

The End of Tourism A generational shift in tourism-related activities

Jović, Ana

Undergraduate thesis / Završni rad

2022

Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj: **RIT Croatia / RIT Croatia**

Permanent link / Trajna poveznica: <https://um.nsk.hr/um:nbn:hr:229:850733>

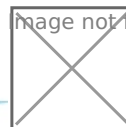
Rights / Prava: [In copyright](#) / [Zaštićeno autorskim pravom](#).

Download date / Datum preuzimanja: **2024-08-08**



Repository / Repozitorij:

[RIT Croatia Digital repository - Rochester Institute of Technology](#)



The End of Tourism
A generational shift in tourism-related activities

Ana Jovic

RIT Croatia

HSPT 490: Senior Capstone Project

Prof.Vanda Bazdan

May 2022

Abstract

This study provides an insight into the generational differences when it comes to memorable travel experiences. The questionnaire, inquiring about the elements of a memorable travel experience participants had, was distributed in electronic form. A total number of 64 valid responses was collected, with participants mostly belonging to Generation X, Generation Y, and Generation Z. The results suggest that Generation X mostly associate gaining knowledge with their memorable travel, Generation Y a good deal, and Generation Z learning something about themselves. Differences applied in this study may be of use for destination management and destinations to adjust their offer for younger generations of tourists.

Keywords: generation x, generation y, generation z, memorable, travel, tourism, destination

The End of Tourism

Generational shift in tourism-related activities

Generation is defined as the group of people born in a span of a few years. Each group has its own characteristics. So far, there are 5 generations, who are still extremely active in the market and workplace.

Generational cohorts give researchers a tool to analyze changes over time. They can provide how different formative experiences (such as technological, economical, and social shifts) interact with the life-cycle and aging process to shape people's views of the world (Dimock, 2019). This is a brief description of each generation and its traits:

Traditionalists or Silent generation 1928-1945. The core values of the Traditionalists are dedication, hard work, and respect for authority (Arsenault and Patrick, 2008, as cited in Smyrl 2011). The formative years of this generation were based on a strong sense of commitment to family, country, and community. The strength of the family was a norm. As children, they were disciplined by strict parents (Smyrl, 2011) They matured from these experiences with their own sense of self-discipline and strong work ethic (Smyrl, 2011). Employees from this generation who are currently in the workforce grew up in the wake of a worldwide economic crisis. As a result of war and rations, the Traditionalists are patriotic and fiscally conservative (Murphy, 2007).

Traditionalists are loyal and consistent (Stevens, 2010); they will make sacrifices and consider

the common good (Murphy, 2007).

Baby boomers 1946-1964. The core value of this generation is optimism, gratification, and growth (Arsenault and Patrick 2008, as cited in Smryl 2011). Raised by the parents who lived through war and the Great Depression, Baby boomers inherited a sense of optimism and a belief that they could do anything to change the world (Murphy 2007, as cited in Smryl 2011).

Generation X 1965-1980. This generational cohort focuses on the outcome more so than the process and the politics of work. Gen Xers believe that producing results is what matters, and prefer to do so autonomously (Lancaster and Stillman, 2002, as cited in Smryl 2011). Baby boomers have a really good work ethic and they live to work. They respect hierarchy at the workplace. They live largely and want to be in charge (Scott, 2010).

Millennials or Gen Y 1981-1996, The core values of the Millennials are optimism, civic duty, confidence, and achievement (Arsenault and Patrick, 2008, as cited in Smryl, 2011). Millennials were the busiest generation to date: schedules heavy with activities, close supervision, and extensive support from their parents led this generational cohort to become goal and achievement-oriented. (Smryl, 2011) As a result, they have high expectations for themselves and

of their employers. Millennials are well-connected and globally-minded (Smryl, 2011). They have been linked to the Internet almost since birth; global issues and multiculturalism are part of the generational identity of Millennials (Murphy, 2007, as cited in Smryl, 2011).

Generation Z or Centennials 1997-2015, According to the Institute for Emerging Issues (2012), Generation Z is the most ethnically diverse and technologically sophisticated generation. They also have an informal, individual, and straightway of communicating, and social networking is a vital part of their lives (Singh and Dangmei). They are a Do-It-Yourself generation. (Singh and Dangmei). In the study conducted by Dan Schawbel (2014), Generation Z tend to be more entrepreneurial, trustworthy, tolerant, and less motivated by money than Gen Y.

The present study focuses on generational differences and travel preferences and it provides us an insight into the younger generations. Generation X, Y, and Z, being the members of younger generations, have their preferences when it comes to traveling.

Millennials or Generation Y

Millennials, the generation born between 1981 and 1996, Millennials, the generation born between 1981 and 1996, represent the future for visits to attractions and that demographic, which already is pushing the boundaries for increasing expectations for services and products and a notable increase in the importance of intangible visitor experiences at attractions (Leask al.,2011). According to *Expedia Group Media Solutions*, when it comes to their preferences in travel, Millennials want variety. Some of them want a highly adventurous experience, while

others seek a romantic and inclusive trip. However, they do watch their travel budget. According to CBI, this generation of travelers like the *do-good* kind of travel, wherein they return from the travel, they will clean the beach, etc. If the destinations want to attract this generation, they need to offer a seamless service, says CBI.

Generation X

This generation values work-life balance. According to *Expedia Group Media Solutions*, 71% of this generation enjoys off-the-beaten-path activities and seeks local recommendations. 70% of them enjoy history, art, and culture. *Media Solution* research found that the best way to attract future tourists from this generation is to engage them in the local culture. Generation X is looking for: the ability to relax and unwind, family or group focused options, the option to work while on vacation, and they are *uncomplicated travelers*, which means they are less likely to get help from a travel agent but are more likely to stay in nicer hotels (Munley 2018). In order to attract this generation, destinations need to make sure that the services are easily accessible and purchased (Munley 2018).

Generation Z

CBI reports that this generation relies heavily on social media influencers and their recommendations. For them, privacy is very important, especially on social media. They are more price-conscious than Gen Y, and more focused on emotional experiences, interaction, and

exploration. CBI suggests types of products that can be offered to Generation Z, which is a slow travel, travelers are more laid-back. The feeling of local hood and co-creation of the unique and once-in-a-lifetime experience.

Yolocaust

The series of inappropriate selfies surfaced online. Those selfies were taken in the Berlin Holocaust Memorial.

The website called *Holocaust* is a combination of the words *YOLO-you only live once* and Holocaust. It was a hit online and immediately picked up by a few media outlets. Some of them praised the idea of the website calling it *powerful*, and people taking the selfies *foolish and disrespectful* (Gunter, 2017). Karen Pollock, the chief executive of London Memorial says that the generations today live through camera lenses, and places like the London memorial are not holy ground, but a place of gathering and learning. She also says that we can not blame younger generations for experiencing things differently.

It is obvious that this kind of behavior comes from a place of ignorance or lack of engagement. That is why every destination should think about how to entertain or at least become relatable to this new generation of tourists.

The End of Tourism

According to destinationthink.com, Copenhagen responded to the rapidly changing industry by creating a strategy called *The End of Tourism as We Know It*. by doing so destination marketing embraced the modern role of its organization. Tourism management, rather than purely promoting and advertising requires a fresh perspective. The key is the local hood, where travelers can co-create their experiences with locals. The emphasis is on human contact rather than mass tourism.

Methods

Purpose

The main purpose of this research was to compare the generational cohorts with one another. A

survey was conducted, specifically, from the study used to develop the scale called *The antecedents of memorable tourism experience: The development of a scale to measure the destination attributes associated with memorable experience* (Kim, 2014). For the purpose of this study, only 5 out of 41 categories were used. Local culture, activities and special events, infrastructure, physiography, and superstructure. (Kim, 2014, p. 42). Participants were asked to rate their memorable experiences on a scale from 1 (the least true to the experience) to 7 (Very true to the experience). 29 questions were conducted to rate the most memorable experience, while 1 one of them was an open-ended question, where participants had to recall the place and the year when the memorable travel experience took place. Furthermore, participants were asked general questions about the memorable experience such as the purpose of travel, accommodation, traveling party, spending power, etc. From the category of rating memorable experiences the questions were from the local culture category, questions like a variety of opportunities to experience the local way of life, programs to learn about local history, and experience local culture, were of great importance because the purpose was to prove and compare Generations X, Y, and Z importance of having a local way of life when it comes to their memorable travel experience. Other questions like activities and special events: Different kinds of sports/ games/recreational activity, activities I usually cannot participate in mundane lives, interesting special events in destination, festivals in the destination that I have been interested in. (Kim, 2014, p. 42)

Infrastructure: Uniquely designed infrastructure, good signage, and direction, and good availability of tourist information. (Kim, 2014, p. 42)

Quality of service: The service staff was courteous and friendly, offered highly customized service, service staff offered impressive service. (Kim, 2014, p.42)

Physiography: Different ecology zones, well-preserved areas, and awe-inspiring landscapes (Kim, 2014, p.42)

Superstructure: Unique architectures, special cuisines, and interesting buildings (Kim, 2014, p. 42).

Were equally important because it shows that these three generations pay attention, not just to the experience but to nature, monuments, service quality, signage, and price.

From the demographic category for the purpose of this study, all of the questions were used:

Gender, age, purpose, type of accommodation, travel cost, travel party, and mode of transportation. (Kim, 2014, p. 40)

From the category of memorable takeaway from the tourist experience, out of 8 categories, only 5 were used (Kim, 2009, p. 43) :

Meaningfulness: meaningful, important, and learned

Knowledge: Knowledge and new skills

Challenge: Spiritually and physically challenging, required skills

Service: Exceptional service

Value: Expensive and good deal

Participants

There were 64 participants, mostly female, (Table 1. Gender)

Out of 64 participants, 45% were Millennials and 31,3% were Generation X, only 20% of participants belong to Generation Z. (Table 2. Age)

The purpose of travel was mostly for pleasure, 43.8%, followed by family visits/gatherings 14,1% (Table 3. Main purpose of travel)

The primary transportation of the participants was an airplane, 50%, followed by a personal vehicle 18,8% (Table 4. Primary transportation)

For the participants were mainly hostels, 31.3% followed by 26,6% who choose friends/ family house as an accommodation. (Table 5. Accommodation)

Participants mostly spent up to EUR 1000, 31%, followed by those who spent less than EUR 500. (Table 6. How much did you spend)

Participants mostly traveled with their family 26.6%, followed by those who traveled with their friends 23,4% (Table 7. Whom did you travel with)

Participants were mostly Croatian 82.8%, followed by Montenegro 4,7%. (Table 8. Country of residence)

Results

Generation X

When it comes to their memorable travel experience, it is reported that Generation X most true to their experience was infrastructure ($M-20.50$, $SD-5.42$) and superstructure ($M- 18,80$, $SD- 2.24$).

The least true was physiography ($M-16.05$, $SD-3.57$) and quality of service ($M-14.90$, $SD-5.37$).

Generation X take away from their memorable experience was gaining knowledge from the tourism experience ($M-6.35$, $SD-0.98$) and doing something meaningful during their memorable experience ($M-6.30$, $SD-1.41$). However, they did not learn new skills ($M-4.70$, $SD-1.83$) and the

travel was not expensive, the price for Generation X is not a deciding factor when they travel (*M-3.25, SD-1.33*) (Table 9.)

Millennials

For the Millennials, it is reported that the truest to their memorable experience was the availability of infrastructure (*M-22.44, SD-5.48*) and activities and special events (*M-18.37, SD-5.47*). The least true was physiography (*M-16.00, SD-3.80*) and quality of service (*M-16.24, SD-3.80*). From their most memorable experience, Millennials will take away that the experience was a good deal (*M-6.21, SD-1.82*) and gaining knowledge (*M-6.21, SD-1.01*). Lack of skill requirement is at the bottom of the chart (*M-3.76, SD-1.92*), and the fact that the experience was not spiritually challenging (*M-3.72, SD-2.0*). (Table 10)

Generation Z

Generation Z reports that special activities and events were the biggest part of their memorable experience (*M-21.97, SD-3.50*), followed by infrastructure (*M-20.07, SD-3.50*). The least true to their memorable experience was superstructure (*M-17.38, SD-2.53*) and physiography (*M-15.07, SD-4.51*). The biggest takeaway from the memorable travel experience for Generation Z is learning something about themselves (*M-6.15, SD-1.06*) and gaining knowledge (*M-6.15, SD-0.98*). Generation Z wants to be more physically challenged during the travel (*M-3.38, SD-2.36*) and they want the trip to require more skills (*M-2.69, SD-1.88*) (Table 11.)

Discussion

The present research found that generations X, Y and Z, like the more unconventional and modern approach when it comes to traveling. Copenhagen recently adopted a new strategy called *The End of tourism as we know it*, where there is an emphasis on human contact and co-creating experiences with locals rather than encouraging mass tourism.

The survey conducted amongst 64 participants demonstrated that all three generations are looking forward to broadening their horizons rather than having a typical guided journey.

However, these three generations as seen from the literature, have generational differences when it comes to travel. Generation Z is mostly self-centered, Millennials are looking to co-create experiences and Generation X likes to spend time with family and friends no matter where they are.

Millennials are the generation that spends 500-1000 EUR, followed by the ones who spend less than 500 EUR. This means that this generation does not spend a lot of money on travel, which relates to skift.com and their finding that Millennials do watch their travel budget very much. They mostly want an authentic experience, which again, relates to CBI findings, that the Millennials want to emerge in local culture. In terms of statements for this generation, infrastructure was most true to their experience, and least true was physiography or nature. This finding does not relate to literature. According to CBI, Millennials are the ones who like nature and different paths in their destination. In

terms of questions related to the most memorable experience, this generation agreed that the tourism experience was a good deal, while the least true statement was that this tourism experience was spiritually challenging. This statement relates to the literature because Millennials like the spiritual value of the experience.

Generation X- spends from 1000 to 1500 euros, which relates to the literature because they are the most affluent ones out of the three generations. In terms of statements most true to their memorable experience was infrastructure and the least true was quality of service. In terms of questions gaining knowledge is very important to them while the price is not.

Generation Z-, also spent 500-1000 EUR. This generation just like the previous two also travels by airplane and with the family. When it comes to the statements for them the most memorable experiences were activities and special events and the least true to their memorable experience was physiography or nature just like Millennials. In terms of questions most true of their memorable experience was that they learned something about themselves, which shows us that generation z is a rather self-centered generation, while the least true for their experience was required skills, which relate to the literature and proves to us that generation Z is very resilient and capable.

Overall, the findings and the literature are closely related, and the differences between generations, especially Millennials and Generation Z are hardly noticeable. However, when it comes to Generation X, according to research, are the ones who are the most careless when it comes to spending their income. Millennials travel on a budget, and Generation Z is technology

fluent, which means that they rely on social media for recommendations. It was reported that Millennials value cost (cheap or good value), quality (must be good) and level of service provided (fast) are of the biggest importance to Millennials (Fields, 2008). These factors also have to be packed into some sort of experience, rather than just a basic purchase transaction. For the experiential consumption part, the need is to listen less and do more (Benckendorff and Moscardo, 2010). In this study, it is proven that Millennials are not particularly interested in the educational aspect of the visit, but rather in personalized experiences and co-creation. After conducting a survey all of these traits can be associated with Generation X and Generation Z as well.

Millennials and Generation Z need more interaction with service providers. The lack of care from the older generations, especially for Generation Z can be fatal. As already mentioned in the introduction, the yolo-caust was something that happened not out of the ignorance of younger generations, but of the lack of engagement. The travel destinations should think about how to create memorable travel experiences for these generations because they are the future.

Limitations

The limitations of this study were the small sample size and not enough time to collect enough data. Participants were asked to describe and rate their memorable experiences rather than giving suggestions. The suggestion is to implement more studies of this kind, to get a better insight into the preferences of Generation X, Y, and Z.

Literature

Rudolph, C. W., Rauvola, R. S., Costanza, D. P., & Zacher, H. (2020). Generations and Generational Differences: Debunking Myths in Organizational Science and Practice and Paving New Paths Forward. *Journal of business and psychology*, 1–23. Advance online publication. <https://doi.org/10.1007/s10869-020-09715-2>

Dimock, M.(2019). *Where Millennials end and Generation Z begins*
<https://pewrsr.ch/2szqtJz> Pew research center

Smyrl, Barbara J., "Leading a Multi-Generational Workforce: Understanding Generational Differences for Effective Communication" (2011). College of Professional Studies Professional Projects. Paper 28.

Dangmei, J., & Singh, A.P Understanding the generation Z- The future workforce. South -Asian Journal of Multidisciplinary Studies (SAJMS) ISSN:2349-7858:SJIF:2.246:Volume 3 Issue 3

Dan Schawbel. (2014). Gen Z Employees: The 5 Attributes You Need to Know. Retrieved from <http://www.entrepreneur.com/article/236560>

Rood, A. Scott (2010) "Understanding Generational Diversity in the Workplace: What Resorts Can and are Doing," *Journal of*

Tourism Insights: Vol. 1: Iss. 1, Article 10.

Available at: <http://scholarworks.gvsu.edu/jti/vol1/iss1/10>

Jong-Hyeong Kim,

The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences,

Tourism Management,

Volume 44,

2014,

Pages 34-45,

ISSN 0261-5177,

<https://doi.org/10.1016/j.tourman.2014.02.007>.

Jong-Hyeong Kim,

Development of a scale to measure memorable tourism experiences, Indiana University, (October 2009)

Expedia Group Media Solutions, (2019), *Travel Marketing Across Generations in 2020* :

Reaching Gen Z, Gen X, Millennials and Baby boomers

<https://skift.com/2019/12/11/travel-marketing-across-generations-in-2020-reaching-gen-z-gen-x-millennials-and-baby-boomers/>

Leask, A., Fyall, A., & Barron, P. (2014). Generation Y: An agenda for future visitor attraction research. *International Journal of Tourism Research*, 16(5), 462-471.

Negash, Y.T.; Moslehpour, M.; Lin, P.-K.; Chiu, S.-C.; Liu, Y.-Y. Mapping Generation Y Tourists' E-Loyalty: A Sustainable Framework through Hierarchical Structure and Fuzzy Set Theory. *Sustainability* **2021**, 13, 4767. <https://doi.org/10.3390/su13094767>

Ministry of foreign affairs, CBI (2021), *Which trends offer opportunities or pose threats on the European outbound tourism market* <https://www.cbi.eu/market-information/tourism/trends>

Gunter, J., 2017, BBC news *Yolocaust : How should you behave at a Holocaust memorial?* <https://www.bbc.com/news/world-europe-38675835>

Archer, D., 2017, *Copenhagen declares » The End of the Tourism as we know it«* <https://destinationthink.com/blog/copenhagen-end-of-tourism-4-year-destination-strategy/>

The Centar for the Generational Kinetics, *Generational Breakdown-Info About all of the Generations* <https://genhq.com/faq-info-about-generations/#:~:text=Millennials%20or%20Gen%20Y%3A%20Born,Generation%3A%20Born%201945%20and%20before>

Tables

Please state your gender.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	21	32,8	32,8	32,8
	Female	43	67,2	67,2	100,0
	Total	64	100,0	100,0	

(Table 1. Gender)

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	1	1,6	1,6	1,6
	2,00	1	1,6	1,6	3,1
	3,00	20	31,3	31,3	34,4
	4,00	29	45,3	45,3	79,7
	5,00	13	20,3	20,3	100,0
	Total	64	100,0	100,0	

(Table 2. Age)

1. What was the main purpose of the travel?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	5	7,8	7,8	7,8
	Computer science competition	1	1,6	1,6	9,4
	Exploration	1	1,6	1,6	10,9
	Family gathering/visit	9	14,1	14,1	25,0
	Having fun! Taking pictures	1	1,6	1,6	26,6
	honeymoon	1	1,6	1,6	28,1
	Learning	1	1,6	1,6	29,7
	Learning language	1	1,6	1,6	31,3
	Nature, hiking, adventure	1	1,6	1,6	32,8
	Pilgrimage	1	1,6	1,6	34,4
	Pleasure	28	43,8	43,8	78,1
	Relaxing	8	12,5	12,5	90,6
	Religious	1	1,6	1,6	92,2
	School	1	1,6	1,6	93,8
	student conference	1	1,6	1,6	95,3
	Volunteer	2	3,1	3,1	98,4
	Work	1	1,6	1,6	100,0
	Total	64	100,0	100,0	

(Table 3. The main purpose of travel)

2. What was the primary transportation mode to get to a destination area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Airplane	32	50,0	50,0	50,0
	Airplane and public transportation	1	1,6	1,6	51,6
	Boat	1	1,6	1,6	53,1
	Hydrofoil	1	1,6	1,6	54,7
	Public transportation (e. g. bus, subway etc.)	8	12,5	12,5	67,2
	Rental vechile	6	9,4	9,4	76,6
	Sailboat	1	1,6	1,6	78,1
	Train	2	3,1	3,1	81,3
	Your vechile	12	18,8	18,8	100,0
	Total	64	100,0	100,0	

(Table 4. What was the primary transportation mode to get to a destination area)

3. During the travel, which type of accommodation did you mainly use?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Airbnb	1	1,6	1,6	1,6
	Apaetmani, ashrami, hoteli	1	1,6	1,6	3,1
	Apartman	1	1,6	1,6	4,7
	Cabins	1	1,6	1,6	6,3
	Couch surfing	1	1,6	1,6	7,8
	Cruise ships	1	1,6	1,6	9,4
	Friends/ family house	17	26,6	26,6	35,9
	Hause private accomodation	1	1,6	1,6	37,5
	Hostels	5	7,8	7,8	45,3
	Hotel and apartments	1	1,6	1,6	46,9
	Hotels	20	31,3	31,3	78,1
	Luxury hotels (4 star level or above)	7	10,9	10,9	89,1
	Motels	6	9,4	9,4	98,4
	Sailboat	1	1,6	1,6	100,0
	Total	64	100,0	100,0	

(Table 5. During the travel which type of accommodation did you mainly use)

4. How much did you spend for the travel?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1001-EUR-1500 EUR	10	15,6	15,6	15,6
	1501 EUR --2000 EUR	4	6,3	6,3	21,9
	2001 EUR - EUR2500	2	3,1	3,1	25,0
	500- EUR-1000 EUR	20	31,3	31,3	56,3
	Don't know	4	6,3	6,3	62,5
	EUR 2501--EUR3000	2	3,1	3,1	65,6
	EUR3001--EUR3500	1	1,6	1,6	67,2
	EUR3501--EUR4000	2	3,1	3,1	70,3
	EUR4001--EUR4500	1	1,6	1,6	71,9
	Less than 500 EUR	16	25,0	25,0	96,9
	More than EUR5001	2	3,1	3,1	100,0
	Total	64	100,0	100,0	

(Table 6. How much did you spend on the travel)

What is your country of residence?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1,6	1,6	1,6
	Croatia	53	82,8	82,8	84,4
	Canada	2	3,1	3,1	87,5
	USA	1	1,6	1,6	89,1
	Montenegro	3	4,7	4,7	93,8
	Ukraine	1	1,6	1,6	95,3
	Serbia	1	1,6	1,6	96,9
	Malaysia	1	1,6	1,6	98,4
	China	1	1,6	1,6	100,0
	Total	64	100,0	100,0	

(Table 7. Country of residence)

Whom did you travel with? (Check all that apply)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Alone	10	15,6	15,6	15,6
	Boyfriend/Girlfriend	10	15,6	15,6	31,3
	College classmates I don't know	1	1,6	1,6	32,8
	Family	17	26,6	26,6	59,4
	Friends	15	23,4	23,4	82,8
	Friends, colleagues	1	1,6	1,6	84,4
	Friends, People whom I have never met before/ strangers (e.g. organized tours)	1	1,6	1,6	85,9
	People whom I am not quite close with	2	3,1	3,1	89,1
	People whom I have never met before/ strangers (e.g. organized tours)	1	1,6	1,6	90,6
	Spouse	2	3,1	3,1	93,8
	Spouse, Boyfriend/Girlfriend, Friends, Family	1	1,6	1,6	95,3
	Spouse, Friends, People whom I have never met before/ strangers (e.g. organized tours)	1	1,6	1,6	96,9
	Spouse, Son	1	1,6	1,6	98,4
	Work colleagues	1	1,6	1,6	100,0
	Total	64	100,0	100,0	

(Tabel 8. Whom did you travel with)

Descriptive Statistics^a

	N	Minimum	Maximum	Mean	Std. Deviation
infrastructure	20	9,00	28,00	20,5000	5,42412
superstructure	20	15,00	21,00	18,8000	2,04167
activities_special_events	20	6,00	28,00	18,7000	5,89469
local_culture	20	14,00	21,00	17,8000	2,44088
physiography	20	8,00	21,00	16,0500	3,57587
Quality_service	20	6,00	21,00	14,9000	5,37930
Valid N (listwise)	20				

a. Age = Generation X

Descriptive Statistics^a

	N	Minimum	Maximum	Mean	Std. Deviation
I gained knowledge or information from this tourism experience (e.g. history, culture, etc.).	20	4	7	6,35	,988
I did something meaningful during this travel experience.	20	1	7	6,30	1,418
I did something important during this travel experience.	20	1	7	6,15	1,496
This tourism experience was a good deal.	20	2	7	6,05	1,432
I learned something about myself from this tourism experience.	20	1	7	6,00	1,654
This tourism experience was spiritually challenging.	20	1	7	5,35	2,254
This tourism experience was physically challenging.	20	1	7	5,10	1,651
I learned new skills/ games/ activities during this tourism experience.	20	1	7	4,70	1,838
The activities during this tourism experience required lots of skills.	20	1	7	4,00	1,947
This tourism experience was expensive.	20	1	5	3,25	1,333
Valid N (listwise)	20				

a. Age = Generation X

(Table 9)

Descriptive Statistics^a

	N	Minimum	Maximum	Mean	Std. Deviation
infrastructure	29	5,00	28,00	22,4483	5,48105
activities_special_events	29	6,00	28,00	18,3793	5,47992
superstructure	29	9,00	21,00	17,7586	3,04320
local_culture	29	9,00	21,00	16,5517	3,67993
Quality_service	29	6,00	21,00	16,2414	3,80465
physiography	29	7,00	21,00	16,0000	3,64496
Valid N (listwise)	29				

a. Age = Millennials

Descriptive Statistics^a

	N	Minimum	Maximum	Mean	Std. Deviation
This tourism experience was a good deal.	29	3	7	6,21	1,082
I gained knowledge or information from this tourism experience (e.g. history, culture, etc.).	29	4	7	6,21	1,013
I did something meaningful during this travel experience.	29	4	7	6,10	1,047
I did something important during this travel experience.	29	2	7	5,55	1,429
I learned something about myself from this tourism experience.	29	2	7	5,31	1,650
This tourism experience was expensive.	29	2	7	4,90	1,423
This tourism experience was physically challenging.	29	1	7	4,34	1,717
I learned new skills/ games/ activities during this tourism experience.	29	1	7	4,28	2,051
The activities during this tourism experience required lots of skills.	29	1	7	3,76	1,921
This tourism experience was spiritually challenging.	29	1	7	3,72	2,016
Valid N (listwise)	29				

a. Age = Millennials

(Table 10)

Descriptive Statistics^a

	N	Minimum	Maximum	Mean	Std. Deviation
activities_special_events	12	14,00	26,00	21,9167	3,50216
infrastructure	13	12,00	28,00	20,0769	4,31010
local_culture	13	13,00	21,00	18,3077	2,35884
Quality_service	13	13,00	21,00	17,8462	2,73393
superstructure	13	14,00	21,00	17,3846	2,53438
physiography	13	7,00	21,00	15,0769	4,51777
Valid N (listwise)	12				

a. Age = Generation Z

Descriptive Statistics^a

	N	Minimum	Maximum	Mean	Std. Deviation
I learned something about myself from this tourism experience.	13	4	7	6,15	1,068
I gained knowledge or information from this tourism experience (e.g. history, culture, etc.).	13	5	7	6,15	,987
This tourism experience was a good deal.	13	2	7	5,77	1,589
I did something meaningful during this travel experience.	13	1	7	5,62	1,850
I did something important during this travel experience.	13	1	7	5,23	2,351
This tourism experience was expensive.	13	2	7	4,38	1,895
This tourism experience was spiritually challenging.	13	1	7	4,15	2,340
I learned new skills/ games/ activities during this tourism experience.	13	1	7	3,85	2,304
This tourism experience was physically challenging.	13	1	7	3,38	2,364
The activities during this tourism experience required lots of skills.	13	1	7	2,69	1,888
Valid N (listwise)	13				

a. Age = Generation Z

(Table 11)

