

## **How to catch the critical Generation? – The interests, and travel needs of Generation Y during cultural travels**

Dr. Ivett Sziva

PhD  
Budapest Metropolitan University  
isziva@metropolitan.hu

Richard Akos Zoltay

MBA  
Glion Institute of Higher Education  
richard.zoltay@glion.ch

### **Abstract**

The economic significance of Generation Y has been improving. The members of this segment are the so called „Internet aboriginals”, those who have high needs regarding technological solutions in their ordinary life and on their trips as well. Further on, they have greater focus on their special interests, the authenticity and the so called edutainment activities during their travels. Creating the best experiences fitting their needs is rather challenging. According to the propositions, cultural sites and landscapes must change their traditional perspectives regarding raising awareness and interpretation so as to catch the Generation Y and open up for technology, mobile applications, location-based services, interactive solutions and exciting interpretation. The main aim of the paper is to give a valid picture of the special needs of Generation Y to support the better understanding of their lifestyle and travel needs. Further on, the newest technological solutions are described in the area of online sales and communication, and interpretation tools could be useful for cultural landscapes. Finally, based on the results of a quantitative survey, recommendations are given for the two Hungarian cultural landscape, Tokaj Wine Region Historic Cultural Landscape and Fertő / Neusiedlersee Cultural Landscape so as to improve their attractiveness for Generation Y, by developing their online and mobile presence and interpretation through the newest technological solutions.

**Keywords:** *Cultural landscapes, Generation Y, Cultural tourism*

### **Introduction**

Cultural landscapes are those areas, which possess “the combined works of nature and man’ of ‘out- standing universal value’ (UNESCO, 2002).These are important entities regarding

heritage protection, as well as tourism, with the objective of interpreting and showing the universal values for the visitors in a sustainable measure. Basically, these entities are tourism destinations, as they are geographical areas and as to be an end of a journey for different type of tourists, they should possess the basic services and characteristics of a destination. In our article first of all, we discuss the changing trends in cultural tourism, then cultural landscapes as complex destinations, while focus on the experiences and requirements of a special segment, the Generation Y, and based on the results of our international research find out how known and interesting are Cultural Landscapes for these young travellers and what kind of developments are needed to meet their requirements.

### **I. Trends effecting tourism and cultural tourism**

In the tourism market one of the most important newest trend is the so called “New tourism”, the phenomena, in which the emphasize is laid to tailor-made packages and the individually organized trips (Poon, A. (2003) In: Sziva, I., 2010) The new tourist is motivated by higher-level motivations, driven by post-materialistic values and consciously seeks the experiences important for him. Instead of passive observation, the new tourists seek for active, involving experiences. (MacLeod, N., 2006. In: Smith, M. - K. Robinson, M., 2006)

Further significant changes were held by ICT (information communication technology) and internet for the tourism market: strengthened the impact of individualization on tourists. According to the newest researches the online sale of tourism trade gave the 65% of the total touristic market globally in 2014. (PhoCusWright, 2015.) Smartphones are one of the most important platforms regarding travel information gathering, and booking: in 2014. the 20,52% of the tourism destination’s website-visits were initiated by mobile devices (WWWmetrics, 2014 In: Kiss, F et al.,2015) Regarding social media, it must be mentioned that basically it used for posting experiences while travelling (35% of the UK travellers do that) and for looking for tourism deals on social networks (around 30%) (Phocuswright, 2014).

Regarding cultural tourism, one of the most important trend is the so called creative tourism defined by the UNESCO (2006). “Creative Tourism” is considered to be a new generation of tourism. (...) The first generation was “beach tourism,” (...) the second was “cultural tourism,” oriented toward museums and cultural tours. “Creative Tourism” involves more interaction, in which the visitor has an educational, emotional, social and participative interaction with the place, its living culture and the people who live there. They feel like a citizen.” (UNESCO, 2006.p.2.)

ICT reached the cultural tourism as well: the heritage sites, as well as other cultural attractions must be seen on the internet, and social media, mobile applications, as well as digital technology should be involved in the interpretation of the museums (Kiss, F. – Horváth, A.- Bassa, L. – Benkő, Zs.-Szanyi, I. ,2015). The innovative technological solutions can enhance the experience during and after visit of the cultural attraction (Strielkowski et al., 2012). It must be highlighted that UNESCO Vancouver Declaration supports all the digitalization activities, which help the authentic, reliable preservation of the heritage. (UNESCO, 2012)

## **II. Cultural landscapes as destinations, and Hungarian Cultural landscapes**

Cultural landscapes can be defined as destinations, as they are areas with very special attractions (cultural and natural), and could be the end of the journey. To attract new and returning guests, in a sustainable volume the so called 2 competencies should be developed: 1. Supply-competency: packing the touristic products creatively; 2. Communication-competency: harmonizing the communication and image (Piskóti, et al. 2002)

Regarding the supply-competency from the perspective of the cultural landscapes, we highlight the importance of attractions and amenities among the other important, but partly manageable supply-side issues e.g. accessibility and basic infrastructure). Attractions can be defined as all the main resources (tangible, and intangible ones as well), which can attract tourists in the. The amenities contain all the services needed for the touristic stay (e.g. lodging, restaurants, recreation services). Considering communication-competency, the aim of the tactical communication activity is to create a positive destination image and brand so as to reach the potential demand, and build loyalty among the returning visitors. Mainly the focus should be put on online and mobile sales, as well as social media, as these tools have a dynamically increasing relevance in the tourism market. Further on the innovative technological solutions (web appearance, mobile applications) can enhance the experience during and after the visit of the cultural site (Strielkowski et al., 2012).Below a brief analysis is introduced considering the Hungarian Cultural Landscapes, with a focus on the supply-, as well as the communication-competencies.

### **1. Tokaj Wine Region Historic Cultural Landscape - in Eastern-North Hungary**

„The World Heritage property and its buffer zone together cover the administrative area of 27 settlements (13,245 ha and 74,879 ha, so 88,124 ha in total). The entire landscape, its organisation and its character are specially shaped in interaction with the millennial and still living tradition of wine production. Documented history of the wine region since 1561 attests that grape cultivation as well as the making of the ‘aszú’ wine (...)” (UNESCO, 2016a. 2.paragraph)

Considering the supply-competency of the region, it can be said that there are very attractive and special endowed resources (mentioned above), though the activities and programs assuring really authentic experiences (e.g. wine tours, active tours) are rare, seasonal and harmonized. Promising improvement has been started in the area of amenities: new, high dining restaurants and wine cellars assuring creative tours have been established, though the quality of the lodging facilities needs further development. (based on Kraft. A. et al., 2014.) The online communication of the destination is partly suitable. The territorial destination management organization's website (responsible for the tourism activity of the region; <http://www.tokaj-turizmus.hu/>) is well structured and informative (in English as well), though the experience-central viewpoint is problematic: there is a lack of clear messages and tourism package offers. The Facebook communication of the organization in point meet the expectations with interesting posts, quizzes. The destination possesses mobile application, which provides great offers for thematic tours (in English as well) but further developments are needed (e.g. more offline maps, better navigation and augmented reality). (Gáspár, B., 2014; Stumpf, Zs., 2015)

## 2. Fertő/Neusiedlersee Cultural Landscape – In Western-Hungary and Eastern-Austria

“Fertő/Neusiedlersee Cultural Landscape incorporates the westernmost steppe lake in Eurasia. This is an area of outstanding natural values and landscape diversity created and sustained by the encounter of different landscape types. It is situated in the cross-section of different geographical flora and fauna zones as well as wetlands.” (UNESCO, 2016b, 2.paragraph)

During our overall analysis we particularly focus on the situation-analysis of the area located in Hungary. Exceptional natural values (highlighted above), cultural attractions (e.g. Castle of Fertőd) are connected in the region, with active tourism and valuable local gastronomy. Among the lodging services B&B and apartments are regular, in a suitable quality. The development needs to appear in the improvement of infrastructure connected to active tourism and the package offers, which can market the attractions, programs and local gastronomy. Considering the communication-competency the website of the tourism association of the Hungarian part is very informative (<http://www.fertotaj.hu/>) though it does not support the self-organized travels (there is a lack of maps, experience-focus offers, thematic and segmented tours.) The social media site of the organization is very informative again and operates as an event promoting channel.

### III. Defining Generation Y and their needs

The exact age-range of Generation Y is debated (Evangelu, 2015). In this paper, under the definition of Generation Y those individuals are meant who were born between 1982 and

2002 (Pendergast, 2010; Kruger, Saayman & Viljoen, 2016). Pendergast also indicates that the mentioned age-range may be further broken down to sub-ranges for those born between 1982 and 1985, 1985 and 1999, and 1999 and 2002.

The representatives of Generation Y are already largely economically active however, their value system differs from the previous generations - such as generation X (Evangelu, 2015). The major influential factors on the value system of Generation Y are broad access to new technology, changes in family structure, decline of traditional religion, increasing complexity of working life with global opportunities, and constant problem-solving attitude (Dembkowski, 2009). Moscardo and Benckendorff (2010) highlight four particular Generation Y traits, namely that they are fairly unique in the use of digital media; they demonstrate very positive views on cultural diversity and social equality driven by their higher levels of education; they are strongly oriented towards family and social groups; and they experience a longer period of adolescence than previous generations with the need for 'instant gratification' becoming one of the behavioural outcomes (Fountain & Charters, 2010). Also, Generation Y members are considered as digital natives with a tendency of immediately sharing their ideas through social network (Prensky, 2001).

In order to fulfil the needs of Generation Y in tourism and travelling, retaining a core sense of authenticity and constantly offering a range of different levels of experience is essential (Mintel Oxygen, 2009). Generation Y tends to spend less on recreation and travel than do previous generations although with the desire for experiential consumption experiences (Leask, Fyall & Barron, 2013). Also, this generation demonstrates less interest in any educational aspect of travelling, but greater in obtaining value from the physical engagement, and co-creation component of it, as well as having fun (Morgan et al., 2009; Jennings & Stehlik, 2001).

#### **IV. Quantitative research and results**

##### **Methodology**

Generation Y with improving economic and tourism potential were in the focus of our research, as they are a potential target group of Cultural Landscapes. The research had three objectives: 1. to identify their awareness of Cultural Landscapes; 2. to create picture about their needs regarding the tourism services and the tourism experiences; 3. to survey their attitude toward the communication channels, particularly the nowadays important mobile applications.

To analyse all these aspects quantitative research, online questionnaire were used with questions regarding demography and basic travel habits, ICT using habits and awareness of

Cultural Landscapes, attitude statements measured on 1-5 Likert scale toward tourism services and experiences and communication channels.

Regarding the sample we had the following requirements: 1. Hungarian members of Generation Y were in the limelight (because of the implications for the Hungarian cultural landscapes) but international control group was needed as well; 2. as the definition of Generation Y is debated, we focused on one age-group, with presumed travel potential in the present and the future. The students of Corvinus University of Budapest (CUB) and the students of the Erasmus partners of the CUB were chosen, as the mobility of these students (e.g. Erasmus exchange programs, and travel around the chosen destination during Erasmus semester) is relatively high. The objective was to carry out an exploratory survey firstly in Hungary (instead of reaching representative level). That is why, the self-selection and snow-ball sampling were used during our survey from 01.03. – 10.04.2016. Data processing was carried out by SPSS Statistics.

## **The results**

The sample contained 438 answers, with 412 valid ones (from 14-33 years old defined as Generation Y above), from 45 countries. The 75,47 % of the answerers were European (including a high rate – 54% - of Hungarians); but answers were frequent from Asia (11%), North (3%) and South (9%) America, and rare from Africa (1%). The rate of genders are balanced (rate of males 51%). The average age of the answerers was 23,6 while the most frequent age -range was 19-25 years. Students gave the biggest part of the sample (65,4%), and those who have an average earning of 501-1000 Euro (15,8%).

The rest of the answerers (58,3%) travel 2-5 times yearly, while there is a segment (17,14%), who does it 6-10 times in a year. Leisure and recreation is the most important motivation for travelling (26% of the answers); the second is adventure (17%) followed by culture (17%).

### **1. Awareness of Cultural Landscapes**

The attitude toward Cultural Landscapes varies a lot: 36% of the answerers have already visited more, and further 16,7% have visited one, but there is 22,8% who have never heard about these entities. It should be highlighted that 22 of the answerers have never been to a Cultural Landscape but show positive attitude towards it. (Chart 1. in Annex refers to these results.)

### **2. Supply-competency**

It was proofed that one the most important factor at deciding about tourism attractions is the social media with travellers' reviews for Generation Y (reaching an average of 3,89 on a

scale of 1-5). It was followed by the local, authentic experience (3,65), but healthy, local gastronomy (3,655), as well as green, environmentally friendly services are important experience-elements for them. Surprisingly buying attractions' tickets online is moderately crucial (3,4) and they are impassive regarding dynamic packaging (to select the hotel, the flight, the programs at one website) (3,1). (Chart 2. in Annex illustrates these results.) Regarding the accommodations, medium stars hotel is the most popular category (52% of the answerers choose this type as well at the multiple choice question), while hostels (38%), and premium hotels (33%) are demanded, interestingly Airbnb, and Couchsurfing are not so much (23%; 7%) (Chart 3. in Annex illustrates these results.)

### **3. Communication-competency**

It could have been seen that Tripadvisor is one of the most important channels at making a decision (reaching an average of 3,89 on a scale of 1-5). It should be highlighted, that smartphone is the most important gadget (for 69,05%) followed by laptop and GPS what the answerers would carry for a trip. Regarding the question, what kind of devices would they prefer at travelling to Cultural Landscapes, the answers varied: mobile-application for all the Cultural Landscapes in the region seemed to be the most popular (for 38,6% of the answerers), which can be explained the trend, that one does not want to download too much application, so complex apps (inc. more destinations, themes) are the appropriate ones. It was followed by mobile-optimized websites (31,1%), and mobile-application for one single destination (24,3%).

## **V. Summary: implications for Hungarian Cultural Landscapes**

The Cultural Landscapes as destinations, can be appealing for the members of Generation Y, though the rate of unawareness is critically high, that is why active communication campaign shall be started by the Landscapes as well as by the UNESCO, mainly through social media channels. Regarding the implications for Hungarian Cultural Landscapes the importance of authentic experiences and gastronomy is crucial and both destinations in point possess great endowed resources.

Regarding Tokaj Wine Region, the aszú (sweet), as well as the Furmint (dry) wine should be popularized mainly in Budapest and other Hungarian cities by opening the nowadays popular wine-bars with Tokaji wines. To appeal the Generation Y further complementary products (sweets by and with wine) and the improved local fine dining should be improved and advertised mainly through social media (e.g. gastronomy blogs). Considering Fertő/Neusiedlersee local products, food specialities with local ingredients should be improved. The destination is the paradise for biking tourism: the biking infrastructure of the Hungarian side of the region should be improved (the maintenance of the paths, biking

services). Complex offers should be created including active programs, gastronomy, and baths. From the perspective of both regions, the crucial point is to enhance the lodging services, as there is a lack of medium category hotels, and hostels, and to create authentic lodgings with the character of the destination. Further on it is important to assure activities (e.g. guided tours, guaranteed programs) creating involving, authentic, local experiences with high-tech interpretative solutions (e.g. augmented reality).

Regarding communication great efforts should be laid to the online and social media communication. There is a particular question of developing application for both Hungarian regions, or in the UNESCO network a complex application should be improved for Cultural Landscapes in Europe or parts of Europe (e.g. Central-Eastern Europe). The latest solution is supported by economies of scale, and the knowledge and strategic thinking of the network of UNESCO.

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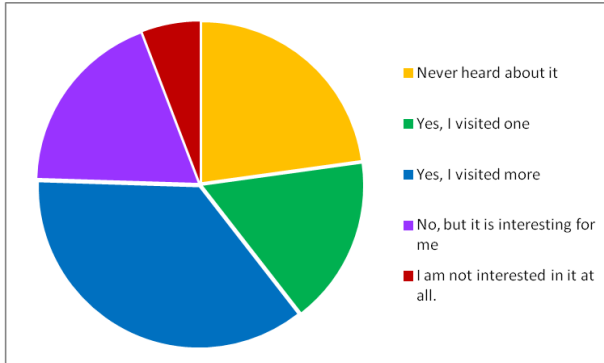


Chart 1 – Have you ever been to an UNESCO Cultural Landscape?

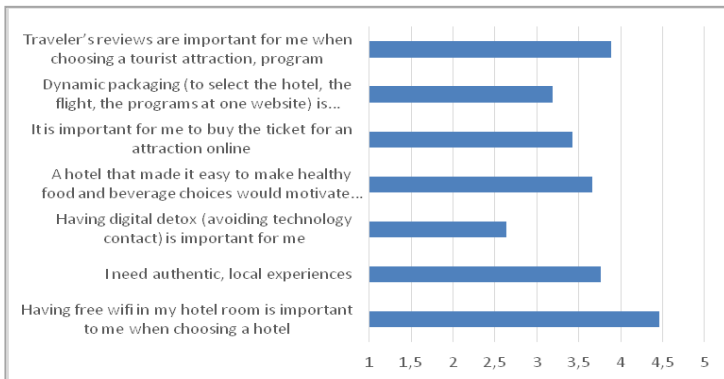


Chart 2 – How much would you agree with the following statements? (1=not agree, 5=totally agree)

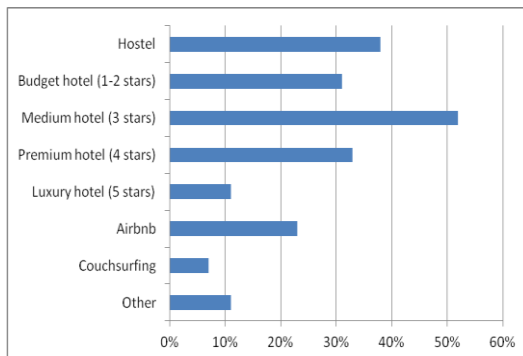


Chart 3 – What kinds of hotel / accommodations did you stay at during your trips last year? (Maximum 3 categories)