

# **Motivational Differences among Millennial Participants and Non-Participants of Guided Coach Tours**

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Bachelor Thesis for Obtaining the Degree

Tourism and Hospitality Management

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## **Affidavit**

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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## Abstract

This research paper intends to identify travel motives for millennials in connection with one specific type of leisure – guided coach tours. Motivation is one individual impulse for choosing the type of holiday and the destination, in comparison with all alternatives (Crompton, 1979). The research provides secondary data about the three main subjects, including guided tours, travel characteristics of millennials and tourism motivation.

Two travel motivation theories are the primary approaches to the investigation. On the one hand, the 'pull and push' theory by Dann (1981). On the other hand, Iso-Ahola's (1982) 'avoidance and approach' theory. In regards to group travelling the focus lies on European 'closed' guided coach tours, with additionally employed tour guides and duration of minimum seven days.

A descriptive survey research method is applied to analyse and evaluate data. The primary data are collected through a drop-off method in a Viennese hostel, where many young, frequently individual travellers and organised groups check-in daily. In this particular case, guided coach tours are a popular travel arrangement for generation Y. Especially, Australian travellers prefer this way of travelling.

Surprisingly, the result of the analysis demonstrates only one significant difference of travel motivation between millennials participating and not participating in guided bus tours. Social aspects are more relevant for young travellers to join a pre-organised tour than for frequently individual travellers. Significant travel motives for both groups are education, personal growth and authenticity. The outcome contributes to a better understanding of why young people desire to explore the world and how guided coach tours can enhance the personal experience.

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## List of Abbreviations

AT – Authenticity

ED – Education

et al. – et alia ("and others")

FIT – Frequently Individual Traveller

H – Hypothesis

RQ – Research Question

PG – Personal Growth

SA – Social Aspects

SSPS – Statistical Package for the Social Sciences

UNWTO – United Nation World Tourism Organisation

WYSE – World Youth Student & Educational Travel Confederation

## Introduction

Today generation Y, the so-called millennials, which is “according to most definitions, born between 1980 and 2000” (Cavagnaro, Staffieri, & Postma, 2018, p.12) has a significant influence on the current tourism industry. The young travellers represent 23% of all international tourists, which equals to 270 million travellers per year (UNWTO and WYSE Travel Confederation, 2016). The World Youth Student & Educational Travel Confederation (2014) was concentrating on this particular tourism segment and justified its rapid development through the increase of cheap transportation and accommodation. To put it with different words, most millennials have grown up in a world where travelling is much easier than for older generations (WYSE Travel Confederation, 2014). Furthermore, young tourists have a tremendous economic impact on every destination, because they usually spend more on local businesses than the average tourist and promote the region or the city through social media buzz (UNWTO and WYSE Travel Confederation, 2016). Due to this fact, tourism organisations must be aware to be aware of young tourists’ behaviour and how to effectively build communication with them (Šimková & Holzner, 2014).

Researchers mention a change in the travel behaviour of generation Y compared to Baby Boomers, and generation X. Millennials consider travelling as a part of growing up and becoming independent. Many high-school graduates, especially in western countries, use a so-called gap-year for exploring and learning about new cultures (Veiga, Santos, Águas, & Santos, 2017). Consequently, millennials are looking for new experiences and interaction with different lifestyles (Tussyadiah & Pesonen, 2016).

Every decision is associated with multiple motivational factors – impulses for choosing the suitable type of holiday and the destination, in comparison with all alternatives (Howard & Sheth, 1968 cited in Crompton, 1979). Nowadays, there are many possibilities for exploring the world. One might prefer backpacking and interrail, and the other one spontaneous city trips with friends. Additionally, pre organised tours are offered especially for millennials. Given the different characteristics it seems unusual that young travellers would enjoy to participate in organised tours.

For this reason, this research paper intends to identify travel motives of millennials in connection with a specific type of leisure – guided coach tours through Europe. The origin of this travel option was in the 19<sup>th</sup> century, where Thomas Cook created the first guided tour in the United Kingdom (Withey, 1998). Holloway (1981) differentiated between two types of bus trips to describe relationship development during an excursion. Firstly, there are ‘open’ coach tours, well known as informative day-trips, which are accessible to everyone and do not enhance interactions between participants. Secondly, ‘closed’ coach tours, which regularly include private groups or holiday packages, where group dynamics and relationships are promoted (Holloway, 1981). The essential element of this way of travelling is the tour guide, which leads through a pre-organised route (Schmidt, 1979). Today, older and younger generations are enjoying the opportunity to be guided through a destination.

## **1 Aim of the Research & Research Questions**

Secondary data gives many insights regarding tourism motivation, guided travel and millennial tourists. The theories why tourists choose guided coach tours can be linked of interpersonal interaction, security and comfort (Dunn Ross & Iso-Ahola, 1991). However, no supportive argument has been found why millennials are travelling with guided tours. This research aims to discover the motives of two groups of young people. On the one hand, from millennials who have chosen to participate in a pre-organised tour to explore Europe. On the other hand, from travellers who plan their trips by themselves. This research intends to evaluate specific motives and to analyse difference between both groups. Therefore, this paper focuses on answering the following questions:

*RQ1: What are the motivational factors for millennials participating in the guided coach tour in Europe?*

*RQ2: How do the motivation factors differ between participants and non-participants of such pre-organised tours?*

This paper takes a closer look at millennials participating and not participating in ‘closed’ guided coach tours travelling through Europe, who will stay for one or two nights at a hostel in Vienna. Pre-organised coach tours, especially for young tourist, have a minimum duration of four days, although can last for over

a month. A tour can cover only one region or up to seventeen different countries (Topdeck Travel, 2019).

## **2 Literature Review**

People are choosing the opportunity to travel on guided coach tours, linked to various motivational factors. Previous research identified why people are participating in certain activities. A study conducted by Prentice, Davies and Beeho (1997) provides a good insight of motives of participation. Exemplifying on museum visitors, the researchers illustrated a detailed pattern of motivators — for instance, people who are participating wanted to experience something new and escape from their daily life. Contrarily, non-visitors showed simply no interest to visit the museum (Prentice et al., 1997).

It is necessary to understand the characteristics of this particular leisure activity to identify why millennials might participate in a guided coach tour. Existing research on guided tours provides different perspectives on this way of travelling.

### **2.1 Organised Group Travel**

There are three types of guided coach tours:

1. The bus driver functions as a tour guide
2. Overhead speaker
3. Especially employed guides, who escort tour groups

(Holloway, 1981)

Guided coach tours can be a one-day activity or last for several weeks (Holloway, 1981; Topdeck Travel, 2019; Busabout, 2019; Conticki, 2019). In all cases, the activity offers a unique experience. Schmidt (1979) analysed a problem-solving feature of this particular way of travelling. On the one hand, everything, from destination to sightseeing attraction, is planned for the tourist in a reasonable period (Mossberg, 2007 cited in Zillinger et al., 2012). On the other hand, tours can provide many different values and experiences (Zillinger

et al., 2012). For example, wine tasting in Boudreaux, canal dinner cruise in Amsterdam or gondola rides in Venice (Topdeck Travel, 2019).

In addition, group travelling provides psychological security (Schmidt, 1979). People intent to feel safe by knowing that the tour operator organised everything for them, and they do not have any touchpoints with a new surrounding. Schmidt (1979) described this type of security as a kind of 'buffer' between the participants and the social environment. Whereas, Holloway (1981) questioned this unique environment of travelling in a coach. He describes a physical and psychological space between the passengers and the outside world. Participants can build relationships with other group members or interact with the tour guide, but there is often no time provided to communicate with local citizens, for instance, asking for directions. This limitation leads to the assumption that young travellers would not participate in guided coach tours. As mentioned above, they are interested in the traditional customs of the citizens and are looking for social interaction with locals (Gardiner & Kwek, 2017).

The main component of guided coach tours is the tour guide. As the name already suggests, the guide is the essential feature of a guided tour and most of the time, the reason for selecting a specific tour (Ap & Wong, 2001). A well-trained, educated and organised tour guide is significant for a good performing tour. Tour participants depend on his or her judgments (Bowie & Chang, 2005; Ap & Wong, 2001). Throughout the text, the expression 'courier' will be appearing. The generic term 'courier' can also be used to describe a tour guide. This particular noun is more common in Great Britain and also defines an employed person who guides a group of travellers (Oxford Dictionary, n.d.).

Holloway (1981) summarizes tour guides' responsibilities along two lines:

1. Providing information
2. Managing the service operation

Regarding point one, guiding can also be explained with storytelling or educating (Zillinger et al., 2012). The participants are learning about different cultures and attractions. Couriers need to be highly motivated to entertain tour members and to create an unforgettable experience (Geva & Goldman, 1991).

Also, guides have to be able to distinguish between passengers who want to participate and others who prefer to be isolated (Holloway, 1981).

Point two reflects the other side of the job. The conducted research from Geva and Goldman (1991) focuses on the “company-guide-consumer relationship” (p.178). Tour guides are not in charge of the tour planning. Nevertheless, on the trip they act as the service operation managers, meaning they are representing the tour company and are responsible for the tour quality (Grönroos, 1978 cited in Geva & Goldman, 1991). The firm provides a tangible experience for the customer, such as hotel rooms, transportation, restaurant reservations, to name a few. However, the courier is facing one unique factor of tourism – inseparability. For clarification, service and consumption happens at the same time, meaning tourists take part in the production of the service (Vanhove, 2005). This particular characteristic of tourism means that the tour guide is a link between the intangible tourism offer and actual perceived experience, thus, he or she immediately gets the reaction of tour participants. This opportunity gives the guides the chance to improve the tour on-site. Every group is different, and there is no guarantee in advance that they are excited about the same subjects than the last ones. The courier has the chance to adapt the storytelling individually (Zillinger et al., 2012).

Furthermore, guides are responsible for the safety standards on the bus, and they have to solve any arising problems. To be more specific, the guide has to manage in real-time all issues that arise during the tour. Most of these problems are company-related, for instance a wrong restaurant reservation. However, acute emergencies, such as the illness of a passenger, the tour guide has to follow specific procedures (Geva & Goldman, 1991).

Correspondently, another characteristic of a guided tour is the so-called ‘sneak preview’ of the experience through information material such as brochures (Schmidt, 1979). This component makes the tourist expectation more tangible because they can ‘taste’ the fun and the adventure in advance (Benckendorff, Sheldon, & Fesenmaier, 2014). In connection with millennials, this is a crucial element in their decision-making process. Visualisation through technology, such as social networks and websites, is necessary to attract young customers. Due to the vast amount of information, the purchasing power of millennials is

more exceptional as it was for older generations (Rita, Brochado, & Dimova, 2018). In this case, brochures of three different tour operators (Topdeck Travel, 2019; Busabout, 2019; Conticki, 2019) were examined online for this research. All illustrate several pictures of young travellers who enjoy exciting activities and verify Schmidt's (1979) argument. Guiding has a high impact on creating and producing individual images (Zillinger et al., 2012). Tourism operators, destination managers and travel agencies need to be conscious of this idiosyncrasy.

The functionality of a tour, including pre-organisation and guiding itself, is the essential part of this tourism sector (Schmidt, 1979). It can be assumed that this is one reason why millennials are participating in a guided coach tour. Moreover, during the first phase of vacation planning, motivation can help to describe why millennials choose certain trips and search for a different type of experience (Rita et al., 2018). In this case, group travelling is one specific type of vacation, which helps to satisfy personal needs and to meet individual "leisure agendas" (Hood, 1983 cited in Davies & Prentice, 1995, p.492).

Another feature of organised tours is the social component. On the one hand, most of the time, travellers do not feel comfortable exploring new countries by themselves. Secondary literature gives insights why people enjoy travelling alone. Independency, flexibility, various experiences, meeting locals and freedom are the most relevant reasons for solo travellers (Mehmetoglu, Dann, & Larsen, 2001). Based on the characteristics of millennials, travelling alone could be preferred way of travelling. Another cause, identified by Mehmetoglu et al. (2001), for travelling alone is the absence of a travel partner. Therefore, guided tours are favourable if someone is not able to find a travelling partner (Schmidt, 1979). On the other hand, "leisure activities are social activities" (Yancey & Snell, 1971, cited in Field & O'Leary, 1973, p.18). Travelling with a group (family, friends or partner) is still a favourable way of spending some time away from home. The interaction with group members is encouraged on guided tours (Wang, Hsieh, & Huan, 2000).

All those characteristics of group travelling can, among other things, lead to the participation of guided coach tours. Previous research has shown that there are different motivational factors between participants and non-participants

regarding particular leisure activities, for example at sports camps and museum visits. In both scenarios, non-participants were negatively motivated towards the specific activity (Davies & Prentice, 1995; Beggs, Sitt, & Elkins, 2004). It can be assumed that millennials who are not travelling with an organised group, dislike the tour characteristic, such as a large number of people and dependency. Organising the trip internally by themselves and a smaller travel party could lead to non-participation. Equally to Beggs et al. (2004) research, where students did not participate because they did not like sports.

## **2.2 Tourism Motivation**

A great variety of research exists concerning the motivational factors of tourism (Dann, 1977; Crompton, 1979; Dann, 1981; Iso-Ahola, 1982; Dunn Ross & Iso-Ahola, 1991; Packer & Ballantyne, 2002; Snepenger, King, Marshall, & Uysal, 2006; Šimková & Holzner, 2014; Rita et al., 2018). The fundamental motivational theories regarding tourism for this research are 'push' & 'pull' factors (Dann, 1981), 'anomie & ego-enhancement' (Dann, 1977), and lastly 'approach & avoidance' (Iso-Ahola, 1982). The following description perfectly describes a motive: "an internal factor that arouses, directs and integrates a person's behaviour" (Murray 1964, cited in Iso-Ahola, 1982, p.257). Motivation is closely linked with pre-trip experience. Our personal needs are one part of choosing a suitable leisure activity (Rita et al., 2018).

A broad overview presents all relevant theories for this research, to create a better understanding of tourism motivation and to find a connection between motivational differences among millennials participating and not participating in guided coach tours.

### **2.2.1 Push and Pull Factors & Anomie and Ego-enhancement**

For the sake of explanation, 'push' factors are helpful to describe the desire why people go on holiday, while 'pull' factors explain more the selection of the destination (Crompton, 1979). To be more specific, 'pull' refers to 'where to go', in other words, the distinctive feature and attraction of the destination itself (e.g. sun & sea at the Italian coast). The question 'why to go there' or the personal needs of any tourist, for instance, the longing for relaxation, can be displayed as 'push' motives (Dann, 1977; Dann, 1981; Rita et al., 2018).

The individual travel decision can better be explained with 'push' factors (Dann, 1977). Socio-physiological motives (e.g. escaping from everyday life and relaxation), cultural disequilibrium – the desire to see new places – (Crompton, 1979) and the discovery of new parts of the world (Widtfeldt Meged, 2010 cited in Zillinger et al., 2012) are the most significant components for explaining tourism motivation.

In addition, Dann (1981) introduced two essential 'push' factors to go on vacation:

- Anomie
- Ego-enhancement

Anomie focuses on an individual who does not feel confident with his or her surrounding. The need for isolation or too little interaction with society can be a trigger for anomie. The theory of ego-enhancement describes the desire of increasing self-esteem and the longing for a higher status (Dann, 1981). Travelling already is a kind of status symbol, meaning that in a different country, the tourist might have a higher status than local citizens, which can boost his or her self-recognition (Dann, 1977). Both factors could be a motive for young people to either travel alone or within a group. On the one hand, there is a connection between guided coach tours and several social aspects, such as meeting new people, interacting with foreigners and the longing for membership within a group. On the other hand, millennials who desire to distance oneself and longing for personal autonomy, properly do not prefer to participate in organised coach tours.

However, travelling provides many advantages to engage with 'push' factors. Various activities that people help to fulfil various personal needs (Snepenge, King, Marshall, & Uysal, 2006). As a tourist, people can behave and act differently compared to their typical day. For example: staying up all night, drinking alcohol, wearing extravagant clothes, eating exotic food or becoming sexual revealing. Those opportunities can help to overcome the meaninglessness of a person's life or boost self-esteem by becoming someone else (Dann, 1977). Especially for millennials from all over the world, leisure activities like sports, adventure and relaxation, are typical 'push' factors (Rita

et al., 2018). Additionally, travelling is an integral part of self-expression or rather psychological development for generation Y. For instance, gap years, studying abroad and ‘work & travel’ services became increasingly popular (Gardiner & Kwek, 2017).

‘Push’ factors are essential indicators to discuss individual motivation. Although both socio-psychological motives and ‘pull’ factors are helping to “understand the vacation decision-making process” (Snepenge et al., 2006, p.140).

### 2.2.2 Iso-Ahola’s Motivation Theory

The following theory takes a closer look at the individual need and wants. Every person is driven by different impulses to book a vacation. Whereby, Dann’s research based on an interaction between personal motives and the destination, Iso-Ahola focused more on the purposes of travelling.

The motivational model presents two motives that explain leisure activities:

- Approach (seeking)
- Avoidance (escaping)

Furthermore, the researcher distinguished between:

- Personal & interpersonal factors of escaping the everyday life
- Personal & interpersonal factors of seeking instinctive rewards

(Iso-Ahola, 1982)

		<b>Approach (seeking)</b>	
		Personal	Interpersonal
<b>Avoidance (escaping)</b>	Personal	1	2
	Interpersonal	3	4

Figure 1: A Social-Psychological Model of Tourism Motivation (Iso-Ahola, 1982)

To be more specific, the model (Figure 1) describes four different dimensions of social and psychological leisure motivations. On the one hand, a person could escape because of struggling problems and stress (personal) or family

and co-worker issues (interpersonal). On the other hand, learning about new cultures, relaxation (personal) or interacting with locals (interpersonal) could be the reason for approaching (Iso-Ahola, 1982). Nevertheless, it can also be a combination out of personal and interpersonal factors from both characteristics (Snepenge et al., 2006).

In comparison with the 'push' and 'pull' theory, Iso-Ahola's model is missing the impact of the destination. For the actual vacation planning, the destination should not be left out. However, Crompton (1979) discovered in his research that the destination and its tourism attractions were not as relevant for the respondents. It leads to the assumption that the destination is functioning as an instrument to fulfil personal needs.

An advantage of the 'avoidance & approach' theory is the differentiation between personal and interpersonal motives. There is a correlation with 'anomie & ego-enhancement', although this theory is more self-centred than Iso-Ahola's 'social-psychological model of tourism motivation'.

Moreover, the 'avoidance & approach' theory is more useful to understand the connection between millennials and guided tours. To be more specific, Rita et al. (2018), focused distinctively on millennials motives for travelling and concluded that they either are escaping from their everyday life or they are seeking for new experiences. It is essential to distinguish between approaching personal rewards (e.g. learning and growing) or interpersonal rewards, such as social contact (Dunn & Iso-Ahola, 1991) while taking a closer look at guided coach tours.

To summarize, travelling provides different rewards for every individual (Fodness, 1994). "Motivation must be related to needs and personal goals" (Middelton, 1990, cited in Fodness, 1994, p. 557).

### **3 Hypothesis Development**

Generally speaking, tourism motivation is often described as escape-orientated. Although, people who intentionally selected a guided tour with strangers might be more approach-orientated (Iso-Ahola, 1982). Those people are looking for an interaction with other people and therefore participate in a

guided coach tour. Dunn Ross and Iso-Ahola (1991) discovered three crucial motivational factors for travelling on a guided sightseeing tour:

1. Social aspect (security, fun, not to travel alone)
2. Education (exploring new places, gaining information)
3. Time management (seeing as many places as possible)

The last point mentioned is a relevant feature for guided coach tours, especially in the Asian culture. Travelling in a group is most preferred in Asian countries (Wong & Lau, 2001). Package tours through Europe (including accommodation, meals, sightseeing) are very popular for Chinese travellers due to time management (Wong & Lau, 2001). Nevertheless, cultural differences are essential to consider while talking about group travelling. Pizam and Jeong (1996) discovered dissimilarities of the travel behaviour of several nationalities. For example, alterations between trip duration and group travelling have been evaluated. To be more specific, in the Japanese culture is very important to be part of a defined group. Consequently, Japanese tourists prefer group travelling more than Americans, who are individualist and like to be free (Ritter, 1987, cited in Pizam & Jeong, 1996).

However, the market for guided coach tours is on the rise. Many companies are selling pre-organised trips through Europe, especially for young travellers. The demand is high, and many millennials are participating in those particular bus trips (Topdeck Travel, 2019; Busabout, 2019; Conticki, 2019). Yet, not enough research has been made to identify the real travel motives for millennials on guided coach tours. Past studies discovered that young people could easier be integrated into the social environment and appreciate spending time with a group of people (WYSE Travel Confederation, 2016). Still, the question remains, what are the actual reasons that push them to join organised bus tours?

Furthermore, a research conducted by Kale, McIntyre and Weir (1987) stated a positive attitude for young people toward guided tours, if the tour included free time. The discovered reason in this particular study, why young people chose a package tour was the beautiful landscape. Nevertheless, the world has changed since the time of the study. It is expected that the motivations of young

travellers today are differently. No study identifies to corroborate or refute the findings, which opens a way for the current research.

Factors motivating millennials to travel are a combination of personal (learning and exploring) and interpersonal (socializing) approaches. The philosophy of ego-enhancement, for example, yearning for high status, could be outdated for generation Y. It has to be considered that millennials have different needs than older generations (Howe and Strauss, 2000, cited in Cavagnaro et al., 2018). The United Nations World Tourism Organisation (2016) illustrated some characteristics such as travelling 'off the track', the interest in local customs and the preferred travel arrangement including, voluntary tourism, 'work & travel', studying abroad and language learning travel. Additionally, young travellers are resistant because they want to see the world while ignoring the current economic situation (Freed, 2015 cited in UNWTO and WYSE Travel Confederation, 2016).

On the whole, millennials seek authenticity, where they can interact with locals and learn about new various cultures (Veiga et al., 2017). Young travellers do not want to be identified as tourists (Leask et al., 2014, cited in Veiga et al., 2017). Most of the time, they want to be a part of the traditional customs.

Overall, personal growth and interpersonal exchange are the most important attributes of generation Y (Veiga et al., 2017; Cavagnaro et al., 2018; Rita et al., 2018). Additionally, essential needs for young tourists are socialising and enjoying time with friends (UNWTO and WYSE Travel Confederation, 2011 cited in Cavagnaro et al., 2018). The necessity of interactions is now supported through the rise of digitalisation. Technology is an essential part of every millennials' lives (Veiga et al., 2017). The desire of being connected to other people became relevant.

Furthermore, the way of leisure planning and decision-making has changed through social networks (Tussyadiah et al., 2016). Nevertheless, Tussyadiah et al. (2016) mentioned another development concerning generation Y travel behaviour – collaborative consumption, for instance 'Airbnb' or 'couch surfing'. The internet facilitated the emergence of shared accommodations, which promote the interaction with locals and consequently promotes the increase of the length of stay.

Connecting millennials with the characteristics of guided coach tours following assumptions can be made:

Firstly, Cavagnaro et al. (2018) identified the need for interactions with other people as an important motivational factor of generation Y. Therefore, it can be assumed that this is one reason why young people participate in guided coach tours today. It corresponds with the second point of Dunn Ross and Iso-Ahola (1991) – social aspects. Based on the given assumption following hypothesis is suggested:

*H1: Social aspects are significant motivational factors for **millennials to participate** in a guided coach tour through Europe.*

Secondly, Veiga et al. (2017), the UNWTO and the WYSE Travel Confederation (2016) picture millennials, on the one hand, adventures and curious and on the other hand, independent and meaningful. The search for new experiences, learning about new places and cultures, matches the characteristics of guided tours. Nevertheless, education, as well as personal growth, are the most important motives for millennials. Therefore, following hypotheses are suggested:

*H2: Education is a significant motivational factor for a) **millennials participating** and b) **millennials not participating** in a guided coach tour through Europe.*

*H3: Personal growth is a significant motivational factor for a) **millennials participating** and b) **millennials not participating** in a guided coach tour through Europe.*

Thirdly, seeking authenticity while travelling, such as interacting with locals and travelling 'off the track', cannot be associated with guided coach tours (Tussyadiah & Pesonen, 2016; UNWTO, 2016; WYSE Travel Confederation, 2016). Based on the unique characteristics of generation Y, the following hypothesis are suggested:

*H4: Authenticity is a significant motive for **millennials not participating** in a guided coach tour.*

*H5: There is a significant difference in travel motivation between millennial **participants** and **non-participants** of guided coach tours.*

Lastly, Dunn Ross and Iso-Ahola (1991) mentioned time management as an essential motive for guided tours. Since millennials often combine their travelling with a so-called gap year or ‘work & travel’ service, it can be assumed that little time is no reason for participating in a guided coach tour. Therefore, the following hypothesis is suggested:

*H6: Time management is a significant motive factor for **millennials participating** in a guided coach tour through Europe.*

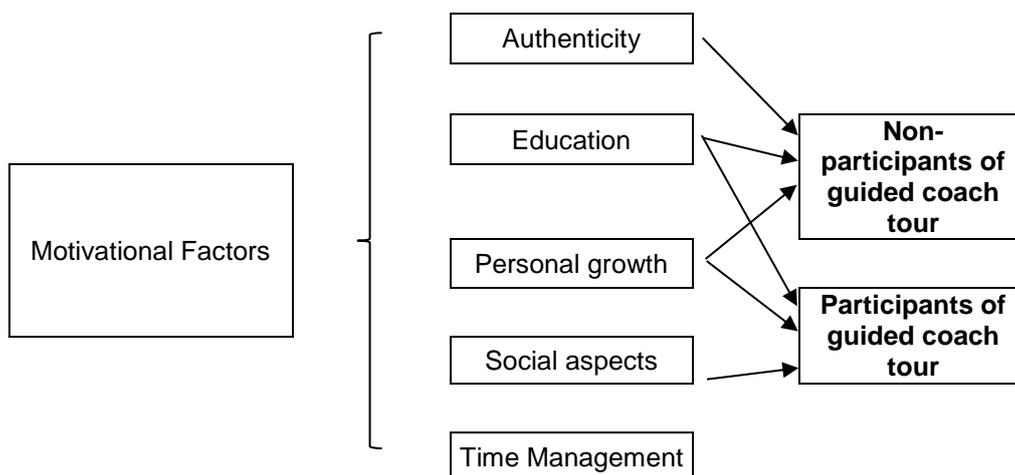


Figure 2: Conceptual Model of Tourism Motivation for Millennials Participating or Not Participating in Guided Coach Tours

## 4 Methodology

### 4.1 Research design

This research paper employs a descriptive research design to identify motivational factors for millennials to participate in organised couch tours and to further test the differences in the motivational factors compared to the non-participants of the mentioned tours. The research is conducted following quantitative research approach.

In past research, qualitative methods were commonly used to understand tourism behaviour. However, Dann (1981) mentioned challenges of measuring motivation in qualitative research, because of its great psychological construct. To avoid the issues of gathering reliable data, experts suggest preparing with many personal questions about individual travel motives (Huang, 2010). To be more precise, the researcher addressed four obstacles regarding qualitative research:

1. Tourists may not be able to reproduce their real travel motives.
2. Tourists are not interested in describing their motivation for travelling.
3. Tourists may not want to reveal their travel motives.
4. Tourists have difficulties in articulating their motivational factors.

(Dann, 1981)

Regarding the presented limitations, the research representative assumed that questionnaires would reduce the bias of interviews because they are anonymous, and people might respond more truthful. Additionally, a large number of respondents will help to generalise the findings to a broader group (Moutinho & Hutcheson, 2011) and to gain insights about the motivational differences between participants and non-participants of guided coach tours.

From a philosophical perspective, this project followed a positivist research approach. Its objective was to gain knowledge about the existing phenomenon (Phillips & Burbules, 2000, cited in Creswell, 2014) - millennials travelling through Europe with guided coach tours. This approach is frequently used in quantitative research and follows a clear construct: (1) stating the research question, (2) testing the theory, (3) analysing the results, and (4) retesting (Creswell, 2014).

## **4.2 Data Collection and Analysis**

In order to accomplish the second point (testing), descriptive survey research was chosen to answer both research questions. This particular design focuses on attitudes, tendencies and judgments of the sample (Burns & Bush, 2006). A well-formulated questionnaire helped to identify all motives of the conceptual model and verify the hypotheses. Four motivational factors were chosen from

the literature review to test the theory of travel motivation regarding millennials and participation in guided coach tours.

The questionnaire was structured as followed:

A self-perception approach, which focuses on the respondents' stance, was used to formulate statements to measure tourism motivation (Huang, 2010). Diamantopoulos and Schlegelmilch (2002) cited a suitable scale for this research. The 7-point Likert scale, with 1 = strongly disagree to 7 = strongly agree, was applied to answer the individual statements concerning the motivational factors. Three to six formulated statements were assigned to reflect the four research items. Furthermore, five questions indicated the preferred travel partner or group, travel frequency, average length of leisure trips, and the participation of guided coach tours to gain more insights about individual behaviour. These questions were single choice questions with a minimum of two and a maximum of six possible answers.

The survey research was self-administered, meaning the respondents are in control of answering the questions (Burns & Bush, 2006). The researcher collected data in two different ways during August and September 2019. On the one hand, the drop-off technique was applied to gain information at a Viennese hostel, where a large number of frequently individual travellers (FITs) and organised groups check-in. The research representative delivered and collected the questionnaires at the hostel reception by herself. Nevertheless, to shorten the process, the researcher approached the respondents herself and explained the census of the research. Most of the guest participated in the survey. Furthermore, two guided coach tour groups were consulted in advance to participate in the study after the check-in process in the Viennese hostel.

On the other hand, an online tool helped to prepare the same survey digitally to complete it directly on a guided coach trip. The specially designed QR code guaranteed easy access to the questionnaire. The second approach was possible thanks to a related family member who works for a desirable tour operator company for this project. Additionally, the hostel company helped to contact preferred guided coach companies to support the research. Nonetheless, the self-administered type was chosen to enhance anonymity and

exclude the researcher's subjectivity, the so-called interviewer-respondent bias (Burns & Bush, 2006; Huang, 2019).

This research made use of the quota sampling method, where the selection of respondents happens upon specific characteristics (Burns & Bush, 2006). The following particular subgroups were used to represent the researcher's work:

1. FITs between the age of 18 to 30
2. Participants of guided coach tours representing the same age group

Despite some limitations, such as lack of generalisation and representativeness, this research profited through a non-probability sampling method considering time management and accessibility (Burns & Bush, 2006).

The third step of quantitative research helped to identify the supportive or non-supportive elements of the theory (Creswell, 2014). In that regard, the statistical program SPSS, was used to analyse the collected data. To describe the sample, such as the number of respondents, age, gender, education and frequency of tour participation, frequency tables were used (Diamantopoulos & Schlegelmilch, 2002). The descriptive analysis based on the following statistical concepts: mean, frequency distribution, range and standard deviation (Burns & Bush, 2006). In addition, graphs, such as histograms, pie charts, bar charts and line graphs, were developed to visualise the essential items of the research (Field, 2009).

For the next step, an internal consistency reliability test Cronbach's Alpha was performed to identify if the Likert scale is suitable for further research (Huang, 2010). To examine, if there are differences between the motivational factors and the grouping variable, the computed mean values were analysed with the *independent sample t-test*. Secondary literature states that the Likert scale can be seen as an ordinal or an interval scale (Field, 2009). Given this interpretation, the *t-test* was the starting point of the research. Afterwards, the non-parametric *Mann-Whitney U-test* was applied, due to the majority of ordinal scales. This particular test was implemented for all motivational statements and time management questions. The second test gives more specific insights regarding the significant motivational factors for participants and non-participants.

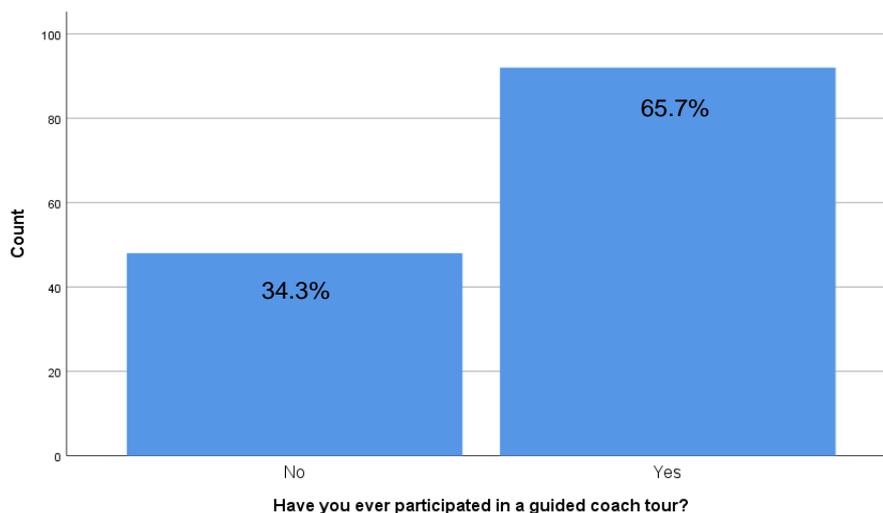
## 5 Results

### 5.1 Descriptive Statistics

#### 5.1.1 Sample Description

Based on the statistical evaluation, 141 valid questionnaires from 141 individual survey participants were collected during the research process. Regarding the research approach, the researcher received 108 exemplars (76.6%) through the drop-off method at the hostel and 33 exemplars (23.4%) through the online tool.

The survey research received 139 valid answers in regards to participation in guided coach tours. Due to the statistical variance of 65.7% participating and 34.3% non-participating millennials, the researcher assumed that guided coach tours are well-known and popular within this generation. This assumption is based on the fact that throughout the fieldwork, the research representative tried to collect the same amount of data from FITs and organised groups. However, some individual travellers who participated in the research have already travelled in a guided coach tour and were allocated to the group of participants. There is a graphic illustration presented in Figure 3.



*Figure 3: Participation*

Concerning the age of the respondents, 133 valid answers were analysed. To be more specific, there were 82 female and 51 male respondents, whereby eight respondents did not answer. The average age of the respondents proves to be 23.66. The age ranges from 17 to 36 years. The variables age and participation underline the assumption of the popularity of guided coach tours within generation Y. High involvement in guided coach tours between the age group from 18 up to 25 has been verified. As age increases, the number of respondents who have participated is decreasing, as shown in Figure 4.

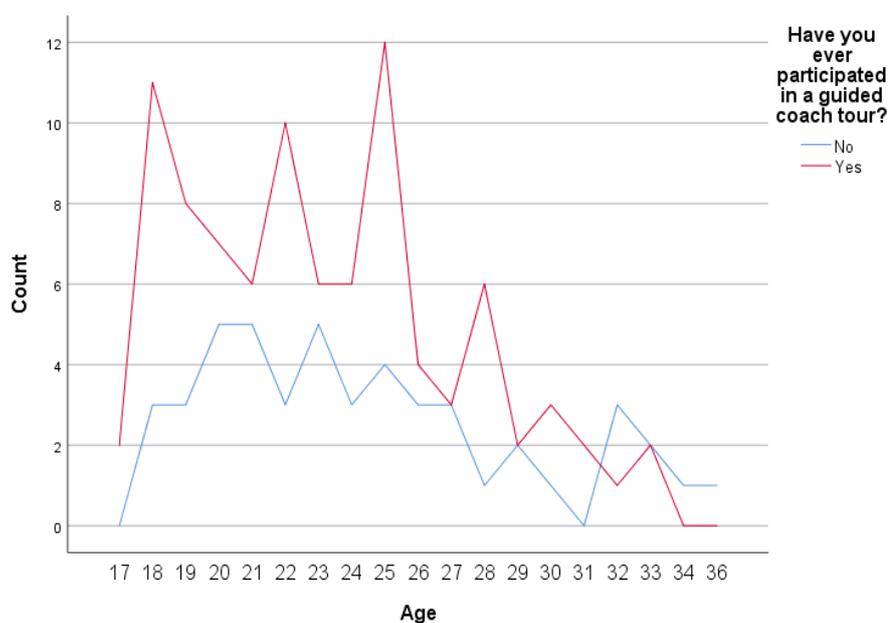
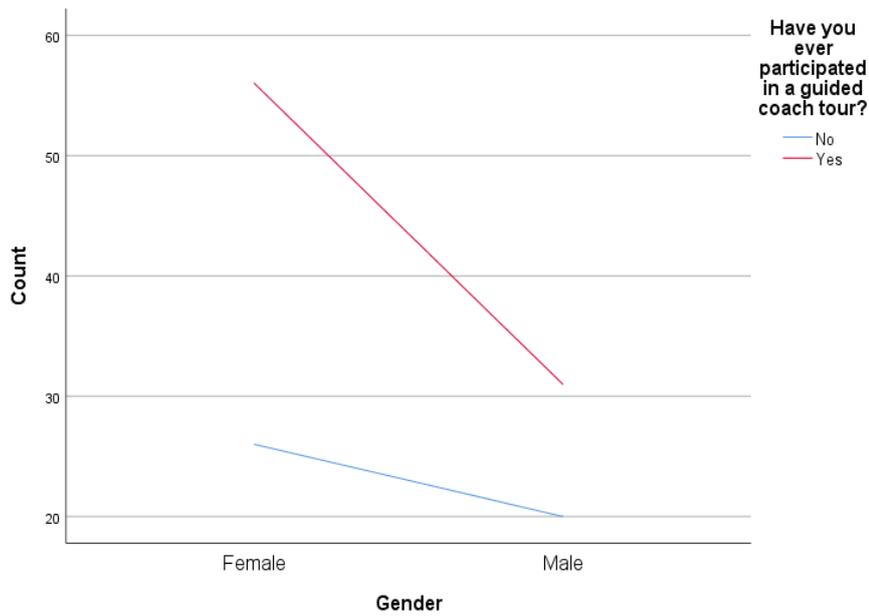


Figure 4: Participation regarding Age Group

Moreover, more women have travelled with an organised group than men, which is illustrated in Figure 5. In general, 61.7% women and 38.3% men participated in the survey research. Whereas, 68.3% of all female respondents have already participated in a guided coach tour. Out of all 133 respondents who revealed their gender, 56 women and 31 men travelled with an organised tour.



*Figure 5: Participation regarding Gender*

Regarding nationality, there is a remarkable diversity of millennial travellers that were visiting Vienna during the period of the fieldwork. As mentioned above the majority of samples (67.3% printed questionnaires) were collected in a Viennese hostel. To be more precise, there were 27 different countries mentioned in the surveys. Most respondents were from Australia, with a representation of 34.5%. The United Kingdom followed them with 12.9%, the United States of America with 10.1% and New Zealand with 7.9%. The representation of all the other countries was below 5%. Table 1 shows a detailed list of all the respondents' nationalities.

Nevertheless, there is a clear trend between the variable's participation and nationality (see Table 1). Out of 48 Australian respondents, 87.5% have participated or were participating at the time of the research in a guided coach tour. Moreover, all eleven respondents from New Zealand took part in a group tour (100%). The other statically well-represented countries, such as the United Kingdom and the United States, show no outstanding result. Whereby, the British respondents answered the question equally (50% tour participants of 18 respondents).

Have you ever participated in a guided coach tour?

	No	Yes	Total	Total %
Argentina	0	1	1	0.7%
Australia	6	42	48	34.5%
Austria	3	1	4	2.9%
Belgium	1	0	1	0.7%
Brazil	1	0	1	0.7%
Canada	2	2	4	2.9%
China	0	1	1	0.7%
France	4	2	6	4.3%
Germany	1	3	4	2.9%
Ireland	2	0	2	1.4%
Israel	0	1	1	0.7%
Italy	3	3	6	4.3%
Macao	0	1	1	0.7%
Mexico	1	1	2	1.4%
Netherlands	3	3	6	4.3%
New Zealand	0	11	11	7.9%
Norway	0	1	1	0.7%
Peru	0	1	1	0.7%
Portugal	0	1	1	0.7%
Romania	0	1	1	0.7%
Serbia	1	0	1	0.7%
Spain	1	0	1	0.7%
Taiwan	1	0	1	0.7%
Thailand	0	1	1	0.7%
UK	9	9	18	12.9%
USA	9	5	14	10.1%
		<b>Total</b>	<b>139</b>	<b>100.0%</b>

Table 1: Nationality & Participation

Furthermore, the respondents answered the question concerning the frequency of leisure travel with one specific tendency. Most respondents (51.4%) travel

two to four times per year for leisure proposes. The second-largest category, 'once a year', represents 29.3% of all respondents. Only five out of 141 are on vacation once a month. For a detailed illustration, see Appendix 1.

Analysing again both grouping variables, one can see that travelling '2-4 times per year' is the usual frequency of leisure trips for participants and non-participants. Nevertheless, there are small percentage differences regarding participants and non-participants, as shown in Figure 6 and 7. For instance, participants of organised tours show slightly higher percentage for travelling only once per year (30.4% participants compared to 27.1% non-participants). Therefore, a smaller number of respondents travel for leisure two to four times per year. However, the leisure frequency analysis does not give enough insights to evaluate significant differences between both groups.

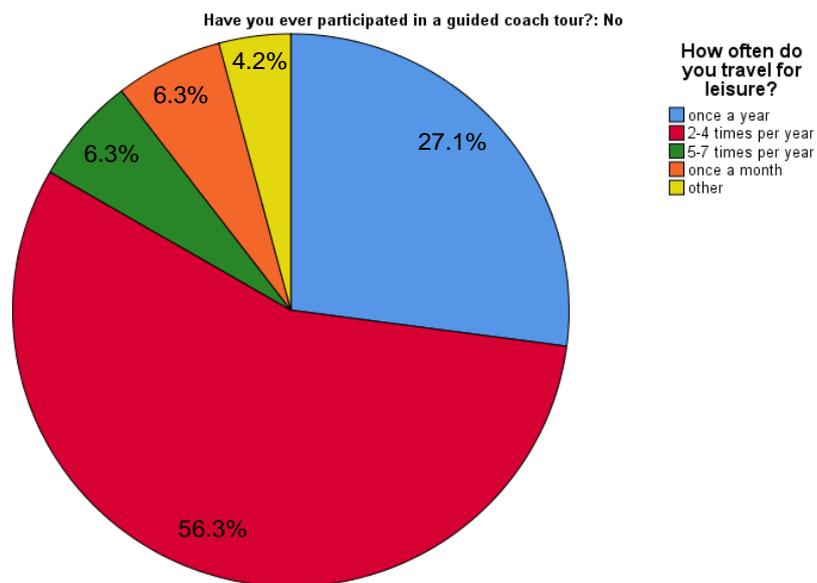


Figure 6: Leisure Frequency for Non-Participants

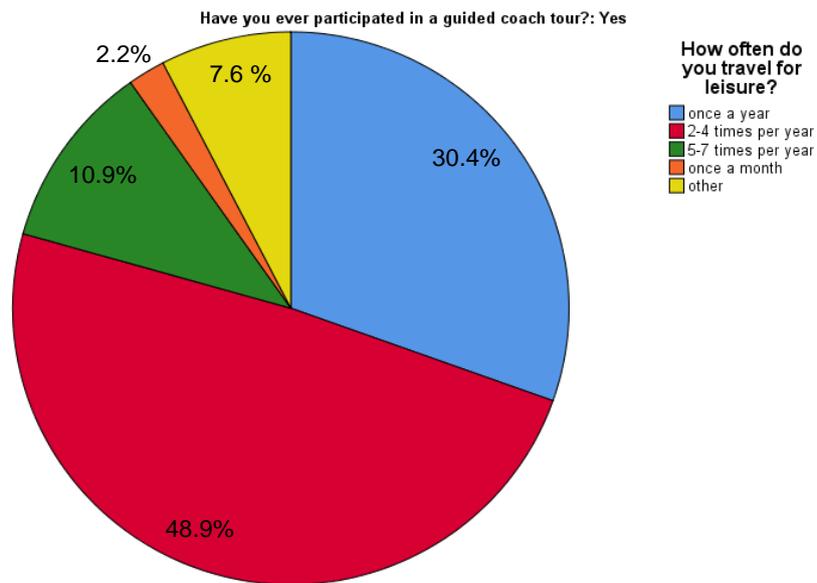


Figure 7: Leisure Frequency for Participants

The average length of millennial travellers within this research accounts for 48.6% of a duration 'more than a week' per leisure trip. Moreover, 29.3% of all respondents travel for at least five to seven day. The other results equal to 14.3% ('2-4 days') and 7.9% ('other') average length of vacation (see Appendix 2). It can be assumed that these particular hostel guests enjoy travelling for a more extended period.

By comparing both time variables, average length and frequency of leisure trip, a clear pattern is analysed. More than half (56.1%) the respondents who only travel once a year, go on a trip that lasts more than a week. There is a greater variance of the average length when the survey participants have the chance to travel at least two times per year.

Furthermore, participants book longer trips, as displayed in Figure 8. Non-participating millennials usually travel for at least five to seven days for leisure. Whereas, 76.5% (equals 52 respondents) who participated in guided coach tours prefer to travel for more than a week.

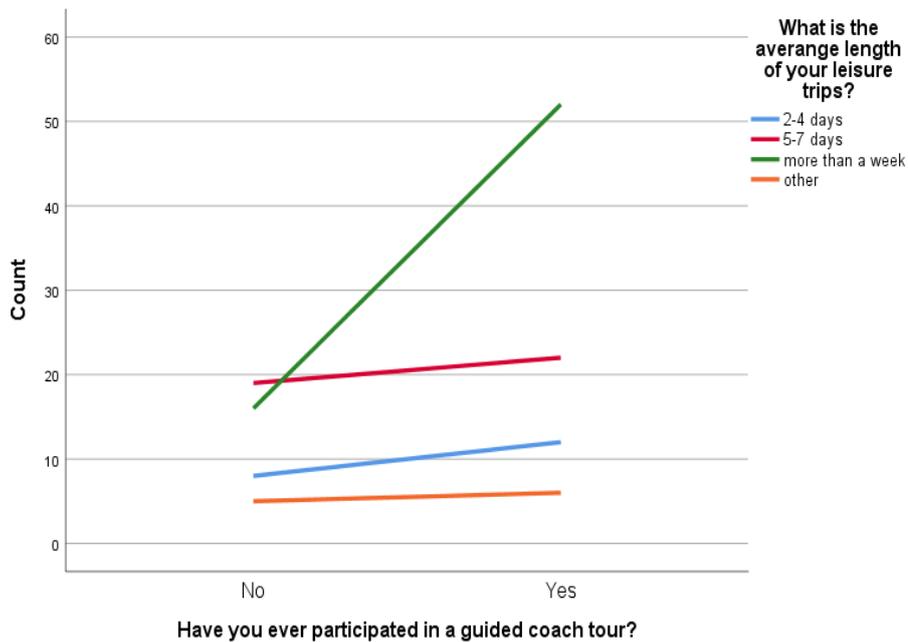


Figure 8: Average Length of Leisure Trips regarding Participation

One specific question in the survey was formulated to evaluate the amount of returning customers of guided coach tour. The frequency of participation was asked by preparing different choices from 'more than 4 times' to 'never'.

	Frequency	Percent
more than 4 times	19	17.4%
2-4 times	36	33.0%
once	36	33.0%

Table 2: Participation Frequency

The presented Table 2 displays the percentage of how often participants have chosen this way of travelling. The analysis underlines the probability that millennial travellers who participated in guided coach tours are returning customers of pre-organised tours. In comparison, 50.4% (added amount) of the respondents participated at least two times and 33.0% only once.

However, the preferred travel arrangement was analysed which illustrated three significant groups, such as travelling with a group of 3-5 people (33.3%), alone (26.2%) and with a partner (24.1%). In contrast, the fourth represented

group travelling within an organised group (10+ people), only 16 respondents (11.3%) marked as their preference. None of the respondents who have not participated in a guided coach tour would prefer to travel with a group of more than ten people. However, respondents who participated in a guided coach tour, favour travelling with a smaller group of people or alone, as shown in Figure 9.

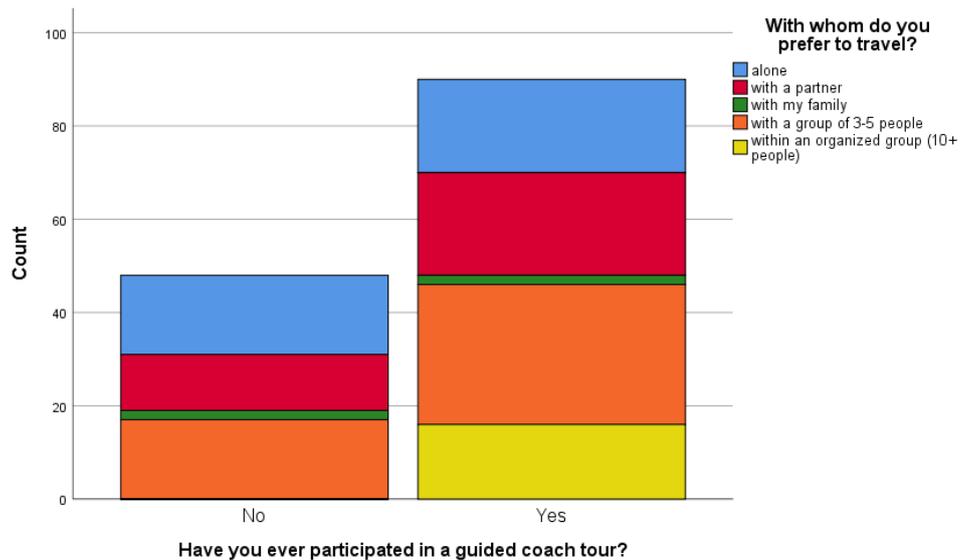


Figure 9: Preferences of Travel Arrangements regarding Participation

Out of 90 valid responses, only 17.8% prefer travelling within an organised group. Nevertheless, 50.4% of all participants of guided coach tours in this research have chosen this way of travelling repeatedly.

### 5.1.2 Variable Description

The result of the Cronbach’s alpha consistency test for the given scale is  $\alpha = 0.6$ . However, the score is within the acceptable range, allowing to proceed with the analysis. Looking at the individual variables, education and personal growth have an acceptable internal consistency of 0.8 (ED) and 0.7 (PG). Whereas, the other variables (AT and SA) performed poorly. Due to that outcome, the data was split by the grouping variables – participation. In this case, the internal reliability test of all statements gives an acceptable consistency of 0.7 for non-participation and a poor alpha of 0.5 for participation. Looking at all individual motivational factors, ‘authenticity’ and ‘social aspects’, give unsatisfied results.

Beside this outcome, the research continued, as mentioned in the *Methodology* part. The statistical error is discussed in the *Limitation* section (p. 44).

The four motivational factors – education (E), personal growth (PG), social aspects (SA) and authenticity (AT) – were formulated within 14 statements. All 14 variables have a favourable mean rank, given the 7-point Likert scale (1 = strongly disagree to 7 = strongly agree), as shown in Table 3:

Education	Participants	Non-Participants
I enjoy learning about new places.	6.63	6.58
I enjoy exploring new places.	6.74	6.77
I am interested in learning about new cultures and history.	6.49	6.40

Personal Growth	Participants	Non-Participants
I believe travelling is a part of growing up.	6.37	6.06
I feel independent and free while travelling.	6.26	6.27
Travelling helps me to get out of my comfort zone.	6.47	6.31

Social Aspects	Participants	Non-Participants
It is important for me, to meet new people during my trip.	5.66	5.04
Travelling with a group is fun.	5.61	4.71
It is important for me, to engage with locals during my trip.	5.38	4.96
Travelling alone is fun.	5.05	4.92

Authenticity	Participants	Non-Participants
Tasting local food is important to me.	6.14	5.75
I try to learn a few phrases in the local language.	6.02	5.52
I enjoy travelling 'off the beaten track'.	5.67	5.27
I ask locals for recommendation and tips.	5.12	5.46

Table 3: Mean Rank Individual Statements

The previous table presents both variable groups, including participants and non-participants. Most respondents ranked the statements higher than the given median of four. Notably, the proposition concerning education and personal growth were perceived as strongly agreeable for both groups, as shown in the individual ranking. 'I enjoy exploring new places.' has the highest

mean value for participants and non-participants. As well, the graphic illustration of education and personal growth shows no significant difference (Figure 10 & 11).

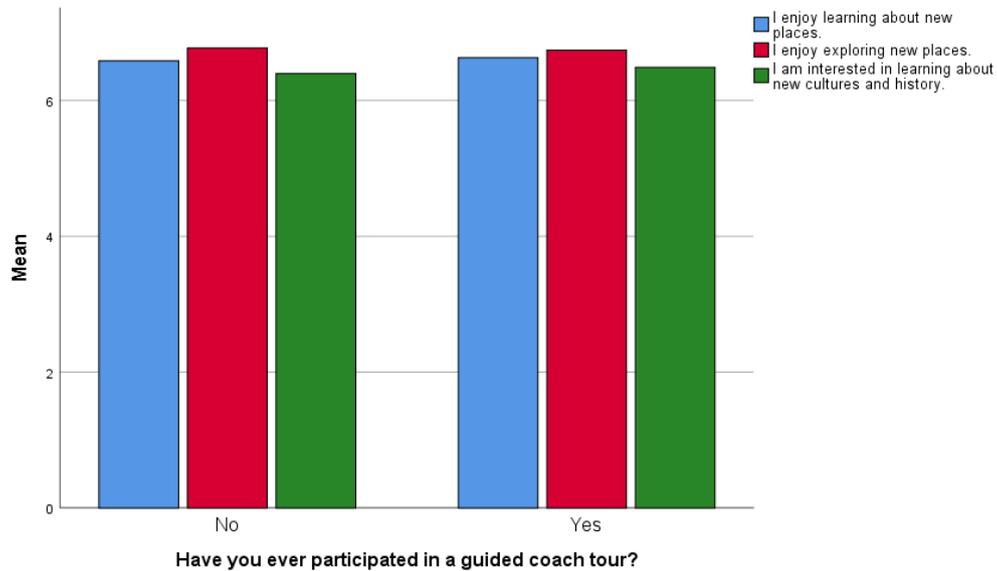


Figure 10: Mean Rank 'Education'

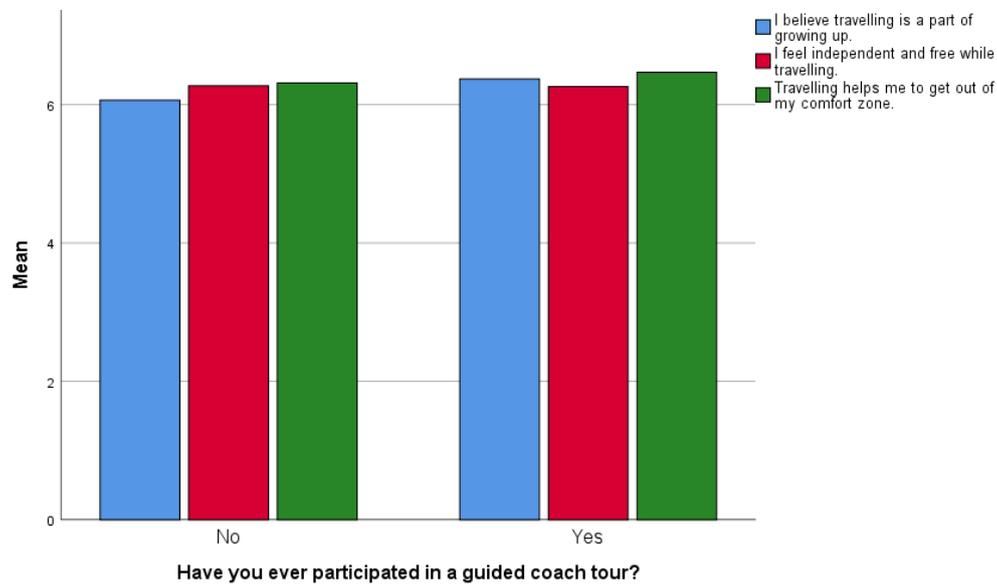


Figure 11: Mean Rank 'Personal Growth'

The other motivational factors, 'social aspects' and 'authenticity', show more diverse mean values regarding participation.

Firstly, the statements concerning ‘social aspects’ give an expected result (Figure 12). Participants of guided coach tours are appreciating the engagement with different people during their trip. It is important for them to meet new people and they enjoy group travelling. The least appreciated statement for participants – ‘Travelling alone is fun.’ – scored a mean rank of 5.05. Instead, the statement ‘Travelling with a group is fun.’, received the lowest mean rank of 4.71 from non-participants. Additionally, this particular motivational factor displays the lowest mean scores of the survey research for FITs. This outcome gives the first impression that social aspects are contrarily important for both grouping variables.

However, the illustration of Figure 12, shows a higher mean rank regarding travelling alone for participants than for non-participants. This outcome was not expected. Because this particular research focused on millennial travellers it could be possible that many respondents were travelling the first time without their parents. This could give them the impression that they are travelling alone, even though there are part of a large group. Furthermore, there were many respondents who have participated in guided coach tours, but during the time of the research they were travelling without an organised group. As mentioned above, some FITs already participated in organised tours.

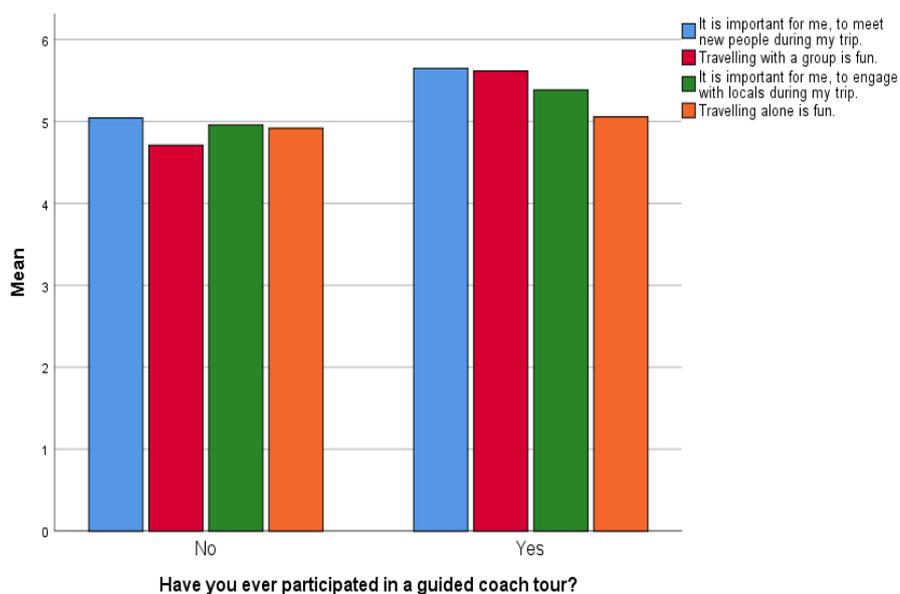


Figure 12: Mean Rank 'Social Aspects'

Secondly, it is interesting to analyse that the motivational factor of ‘authenticity’, shows higher mean ranks within the participant group (Figure 13). Except, asking locals for recommendation displays a more significant response by the FITs. This outcome was not projected by the research representative. Especially, travelling ‘off the beaten track’ and tasting local food, was expected to be appreciated more by non-participants. Because the formulated characteristics of guided coach tours do not correspond with authentic tourism.

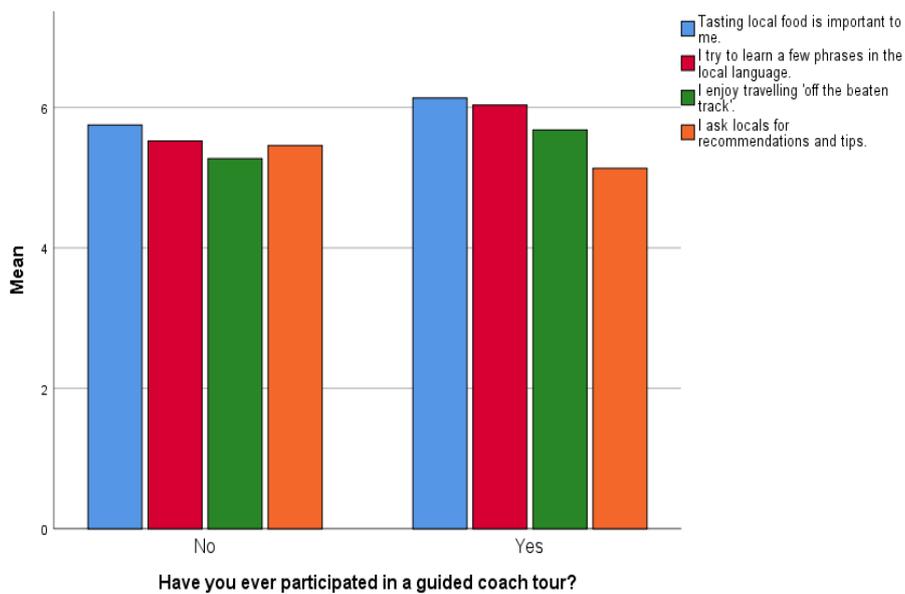


Figure 13: Mean Rank 'Authenticity'

Reflecting the high returning customer percentage, it seems obvious that millennials enjoy travelling with organised tours. It can be assumed that the desire to experience authenticity is being fulfilled with guided coach tours.

Moreover, there is a clear tendency concerning the variables of individual trip planning, as demonstrated in Figure 14. The respondents had to rank their level of independence while travelling. On the one hand, respondents who have not participated in organised tours enjoy planning their trips by themselves, instead of being guided through different places (mean rank below 5). On the other hand, participants ranked their preferences the other way around. Tour members enjoy the unique feature of guided tours. However, the gap between both variables (independency and guided tours) is smaller within the group of respondents who participated in pre-organised tours than non-participants. The

researcher assumed that the onetime participants now prefer to plan their route by themselves.

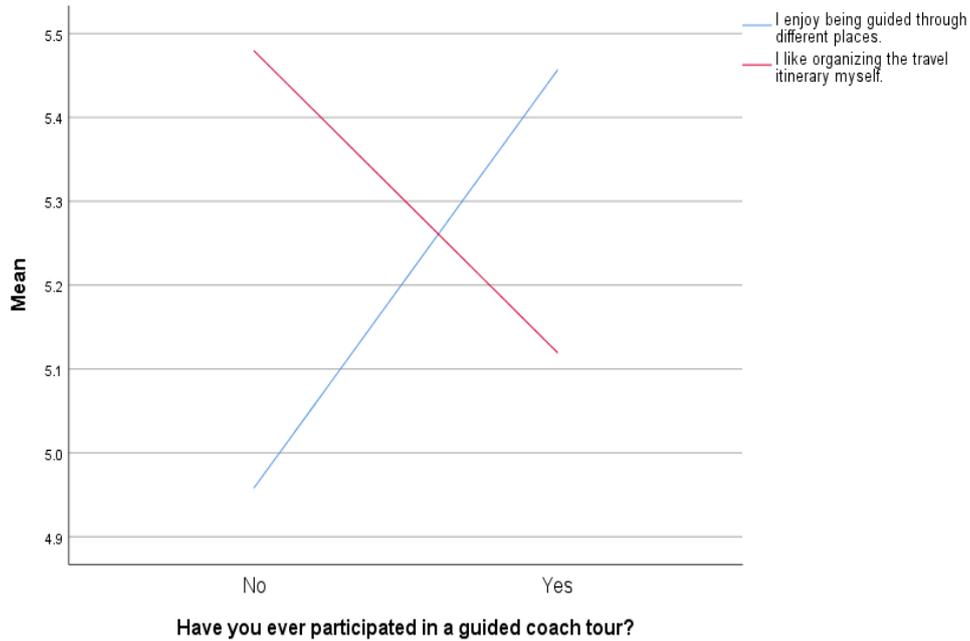


Figure 14: Preferences of Trip Planning regarding Participation

## 5.2 Inferential Statistics

### 5.2.1 Hypotheses Results

Based on the results of *the independent sample t-test* and the non-parametric *Mann-Whitney U-test*, all hypotheses were answered as followed:

*H1: Social aspects are significant motivational factors for **millennials to participate** in a guided coach tour through Europe.*

'Social aspects' are a significant motive for millennials to participate in guided coach tours. A p-value of 0.028 verifies the first hypothesis (Table 4). An equal variance is not assumed.

		Levene's Test for Equality of Variances		Sig. (2-tailed)
		F	Sig.	
Mean Social Aspects	Equal variances assumed	4.963	.028	.001
	Equal variances not assumed			.003

Table 4: Independent Sample t-test – Social Aspects & Participation

Analysing the individual statements, a significant difference between the grouping variable participation and ‘*Travelling with a group is fun.*’ can be examined (p-value = 0.001). All other variables concerning the motivational factor ‘social aspects’, show no difference regarding participation or non-participation as displayed in Table 4. There is a significant relationship between ‘social aspects’ and participation in guided coach tours. However, the variables with no significant result implicate that meeting new people, engaging with locals and exploring the world alone are all motivational factors for millennials to travel. In general, ‘social aspects’ are essential for generation Y.

	It is important for me, to meet new people during my trip.	Travelling with a group is fun.	It is important for me, to engage with locals during my trip.	Travelling alone is fun.
Mann-Whitney U	1820.500	1473.000	1838.500	2174.000
Asymp. Sig. (2-tailed)	0.079	.001	.096	.964

Table 5: Mann-Whitney U-test – Social Aspects & Participation

H2: Education is a significant motivational factor for a) **millennials participating** and b) **millennials not participating** in a guided coach tour through Europe.

Both parts of H2 can be verified. Based on the p-value of 0.920 of the *independent sample t-test* (Table 6), the motivational factor ‘education’ is significant for a) millennials participating and b) millennials not participating in guided coach tours.

		Levene's Test for Equality of Variances		Sig. (2-tailed)
		F	Sig.	
Mean Education	Equal variances assumed	.010	.920	.751
	Equal variances not assumed			.734

Table 6: Independent Sample t-test – Education & Participation

Additionally, all p-values of the individual statements are above 0.5 (Table 7), meaning both groups are interested in different cultures and appreciate gaining

knowledge during their trip. Both travel arrangements, including organised tours and travelling individually, allow millennials to explore new places.

	I enjoy learning about new places.	I enjoy exploring new places.	I am interested in learning about new cultures and history.
Mann-Whitney U	2040.500	2126.500	2150.500
Asymp. Sig. (2-tailed)	.336	.606	.769

Table 7: Mann-Whitney U-test – Education & Participation

H3: Personal growth is a significant motivational factor for a) **millennials participating** and b) **millennials not participating** in a guided coach tour through Europe.

Also, in the case of ‘personal growth’, the given results, as shown in Table 8, verify the third hypothesis of this research.

		Levene's Test for Equality of Variances		Sig. (2-tailed)
		F	Sig.	
Mean Personal Growth	Equal variances assumed	.908	.342	.334
	Equal variances not assumed			.331

Table 8: Independent Sample t-test – Personal Growth & Participation

All three statements show (Table 9), no significant difference between a) millennials participating and b) millennials not participating in guided coach tours. ‘Personal growth’ is a significant motive to travel for generation Y. Millennials believe travelling is important to gain independence and self-confidence.

	I believe travelling is a part of growing up.	I feel independent and free while travelling.	Travelling helps me to get out of my comfort zone.
Mann-Whitney U	2028.000	2205.000	1855.000
Asymp. Sig. (2-tailed)	.367	.988	.066

Table 9: Mann-Whitney U-test – Personal Growth & Participation

*H4: Authenticity is a significant motive for **millennials not participating** in a guided coach tour.*

Hypothesis number four cannot be verified. ‘Authenticity’ is not a significant motive for millennials not participating in guided coach tours. As one can see, the outcome of the *independent sample t-test* gives a p-value of 0.291 (Table 10). Again, an equal variance is not assumed. Experiencing authentic tourism is important for both grouping variables.

		Levene's Test for Equality of Variances		Sig. (2-tailed)
		F	Sig.	
Mean Authenticity	Equal variances assumed	1.125	.291	.456
	Equal variances not assumed			.350

Table 10: Independent Sample t-test – Authenticity & Participation

There is no influence between the grouping variable and the motivational item. All statements, as displayed in Table 11, show no significant differences. Both groups of millennials enjoy to taste local food, learn new expressions, travel ‘off the beaten track’ and ask for a local recommendation.

However, the given mean rank analysis shows a higher rank within the non-participant group for the variables ‘*I try to learn a few phrases in the local language.*’ (75.27 to 68.01) and ‘*I ask locals for recommendations and tips.*’ (73.51 to 68.15). Due to the small variance, there is no significant result analysed. Nevertheless, this outcome gives the intention that participants are depending on the judgement of the tour guide.

	Tasting local food is important to me.	I try to learn a few phrases in the local language.	I enjoy travelling 'off the beaten track'.	I ask locals for recommendations and tips.
Mann-Whitney U	1872.500	1979.000	1825.000	2015.500
Asymp. Sig. (2-tailed)	.114	.302	.101	.445

Table 11: Mann-Whitney U-test – Authenticity & Participation

*H5: There is a significant difference in travel motivation between millennial participants and non-participants of guided coach tours.*

The mean comparison *independent sample t-test* and the group comparison test *Mann-Whitney U* shows only one significant result. There are no motivational differences, except the ‘social aspect’ of group travelling, among both millennial participants and non-participants. Based on the statistical analysis, the fifth hypothesis partly be confirmed. Given the research sample, both grouping variables have similar motivational factors for travelling. The mean comparison evaluation strengthens this assumption. As mentioned before, the average rank of all respondents was above four points for each statement. They strongly agreed with the proposed motivational items, despite the fact of their preferred way of travelling.

*H6: Time management is a significant motive factor for millennials participating in a guided coach tour through Europe.*

The research representative confirms that hypothesis number six verifies. There is no significant difference that millennials who participate in organised tours chose this way of travelling due to time management issues. The comparison between the frequency of leisure travel and participation gives a p-value of 0.998 (Table 12). Both groups tend to travel more than once a year.

	How often do you travel for leisure?
Mann-Whitney U	2.207.500
Asymp. Sig. (2-tailed)	.998

Table 12: Mann Whitney U-test – Time Management (Frequency) & Participation

Concerning the average length of the trip (Table 13), no significant difference between both groups was analysed as well (p-value = 0.132). However, there is a slightly higher mean rank with the millennial participants. Meaning, their trips last longer than a week.

What is the average length of your leisure trips?	
Mann-Whitney U	1.890.000
Asymp. Sig. (2-tailed)	.132

Table 13: Time Management (Average Length of Leisure Trips) & Participation

Furthermore, taking a closer look at the nationality, there is a high percentage of Australian travellers (47.9%) who only travel once a year for leisure purposes. Given the high participation rate of Australians in guided coach tours, time management could be a significant component in regards to nationality. Nevertheless, this does not influence the actual result.

## 6 Discussion

This research gives insights on how relevant Iso-Aloha's approach (seeking theory (1982) is regarding generation Y. In this case, it is not possible to differentiate between participants and non-participants. Both groups are seeking similar things during their trips. Similar to Davies and Prentice (1995), Prentice et al. (1997) and Beggs et al. (2004) research, a clear motive for non-participation was the characteristics of a guided tour. Non-participating millennials do not prefer to travel with a large group and dislike the fact of being guided through different places. An evident lack of interest in pre-organised tours can be analysed within the non-participating group. However, the unique component of being guided is an essential value for tour members. Factors, such as storytelling, entertaining and educating (Zillinger et al., 2012), push millennials to join a guided coach tour. The following motivational factors were relevant for this study:

### *Education*

Education is the most significant motivational element in this research. The keywords, exploring and learning, were appreciated by both groups. The stated characteristics of millennials, such as adventures and curious (Veiga et al., 2017; UNWTO, 2016; WYSE Travel Confederation, 2016), match with the

outcome of the study. The generation Y is seeking for knowledge about new cultures and history. The personal motivation approach (Iso-Ahola, 1982), is essential for participants and non-participants. Travelling helps them to get a better understanding of the world and enhances future-oriented thinking (UNWTO, 2016).

### *Personal Growth*

Equally important to this generation is the desire to become autonomous through travelling. Millennials use travelling as an instrument to increase personal growth. It states to be true that the development of self-expression is a crucial part, why young people want to be away from home (Gardiner & Kwek, 2017). The essential motives for this generation are: getting out of their comfort zone and the feeling of independence. It might be the first time for them to act self-sufficiently in an unfamiliar environment. Alternatively, perhaps they value the opportunity to behave differently than to their everyday life. This behaviour of self-expression was already analysed in Dann's (1977) 'pull and push motives' theory. Travelling gives every generation the possibility to increase self-esteem through experiencing something new. This analysis underlines the relevancy of motivational approach theory (Iso-Ahola, 1982) for generation Y again. The personal desire of becoming independent and free.

Nevertheless, the tourism industry is aware of those specific motivational factors – personal growth and education – and already promotes various services, such as gap years, 'work & travel' and exchange semester, that are promoting psychological development (Gardiner & Kwek, 2017). There is no doubt that there are some similarities between those particular services and guided coach tours for young travellers. Besides the fact that they offer participants a variety of educational components, such as walking tours, wine tasting and comprehensive advice from the tour guide, to name a few (Topdeck Travel, 2019). Organised tours allow millennials to experience as much as possible given the duration of a tour.

### *Authenticity*

The questionable feature of guided tours, meaning the psychological space between members and the outside environment (Holloway, 1981), does not

hinder young travellers from participating. Millennials do not see a coach as a barrier to experience authentic tourism. The bus functions solely as transportation. Tour participants are interested in engaging with citizens and trying local food, as much as FITs. As mentioned in the result section, participants show a slightly higher appreciation for authenticity than non-participants. In this case, experience plays a significant role again. The pursuit for diversification of individual experience (Rita et al., 2018) proves the assumption that participants want to maximize their trip fulfillment. This desire could be the reason why tour members enjoy travelling off 'the beaten track' and learning new phrases from a different language more than FITs. However, both groups show a high interest in authenticity and therefore verify the stated characteristics of the UNWTO (2016).

Nevertheless, one aspect underlines the functionality of tours and validates the importance of being guided within this sector (Schmidt, 1979). It is not as relevant for participants to ask locals for a recommendation in contrast to non-participants. They trust and rely on the courier's guidance and suggested tips (Ap & Wong, 2001). Participants enjoy being guided through different places. Especially for tour members, the guide is the main component of the whole experience. If he or she motivates participants to try local food or even tells them some phrases of the local language, they will experience authenticity. In this case, the courier functions as an agent to deliver authentic tourism.

### *Social Aspects*

The next travel motive – social aspects – displays some differences between both groups. It states to be true that, "leisure activities are social activities" (Yancey & Snell, 1971, cited in Field & O'Leary, 1973, p.18). The most preferred travel arrangement is a small group of three to five people. Nonetheless, travelling alone or with a partner are the most suitable alternatives. Even though a considerable percentage of respondents (26.2%) like to travel alone, it does not mean that they dislike the social components of travelling. As mentioned above, millennials like to meet new people. Given the information of the two main target groups (FITs and organised groups) of the Viennese hostel, which was used to collect data for this research, it verifies the social characteristic of travelling. Young travellers who choose to stay in a

hostel, most likely enjoy the fact of interacting with other travellers. That is the whole concept of this unique accommodation type, including shared bedrooms, large common areas and many social events at the bar. Notably, in this particular research, the social aspect is crucial for millennials.

However, non-participants are not interested in travelling with a large group of more than ten people. On the one hand, this illustrates a significant difference towards participants of guided coach tours. On the other hand, the preferred travel arrangements of tour members are also small groups, with a partner and travelling alone. Only a small percentage of respondents appreciated spending their time with an organised group. This result displays that travelling with an organised group is not the most favourite leisure activity. Intestinally enough, there is a considerable number of returning customers of guided coach tours analysed in this research. Given those findings, it states to be true that participating in guided coach tours gives the opportunity to quickly meeting new people. This is because of, the encouragement of communication within a guided tour (Wang et al., 2000). Alternatively, participants were not able to find a suitable travel partner, which would verify Schmidt's (1979) argument for choosing organised tours.

In connection with Dunn Ross and Iso-Ahola's (1991) findings for travelling with a guided tour, this particular study only supports one aspect of their theory about social aspects. The researchers mention three social motives, such as security, to avoid travelling alone and fun. Firstly, the safety component was not analysed in this study due to the unique characterises of millennials. The second aspect could not be verified because exploring the world by oneself is a preferred way of travelling of millennials. However, the third element has a positive effect on participants of guided coach tours. Participants state that travelling with a group is enjoyable. A significant difference was analysed between both groups. This result demonstrates that generation Y enjoys spending their vacation with a group (Schmidt, 1979; WYSE Travel Confederation, 2016). Again, social aspects were appreciated more by participants than non-participants. There is a desire for interaction (Cavagnaro et al., 2018) with other travellers among millennials who participate in guided coach tours.

Nonetheless, FITs seek for the same interpersonal motives but do not fulfil their needs by travelling with an organised group. As mentioned by the WYSE Travel Confederation (2016), most young people easily fit into new surroundings, which means they feel comfortable with sharing a bedroom with strangers and interact with new people. Social aspects are an essential part of travelling for generation Y. However, personal preferences are decisive why millennials have the intention to travel alone or within a group (Rita et al., 2018).

### *Time Management*

The last motivational factor that was analysed in this research is time management. As mentioned in the hypothesis development section, this component should not be relevant for millennials. The assumption was verified by examining no significant result between participants and non-participants. The study of Dunn Ross and Iso-Ahola (1991) which states that seeing as many places as possible in a short period, is an essential element of travelling with an organised tour. Given the date of their research, it seems that this particular motivational factor is outdated. Most people of generation Y are travelling between two or four times per year. The opportunity to travel around the world is part of their life (WYSE Travel Confederation, 2014).

Regarding the trip duration, participants of guided coach tours usually spend more than a week away from home. Whereas, the trips from non-participants have an average length of five to seven days. Given this outcome, the time component is relevant for the booking decision of a guided coach tour. Participants seem to prefer longer trips instead of non-participants. This particular decision-making process is linked to the offers of the selected tour operators in this study (Topdeck Travel, 2019; Busabout, 2019; Conticki, 2019). Not one of the operators offers a trip that is shorter than a week. According to Topdeck Travel (2019), the most popular tour is the 'Spirit of Europe'. It lasts for 24 days and includes 13 different destinations.

### *Nationality*

Even though nationality was not an intended research variable, it is worth mentioning that the majority of respondents who participated in guided coach tours were Australian millennials. As mentioned in previous studies, nationality

is an essential subject while analysing different travel arrangements (Pizam & Jeong, 1996). In this case, the Australian travellers had a significant impact on the outcome of the study.

First of all, time management is an essential motive for generation Y born in Australia. There is a significant difference between nationalities regarding the frequency of leisure trips and participation in guided coach tours (see Appendix 3 & 4). Approximately 50% of all Australian respondents are travelling only once a year, which explains why this particular market appreciates organised tours. It allows them to see many different places during one single trip. The average length of their trip is more than a week. Due to the long journey, it seems oblivious that young Australian travellers want to spend as much time as possible to discover several European destinations.

Secondly, the group comparison analysis points out that social aspects, such as meeting new people and engaging with the local citizens, are significant motives for Australian travellers. This particular outcome gives another intention why guided coach tours are preferred travel arrangements for millennials. Nonetheless, all other variables, including education, personal growth and authenticity, show no difference in regards to other nationalities. Cultural diversification is remarkable for this particular study. However, talking about travel motives, no substantial differences exist for generation Y.

## **7 Conclusion**

The goal of this study was to identify motivational travel motives for millennials. Another objective was to distinguish why young travellers choose a guided coach tour as their preferred travel option. Based on secondary research, four essential travel motives for millennials – education, personal growth, social aspects and authenticity – were compared between participants and non-participants of organised groups. Given the results, there was only one significant result analysed, to answer both research questions. Social aspects are relevant motives for millennials participating in guided coach tours. However, all other motivational factors have the same relevance for both groups and no differences were conducted. This result illustrates how similar the need and wants of millennials are. The study gives certain pieces of

evidence, that the way of travelling is not affecting motivational factors. It does not matter how young people travel; it is essential to understand why they want to spend some time away from home.

The positive outcome of the study displays that all four motives were correctly identified for this particular research. The generation Y is seeking personal and interpersonal experiences during their trip. On the one hand, they want to learn about new cultures, engage with different traditional customs, and feel independent. On the other hand, spending time with people and building new relationships are vital for them as well. Those desires relate to Iso-Aloha's (1982) approach theory. Although the theory seems outdated, it still verifies for this particular research. The outcome also correlates with Dann's (1981) 'push and pull' theory. Nonetheless, it was not necessary to investigate 'pull' factors, such as specific features of a destination, while analysing guided coach tours. The unique element of such organised tours is to see as many different places within a limited time. Meaning, a specific destination is not a relevant motive for participants.

Moreover, 'push' factors relate to Iso-Aloha's (1982) theory. Nevertheless, it was necessary to differentiate between 'avoidance' and 'approach' motives due to the detailed analysis of the characteristic of generation Y (UNWTO, 2016). Previous research has not stated that millennials travel because they escape from their everyday life. Therefore, this particular study only distinguished between seeking personal (education, personal growth and authenticity) and interpersonal (social aspects) motivational factors.

Furthermore, this study has shown how popular guided coach tours are within this particular generation. During the fieldwork, FITs and organised tours were asked to contribute to the survey research. Surprisingly, a considerable percentage of FITs already participated in guided coach tours. For this reason, guided coach tours are still an appropriate travel arrangement, particularly while travelling through Europe. Especially, young travellers from overseas countries such as, Australia and New Zealand, are familiar with this type of leisure. It allows them to explore many different places during one single trip.

To conclude, it is crucial for the hospitality industry to recognise travel motivation of generation Y because the youngest ones just started to travel

without their parents. Young travellers are seeking for new experiences. They are interested, curious, enterprising and sociable. Millennials are eager to see the world and enjoy the consequences of being away from home.

The guided coach tour operators have taken all those characteristics into account. The opportunity of experiencing as much as possible is the reason why young people enjoy travelling with organised groups. Given the current trend and the relevance of sustainable tourism, it might become more central for millennials to share transportation.

## **8 Limitation and Recommendation**

The study is based on four individual motives to identify why millennials enjoy travelling. An additional factor, time management, was included to analyse the participation of guided coach tours. However, there is no certainty that these particular items “are the most important motives of the respondents” (Jewell & Crotts, 2001 cited in Huang, 2010, p.155). As mentioned above, ‘push’ factors like escaping from stress or personal and interpersonal issues, were not taken into consideration. In order to keep the questionnaire short and easy to handle, it was necessary to not overload the survey with statements. This was the reason why only five components were analysed in this study. The research representative did not want to lose participants due to the length of the questionnaire. Therefore, further research is necessary to identify more tourism motives for generation Y. Especially regarding millennials participating in organised tours. There was only one significant difference conducted in this study. Previous research exists of this unique way of travelling. However, only little information is provided concerning young travellers. Past data is outdated and not as relevant for generation Y. It is recommended to analyse the several features of guided coach tours and connect it with the travel motives of millennials. It will give more insight into the booking decisions of organised tours.

During the fieldwork, the researcher tried to collect the same amount of completed questionnaires of FITs and tour participants. Nevertheless, there was a higher percentage of participants than expected. Many respondents have already participated in guided coach tours even though they were no

active tour members while they contributed to the survey research. On the one hand, it proves the popularity of guided coach tours. On the other hand, it could have been a wording mistake. The questionnaire did not include a specific explanation of what the researcher meant by guided coach tours. Meaning, no definition was provided for the respondents. One cannot exclude that respondents could have associated guided coach tours with simple sightseeing tours ('hop on - hop off'). However, those tours were not the subject of this research. For further investigation, a short definition of the actual travel arrangement is recommended.

Moreover, the high appreciation of travelling alone of millennials participating in guided coach tours was not expected. Again, this could be linked with the above-mentioned wording mistake. One-time participants of organised tours could now enjoy exploring the world by themselves. It would be interesting to analyse why young travellers decide to participate in a guided trip, even though they prefer to travel alone.

Other limitations are the sampling method and the number of respondents. For this research, a quota sample procedure was chosen. This technique means that a specific characteristic of a population is represented. In this case, the desired age and participants of guided coach tours. Due to the researcher's limited time and resources, this particular method was chosen. The so-called, non-probability sampling proves to be selectively biased (Acharya, Prakash, Saxena & Nigam, 2013). Meaning, the study is not generalizable and not representative for an entire population due to sampling bias caused by the specific characteristics of the respondents. A probability sampling method could be used to generalise the researcher's findings (Acharya et al., 2013). However, investigating a specific age group, one cannot avoid choosing participants who fit with the study's requirements. A particular bias is guaranteed by analysing only millennial travellers.

Additionally, the research representative recommends increasing the number of respondents. Previous quantitative researchers have collected at least 300 valid questionnaires to discuss tourism motivation regarding millennials (Cavagnaro et al., 2018; Rita et al., 2018). A large sample size helps to minimise a sampling error (Marshall, 1996). Nevertheless, it was possible to

provide considerable knowledge with 141 survey participants in this study. Stated in Marshall's (1996) paper about quantitative research, "an appropriate sample size for a qualitative study is one that adequately answers the research question" (p. 523).

Furthermore, the current study has a high representation of one particular nationality. Although diversification of nationality exists, the Australian respondents might have influenced the outcome of participation in guided coach tours. A considerable percentage has already participated in organised tours which leads to a small random sampling error. It would be interesting to analyse if millennials born in Europe, would participate in guided coach tours to explore oversea countries. For further research, it is recommended to increase the number of international respondents to avoid any bias.

The last limitation was already mentioned in the result section. The internal consistency test Cronbach's alpha did not give the desired result. The outcomes vary between poor and acceptable internal consistency. The alpha-level is necessary to analyse the reliability of the data within every research (Tavakol & Dennick, 2011). Meaning, it gives insights if the same questionnaire is suitable to give similar results with a different sample. It is questionable if the designed survey proved to be homogenous. The length of a questionnaire influences the strength of the alpha level (Tavakol & Dennick, 2011). In this case, it is recommended to increase the number of motivational statements. Additionally, the variables of 'authenticity' and 'social aspects' show a heterogeneous construct. The individual statements have poor inter-relatedness. Given the weak internal consistency, the statements should have been revised or rejected. Nevertheless, the research representative decided to continue the analysis and considered the statistical error.

Generally speaking, the study provided many insights about travel motivation of millennials and the participation in guided coach tours. Those findings can provide various hospitality industries meaningful insights about this particular travel segment. Many managerial decisions can be adapted due to the motivational factors of millennials.

Firstly, it is crucial to include the experience component if talking about new marketing strategies. Marketing managers easily reach generation Y through

social network applications. Accommodation facilities could promote in-house events on their social network accounts to demonstrate an enjoyable and existing atmosphere. For example, 'Wiener Schnitzel' cooking classes for their guests. This special event gives millennials the chance to taste local food, meet new people and learn about new customs. The selected tour operators for this research are already ensuring fantastic experiences within their brochures. Several excursions during their trip, such as wine tasting, encourage the same values as the proposed cooking class.

Secondly, the social aspects should be taken into account by project developers. It states to be true that social facilities, for instance, hostels, are favoured by generation Y. They are eager to engage with other travellers and do not mind sharing spaces, like coaches and bedrooms. Millennial travellers already represent a considerable percentage of the overall population, and market analysts predicted to increase further in the next few years (WYSE Travel Confederation, 2016). Given the information of the Viennese hostel, regarding their average age which equals to 27, it can be assumed that millennial travellers are returning customers of social accommodation types. It gives them the opportunity to engage with people and save money to experience as many things as possible. Based on the characteristics of generation Y, it is recommended to consider alternative lodging types besides the classical categories, such as budget, mid-scale and upper-scale.

Lastly, the increasing awareness of sustainability and climate change will influence travel behaviour of the younger generations. As mentioned above, sharing is an essential element for millennials in this discussion. Guided coach tour operators could communicate the positive elements of group travelling, such as shared transportation systems, to promote their business. Further research is recommended to analyse the impact of guided tours on sustainability. Are there any other advantages of guided coach tour for the near future? Will millennials adapt their travel behaviour? It is a proactive topic to continue with additional research.

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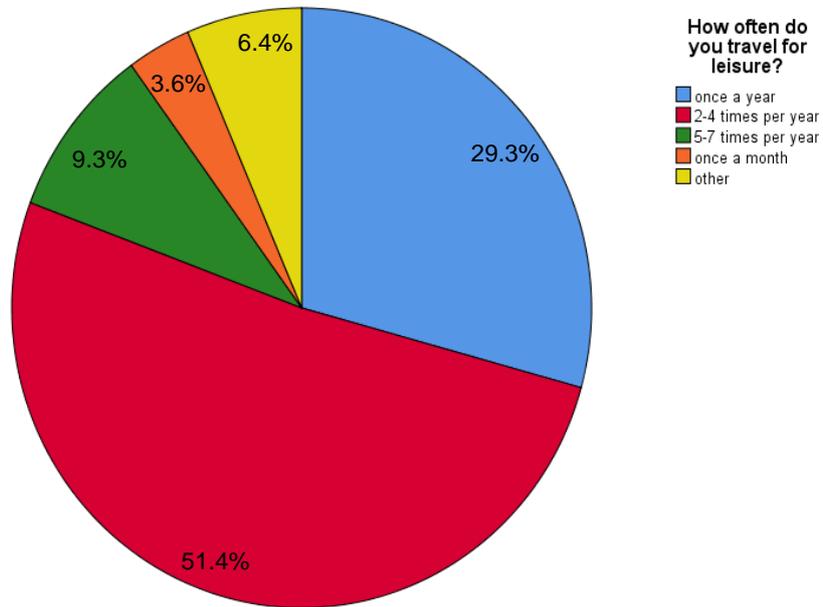
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## Appendences



*Appendix 1: Travel Frequency for Millennials*

### What is the average length of your leisure trips?

		Frequency	Valid Percent
Valid	2-4 days	20	14.3%
	5-7 days	41	29.3%
	more than a week	68	48.6%
	other	11	7.9%
Total		140	100%

*Appendix 2: Average Length of Leisure Trips for Millennials*

	Nationality	N	Mean Rank	Sum of Ranks
Have you ever participated in a guided coach tour?	Other	91	61.92	5635.00
	Australian	48	85.31	4095.00
	Total	139		

Have you ever participated in a guided coach tour?	
Mann-Whitney U	1.449.000
Asymp. Sig. (2-tailed)	.000

a. Grouping Variable: Nationality

*Appendix 3: Mann Whitney U-test – Participation & Nationality*

	Nationality	N	Mean Rank	Sum of Ranks
How often do you travel for leisure?	Other	91	77.80	7079.50
	Australian	48	55.22	2650.50
	Total	139		

How often do you travel for leisure?	
Mann-Whitney U	1.474.500
Asymp. Sig. (2-tailed)	.001

a. Grouping Variable: Nationality

*Appendix 4: Mann Whitney U-test – Travel Frequency & Nationality*

# TRAVEL MOTIVATION SURVEY

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## DEAR PARTICIPANTS!

Thank you for agreeing to participate in this survey. You are supporting a **Bachelor Thesis research** of the Department *Tourism and Hospitality Management* at MODUL University Vienna. This research explores the young tourists' motivations to travel.

**Please read carefully the questions and answer them.**

There are no right or wrong answers, just your personal opinion regarding travelling.

The questionnaire is anonymous and will take about **5 minutes**.

**THANK YOU VERY MUCH FOR YOUR PARTICIPATION!**

---



Vienna, 2019

The reasons why people enjoy travelling are various. Motivation deals with our personal needs and desires. The following statements focus on different travel rewards for every individual. Please rate them on a scale from 1 (strongly disagree) to 7 (strongly agree).

	Strongly disagree			Strongly agree			
	1	2	3	4	5	6	7
I enjoy learning about new places.	<input type="checkbox"/>						
I enjoy exploring new places.	<input type="checkbox"/>						
I am interested in learning about new cultures and history.	<input type="checkbox"/>						
	1	2	3	4	5	6	7
I believe travelling is a part of growing up.	<input type="checkbox"/>						
I feel independent and free while travelling.	<input type="checkbox"/>						
Travelling helps me to get out of my comfort zone.	<input type="checkbox"/>						
	1	2	3	4	5	6	7
It is important for me, to meet new people during my trip.	<input type="checkbox"/>						
Travelling with a group is fun.	<input type="checkbox"/>						
It is important for me, to engage with locals during my trip.	<input type="checkbox"/>						
Travelling alone is fun.	<input type="checkbox"/>						
	1	2	3	4	5	6	7
Tasting local food is important to me.	<input type="checkbox"/>						
I try to learn a few phrases in the local language.	<input type="checkbox"/>						
I enjoy travelling 'off the beaten track'.	<input type="checkbox"/>						
I ask locals for recommendations and tips.	<input type="checkbox"/>						
I enjoy being guided through different places.	<input type="checkbox"/>						
I like organising the travel itinerary myself.	<input type="checkbox"/>						

There are many ways of traveling through different places. Please answer the following questions about your personal travel preferences.

**With whom do you prefer to travel?**

- alone
- with a partner
- with my family
- with a group of 3–5 people
- within an organised group (10+ people)

<b>How often do you travel for leisure?</b> <input type="checkbox"/> once a year <input type="checkbox"/> 2–4 times per year <input type="checkbox"/> 5–7 times per year <input type="checkbox"/> once a month <input type="checkbox"/> other	<b>What is the average length of your leisure trips?</b> <input type="checkbox"/> 2–4 days <input type="checkbox"/> 5–7 days <input type="checkbox"/> more than a week <input type="checkbox"/> other
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Group travelling is one way of exploring the world. Please answer the following question:

**Have you ever participated in a guided coach tour?**

- Yes  
 No

If you answered “Yes” to the previous question, please proceed to the next question.

**How many times have you participated in a guided coach tour?**

- more than 4 times  
 2–4 times  
 once  
 never

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**What is your highest education level?**

- University  
 High School  
 Vocational school  
 Apprenticeship  
 Compulsory schooling

**Gender**

- Female  
 Male  
 Other

**Age:** \_\_\_\_\_

**Nationality:** \_\_\_\_\_

**Current country of residence:** \_\_\_\_\_

**THANK YOU FOR PARTICIPATING!**