mentioned previously, the first advert is dependent on your friends travelling with you to a popular destination whereas the second advert you are independent to meet people from all over the world.	I would like think the second one, however, my confidence to do something complete out of my comfort zone may stop me. I don't particularly enjoy holidays where you go to get absolutely drunk – that's just not my cup of tea. Again, it depends on how much knowledge I know of the area that I am travelling too. I don't enjoy drinking holidays, I enjoy exploring the culture and heritage sites that the world has to offer. To this day I have never been on a 'girls holiday'.	Yeah I do. I think that travel companies are a little bit cautious of our generation. But not all of us are like what is shown on the television these days. I just genuinely believe that older generation think I would on holiday to drink on Sunday but that is not the case. for me I just I enjoy culture heritage and history so no they don't represent us in the tourism media correctly mainly on the older generation What do you believe this might be down to?	In our generation today, social media is not a privilege to have as we were brought up with the new technologies of today. Almost everyone has every social media platforms and o believe that it's a psychological Theory as individuals need to share to the world what they are doing, in the sense of 'rubbing it in'. this is not something that surprises me to be honest.	For this generation? I want to say, money and flexibility. Unless you have a student loan I believe that majority of us can't afford a holiday and to travel, flip the board around if you have a full time job at a young age the flexibility to leave to go on holiday with your friends might be proven difficult.	100% - I read reviews from individuals, I read the best value of hotels and what there is to do in the destination. I don't think I do, no. When I booked my recent holiday I used the internet first then the travel agents. So no. Oh! I totally forgot YouTube is part of social media! Okay For example after I've booked my holiday I will go on YouTube to have a look what other people have said that I wouldn't see I go on YouTube first then book my holiday.	I find that to be a very odd statement only because if it is made by an older generation I find that to be quite invalid. I Don't believe that things are handed to us on a plate because I believe that we have to work as hard to make sure that we get what we want as an end result. When it comes to travelling that's a bit different only because I believe that our generation is entitled to copy other people from the older generations or friends and if someone went to Zante last year they want to go this year because of the amazing things that they were seeing but I don't believe that all of us want to do that. I don't believe that the statement applies to me I have worked since I was 16 years old I have had two jobs at the same time as well as my university degree but I've also been on holidays as I have been saving money to do that. Oh no I really don't like that statement at all to be honest.	If that is the case then I don't think the survey has reached the specific men that do want to travel for culture for example my partner has also never been on a booze holiday and he has travelled to Italy we're going to know if you are together so Maybe that is the case for this survey but I think there are certain men that do like to travel for culture
Respondent 4	The first is more in depth try to show the area a little but focus is on partying, the second is about the area you are travelling to and try's to express that its possible to meet persons whilst travelling. As above, the club 18-30 is about hedonistic lifestyles where Hostel world is geared towards the outdoors	Hostel world. I wouldn't like the 18-30 as I prefer to be able to relax if I wish, which dose not appear to be much of an option in their establishments	No I think people are different, just because they share the same age group dose not mean that they are alike in any other way, Nurture.	This may be the case for others out side of the millennial age bracket also? The current main way to communicate is via social media, as the likes of Facebook being such a large company due to advertising revenue it is the obvious way to target any particular audience.	Money	research of area (heavy use) Seeing pears posts of vacations and asking advice from people who have visited areas I may be interested in. (moderate use) In addition to what I have previously written about Facebook, vloggers on YouTube influence opinions as the viewer of their channel will be more inclined to believe what they see on a video. I'm sure that sharper viewers will talk in to strong consideration if the video is sponsored and the bias that is created in what would then be propaganda. The other media outlets I feel are not as potent in swaying opinion.	It's a generalisation which cannot truly be an clear representation of a whole generation. The option of persons who wish to brand a set of people with those traits is of no consequence.	Men may not need to travel to fulfil their cultural needs. They may be content and understand differences in culture just by reading etc...

