Project Dissertation

On

"A STUDY ON TRAVEL HABIT OF GENERATION Y"

Submitted By:

Mohit Gupta

2K15/MBA/37

DSM, DTU

Under the guidance of:

Dr. Vikas Gupta

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road, Delhi 110042

JAN- MAY 2017

CERTIFICATE FROM THE INSTITUTE

This is to certify that the Project dissertation titled '**A STUDY ON TRAVEL HABITS OF GENERATION Y'**, is a bona fide work carried out by Mr. Mohit Gupta, of MBA 2015-17 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Scholar   Signature of Mentor

Place:

Date:

DECLARATION

I, Mohit Gupta, student of MBA 2015-17, of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42, declare that the Summer project dissertation on 'A STUDY ON TRAVEL HABITS OF GENERATION Y', submitted in partial fulfilment of Degree of Masters of Business Administration, is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Mohit Gupta

Place:

Date:

ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project in '**A STUDY ON TRAVEL HABITS OF GENERATION Y'**. I am thankful for their aspiring guidance, invaluably constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

I express my warm thanks to my guide **Dr. Vikas Gupta** for his support and guidance in the accomplishment of this dissertation and for all his deep ideas and concepts which helped me a lot in carrying out this dissertation in an effective and constructive manner. I would also like to provide my heartfelt gratitude to all the people who provided me with the facilities being required and conductive conditions for my dissertation.

I would also take the opportunity to thank **all the PhD Scholars** especially **Ms. Meenu Chopra** for his guidance and invaluable inputs in the development of this dissertation and guiding me as and when required. He also explained to me the SPSS system flow and made me well versed with the intricacies of the dissertation.

In the end, I would like to extend my gratitude to my family and friends for their support and cooperation during this project.

Mohit Gupta

2K15/MBA/37

TABLE OF CONTENTS

LIST OF FIGURES & CHARTS

LIST OF TABLES

EXECUTIVE SUMMARY

Travel is basically defined as the movement of people from a particular geographical location to a distant location, either by walking, cycling, bike, bus, train, boat, plain or other means, with or without luggage mostly for the purpose of recreation, adventure, vacation, research, meeting people, trade, pilgrimage, health care or other purposes. Earlier travelling used to be a much slower, more dangerous and much more trade oriented, through the cultural and technological advancements travelling has evolved to be a faster, easier and more accessible process.

Esteemed at over rupee symbol 50,000crores, tourism is the biggest administration industry in India, with a commitment of 6.23% to the national GDP and 8.78% to the aggregate work in India. In 2011, more than 8 million Indians making the most of their occasions abroad, while more than 560 million holidayed in India itself. In addition, the nation saw an incredible 5 million outside traveler entries around the same time.

As per the World Travel and Tourism Council, India will be a worldwide tourism hotspot from 2012 to 2018. Curiously, the vast majority of the remote travelers spend more in India than in some other nation over the globe and visitor entries in India are relied upon to heighten by 22 percent every year. With the blasting residential tourism, the composition is sure about the divider. Tourism industry will proceed to extend and accomplish fleeting development rates throughout the following decade.

The Indian travel industry has been growing at a rapid pace yet, there is very less academic research done on this sector when it come to Generation Y and their travel habits especially in India. In this report Generation Y has been classified as people between the 15-31 years of age group. The report is developed with an objective of analyzing the travel habits of Generation Y and understanding and exploring the penetration of a relatively new concept of walking tour in the Indian travel industry, through the Generation Y members.

The objective is achieved by developing a questionnaire based on different parameters like travel frequency, vacation type, factors affecting vacation type, penetration of walking tour based on awareness of the concept, experience of a tour and interest in the concept, how do

they prefer to travel and total annual travel expenditure. Based on these parameters a questionnaire was surveyed from 105 respondents on the basis of convenience sampling.

The data obtained from the survey was then analyzed and interpreted to understand the nature and characteristics of travel prevailing in the youth of India. The data was analyzed using functions of Excel and Statistical Package for the Social Sciences (SPSS), which is then interpreted for a clear understanding of the picture. Finally on the basis of the data, the report contains the Findings from the analysis and the Recommendations made to the travel industry to focus on the changing travelling needs of this Generation Y.

INTRODUCTION

Travel is basically defined as the movement of people from a particular geographical location to a distant location, either by walking, cycling, bike, bus, train, boat, plain or other means, with or without luggage mostly for the purpose of recreation, adventure, vacationing, research, meeting people, trade, pilgrimage, health care or other purposes. Earlier travelling used to be a much slower, more dangerous and much more trade oriented, through the cultural and technological advancements travelling has evolved to be a faster, easier and more accessible process.

Tourism is a complex, dynamic phenomenon with a relatively brief history of academic research attention. Like other areas of human activity, tourist behaviour exists in a constantly changing context and tourists have great capacity for social and personal adaptation and innovation within these contexts. In addition, given that the bulk of research into tourism has occurred since the late 1970s, there is little in the way of longitudinal research in this area, and as a result it is easy for tourism researchers to fall into the trap of premature cognitive commitment which is described as the inability to abandon existing assumptions about, or perspectives on, phenomena. Alternatively, it can be seen as a situation where individuals assume that an existing situation is set and this limits their ability to critically analyse underlying structures or situation-specific outcomes. These forces make the prediction of tourist behaviour difficult.

One region that has gotten next to no consideration in tourism is that of change in tourist behavior or conduct over time. Where it has been concentrated, the attention has been on changes in the supply of tourism instead of on the behaviour of tourist or the population that vacationers originated from. One idea identified with changes in utilization conduct that has increased much consideration in the more extensive sociology writing is that of generational cohorts. The idea of generational contrasts in qualities and practices has potential energy to clarify and anticipate changes in visitor conduct over time.

Cohort analysis depends on the thought that generational cohort share a common and distinct social character molded by their experiences through time. This particular and

one of a kind example of qualities, states of mind and practices has important implications for how an era will react to, and make change in, various open and social fields. While an emphasis on generational or partner impacts is not another subject, what is important about Generation Y is the across the board talk of this as an exceptionally extraordinary era to those that have gone long ago. Inside the tourism writing, the confirmation to bolster such claims is restricted and there is no significant exact support for the supposition that this age partner shares an arrangement of social qualities and states of mind that is both across the board inside the accomplice and interestingly extraordinary to different associates. Generational hypothesis is one method for exploring parts of the tourism business. Like other statistic focal points, it permits those in the field to consider conceivable outcomes using a specific structure.

Tourism is frequently portrayed as a contemporary social wonder, and all things considered the connection amongst tourism and society is perplexing and interceded by numerous factors. The motivation behind this report is to investigate and comprehend the travel propensities for Generation Y and its suggestions for tourism.

Generation Y is the latest generation to be labelled and examined in detail. This generational cohort is perhaps the most challenging to study as compared to the rest of the generations, because of considerable conflict over when its members were born, what they should be labelled and the fact that they are still very young. Estimates of when the generation begins can vary between 1977 and 1983 and when it ends can vary between 1983 and 2009. A review of more than 10 papers on this generation found start dates as early as 1976 and the same range of end dates. The majority of definitions, however, fell between 1977 and 1995.

1.1 GENERATION Y

The boundaries adopted in this report align relatively to Howe and Strauss (2000) boundries with many generational theorists, with 20–22 years being the typical generational range (see Table 1.1)

Classification of Generation Y

Table 1.1

BIRTH YEAR	GENERATION NAME	AGE IN YEARS(2015)
1951-1966	Baby Boomers	50-65
1967-1983	Generation X	32-49
1984-2000	Generation Y	15-31
2000 onwards	Generation Z	15 or younger

Members of the Y Generation are confident and relaxed, conservative and the most educated generation ever. They have been shielded, yet have had exclusive standards put on them, they are unique and wellbeing is fundamental. They are fretful and selffocused, yet esteem groups and coordinated effort. They are multitaskers who are organized instead of separately centered, consequently are unequivocally impacted by companions and associates. All these qualities are produced from the transaction between the social and financial setting amid the developmental years of the era, combined with the impacts of the more seasoned generation giving supporting and care, creating strategies and group hones, forming the character attributes of the Y Generation.

Generation Y is the first one to be introduced to "The information Age" and thus individuals are known as digital natives. Everybody alive today whose birth goes before the Y Generation is known as an digital immigrant. Digital natives are described as: working at twitch speed (not customary speed); utilizing random processing (not step-bystep); parallel handling of tasks (not linear); graphics first (not content); play-arranged (not work); associated (not remain solitary). They get more screen time (television, PC) than fresh air.

1.2 CHARACTERISTICS OF GENERATION Y

When the societal context and the demography of the generation are taken together, along with the patterns and behaviours that are predicted from the cyclical nature of generations, core traits have been formulated to represent the Y Generation. For this chapter, those developed by Howe (2006) will be utilized. According to Howe (2006), there are seven core traits typifying the Y Generation. As a collective, they are:

1. **Special.**

   Y-Generation members regard themselves as special because of their digital capabilities and their membership of comparatively smaller family units. They are also considered by parents to be special because they typically belong to families with fewer children.

2. **Sheltered.**

   Members of the Y Generation are protected by parents and wider community. This is evidenced through policy initiatives such as the mandatory wearing of bike helmets and seat belts, pool fencing and other initiatives that focus on the health and well-being of young people. While these laws apply across the generations, they have been introduced during the formative years of the Y Generation, naturalizing them for this cohort.

3. **Confident.**

   They accept uncertainty and have experienced to this point a generally sound economic base, and hence a high level of confidence and optimism prevails. Recent economic changes have failed to impact on this confidence level and indeed confirm for Y-Generation members that the only certain thing is uncertainty.

4. **Team-oriented.**

   Experiences in their early years are more likely to predispose this generation to team activities when compared to other generations, examples include organized sports, opportunities for volunteerism, experiencing formal childcare, a focus on group work as a pedagogical strategy in schools and the like contribute to this character trait.

Many schooling practices reinforce the value of teams and collaborative practices, impacting particularly during the formative years to consolidate this generational trait. That is not to say that members of Generation Y are effective team members – they still require skill development in this field.

5. **Conventional.**

Members of the Y Generation cohort are regarded as having relatively conventional aspirations centred on career, work–life balance and citizenship. This is a response to the previous generations who have often committed excessively to achieve positive work outcomes at the expense of family balance (O'Reilly, 2000). They do not want these patterns repeated for themselves.

6. **Pressured.**

Members of the Y Generation are regarded as being pressured, with formalized activities filling many hours of their days. Many have experienced busy social, school and afterschool-care calendars, regardless of their socioeconomic profile.

7. **Achieving.**

This is the most education-minded generation that has lived. Much emphasis is placed on the relationship between education and success. Facilitating this education-mindedness are changes to the traditional school curriculum, with the inclusion of vocational and training possibilities in schooling culture.

1.3 WALKING TOURS

A walking tour is usually a tour of a historical or cultural site done on foot and mostly in an urban area. Short tours can last for few hours, while longer ones can take in multiple sits and last a full day or more. A walk can be led by a tour guide, as an escort. Tours are led by guides that have knowledge of the sites, or the landscape, covered on the tour, and explanations and interpretations of the site can cover a range of subjects, including places

with historical, cultural and artistic significance. Walking tours, of various kinds and length, are universally part of the tourism industry, and can be found around the world.

1.3.1 PHOTOWALKING

Photowalking is a communal activity of camera enthusiasts who gather in a group to walk around with a camera for the main purpose of taking pictures of things that interests each photographer. Although the term implies the single activity of taking pictures while walking, the more modern use of the term specifically relates to a communal activity of camera enthusiasts.

The activity is typically organized by camera clubs, ad hoc gatherings from online forums such as Facebook or Twitter, or sponsored by commercial organizations or photographers. These events usually take the form of a designated walking tour with a planned route or map. Often the aim is to practice and improve one's own photography skills rather than a specific focus on documentary photography.

1.3.2 EVOLUTION OF WALKING TOURS

A Grand Tour was "a long tour of major cities" undertaken in Europe in the 17th through 19th centuries, as part of a wealthy young man's education,[2] and involved visits to cities, historic and cultural sites, with pedestrian activity confined to these cities or sites.

A pilgrimage is a religious journey traditionally taken on foot, to a location of significance to the walker's faith. Only a minority of contemporary pilgrimages are on foot. Chaucer's 14th-century narrative poem Canterbury Tales certainly indicates that a pilgrimage can involve pleasure.

There are also similarities between walking tours that involve long hikes and backpacking, while non-pedestrian backpacking is a kind of modern, inexpensive Grand Tour that makes use of public transport.

A walking tour is generally distinguished from an escorted tour by its length and the employment of tour guides, and can be under 12 hours, or last for a week or more. They are led by guides that have knowledge of the sites, or the landscape, covered on the tour, and explanations and interpretations of the site can cover a range of subjects, including places with historical, cultural and artistic significance. Walking tours, of various kinds and length, are universally part of the tourism industry, and can be found around the world.

Many walking tours involve a payment to the guide, although some operate on a tip system. The "pay what you want" model started around 2004, and can be found in many countries. The UK-based Guild of Registered Tour has criticised the system for not requiring any training or certification of its guides.

Several cities now have groups that are employing dramatic spectacle to add interest to their tours. Usually guided by actors in costume playing a role, these walking tours create the feel of living history as guests walk in the footsteps of those who came before them. These tours, which blend history and dramatic narrative, share "history in a non-academic, very accessible fashion."

These tours are similar in nature to promenade theatre. Although the theatrical nature of these tours is similar to museum theatre in that it makes use of first person interpretation, the fact that these tours take place outside of traditional museum settings and requires the audience to move through urban environments makes this style of walking tour a genre of its own.

Self-guided tours, utilise a range of methods to aid travel through a place, or landscape, such as books, maps, pamphlets, and audio material.

1.4 OBJECTIVES OF THE STUDY

- To understand the behaviour and unique characteristics of Generation Y that distinguishes them from other Generations.

- To study and analyze the growing travel & tourism industry of India.

- To understand the travelling frequency of Generation Y.

- To understand the concept of walking tours and analyze the penetration of this concept through the Generation Y members, with the help of awareness, experience and interest parameter.

- To understand the different types of vacation i.e. leisure, adventurous, luxurious etc. and analyze them according to their growing demand in the Generation Y.

- To understand the nature and amount of expenditure that this Generation Y makes annually on their travel habits.

- To recommend ways to the Tourism industry for targeting Generation Y with specially designed packages.

LITERATURE REVIEW

Generation Y is emerging as a topic of interest in academic literature but the material that is available in academic publications is almost exclusively based on US populations. In contrast with other age-related market segments (i.e. seniors' tourism), surprisingly little research has been conducted on Generation Y and tourism. The genesis of this book represents an attempt to explore whether generational cohorts such as Generation Y can be identified in a tourism context, and whether they exhibit characteristics that are different to other generations. A great deal of tourism research has focused on cross-cultural differences and their implications for the management of tourism organizations and destinations. While the term 'culture' has many connotations, in some respects it can be argued that cultural differences are akin to generational differences and that these differences are equally important in the management of tourism.Generations have typically been given labels that are meant to reflect key characteristics and generally there is little debate over the Baby Boomer and Gen X labels. Gen-Y members, however, are also known as Millennials, Echo Baby Boomers and the Net Generation (Eisner, 2005). Overall, Generation Y, usually shortened to Gen Y, is the most commonly used label, and according to McCrindle (2009), the label embraced by members of the cohort themselves. These varying"labels reflect confusion over what the defining events or conditions are for this generation.

Kuusela, Mikko[2008], has stated that Over 20% of international tourist arrivals each year are youth travellers and the youth travel market is worth 18% of international tourism receipts, therefore the market constitutes a significant proportion of the travel and tourism industry, (WTO, 2008). Motivations of youth tourists to travel abroad characteristically include the opportunity to study the desire to explore and the experience of working in different cultures. The WTO reported a 39% increase of the total average travel expenditure of young travellers in addition to an increase in the frequency of travel between 2002 and 2007, supporting the importance of the growing market, (2008). Youth travellers are typically know to embark on travel for long periods of time in order to enhance their knowledge of the globe, encounter new experiences and acquaint themselves with other cultures.

The Generation Y, born during the 1980's and 1990's, a lot of the Generation Y populations are the children of the Baby Boomers (Pendergast, 2010). In comparison to "previous generations, Generation Y boasts higher levels of educated along with experience of a range of diverse cultures. These attributes formulate the broad-mindedness and indulgence of different lifestyles (Huang & Petrick, 2010). Many studies have revealed that young travellers are travelling more frequently, further and visiting more areas of the world than ever before. (WYSE, 2007). The 'internet generation' are also said to be increasingly taking advantage of the Internet to arrange travel plans (Spark, Martin, & Stamper). The boost of travel bookings made over the internet is phenomenal, and it is estimated that over 80% of young travellers use the web to research travel products prior to making a booking (WYSE, 2007).

The theory behind distinctiveness amid 'the tourist' and 'the traveller' can identify how generation y decides to seek out authenticity. In all probability, the traveller is the one who grasps a profound, more associated and inspiring experience, as opposed to the tourist. This young generation grew up affluent and have been offered many choices, "gap years and extensive travel are the norm' for them (Asthana, 2008). A growing frequency of travel indicates that youth tourism is a growing market, as Generation Y cross the threshold of the ability to travel independently and choose travel options that appeal to their personal values, tastes and preferences, (Davidson, 2008).

Generation Y tourists are known as audacious explorers, for the reason that it is believed that risks and threats of natural disasters or terrorism discourage only a few young travellers from visiting high risk destinations (WYSE, 2007). Overall generation Y has been said to only be concerned with safety issues relating to human involvement such as terrorist attacks or being a victim of individual targeted criminal behaviour."The occurrence of natural disasters which requires the charity and aid work of people to overcome the disasters is said to fuel the desire of the generation to aid in the meaningful action of aid. They are not fazed by the safety threats that the travel and tourism industry is susceptible to such as natural disasters as they aspire to aid in the actions to rehabilitate an area after destruction.While they do hold concerns about personal safety due to the

criminal   actions   taken   place   in   certain   high   risk   destinations.

Members of Generation Y are interested in positive social habits and are motivated by accomplishment, strong demeanour, modesty and fellowship (Huang & Petrick, 2010). Young travelers attempt to develop their identifiable individuality has consequently seen an increase in volunteer tourism. In some dimension from 'the unique to the mass produced' (Hass, 2009: pp. 1), travel experiences, for instance volunteer work in countries such as Cambodia, Ghana, India and Peru, can descend in close proximity to their unique objective, of contributing to projects in communities to help and support the people who most need it, despite the multiplicity and availability of such organised trips nowadays".

The meaning of their "travels is created through each individual and how they wish the experience to have an effect on their life experiences gained, as they each make the choices of which path to go down. The options of experience travel available to Generation Y are continually increasing, and whether they choose to travel for educational of personal experiences is down to them.

Authenticity is conceivably "uncertain of its actual meaning and can appear to be a vague expression when considered in addition to tourism and how tourists opt to 'experience the world' (Haas, 2009). However, the desire of young travellers seeking out meaningful, connected and inspirational experiences surely entitles them to define their own classification of authentic as they search for what they desire and believe to be authentic.

Over all the affluent and well educated generation has been provided with a number of opportunities and has be raised with open-mindedness which has fuelled their desire for the consumption of more culturally diverse, individual, and meaningful travel experiences. In the end each young individual has the chance to shape their experience into their outlook of a fun, flight of the imagination and authentic voyage.

2.1 INDIAN TRAVEL SECTOR

The Indian travel market has managed to continue its growth run over the past many years. Attracting travellers across segments like business, leisure, medical etc, India has established its presence in the global travel market. For instance, it is predicted that the total addressable travel market in India will be US$ 40 billion by 2020. There is no exaggeration in stating that the Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country.

Foreign tourist arrivals in India during the period January-December 2015 stood at 80.16 lakh with a growth of 4.4 per cent. With government initiatives like E-Tourist Visa facility, the number of international tourists visiting India is expected to grow by leaps and bounds. The E-Tourist Visa facility is currently available to citizens of 150 countries and a total of 4,45,300 tourist arrived on e-Tourist Visa during January-December 2015 as compared to 39,046 during January-December 2014 registering a growth of 1040.4 per cent. Similarly, on the domestic front, India is amongst the fastest growing domestic air travel market in the world.

Apart from the proactive government initiatives, the private sector, established global travel giants and first generation Indian start-ups have played an important role in developing the Indian travel market. For instance, the online travel market alone is expected to account for around 40-50 per cent of the total transactions by 2020. While the current number stands at around 12 per cent, with Tier-II and Tier-III cities driving growth in the online travel market, experts are confident that the online travel market will continue to grow in the long run.

On another front, India is also gradually becoming a destination of choice for medical value travel (MVT), mainly because of high quality healthcare offered to patients by world-class hospitals and facilities that have come up across the country. With MVT estimated to grow at a CAGR of 17.9 per cent to US$ 32.5 billion by 2019 globally, India is expected to register a CAGR of 30 per cent to US$ 10.6 billion in this period, thus capturing close to one-third of the global MVT market.

It's difficult to think of an industry that the web has shaped faster or more dramatically than travel. The internet has made buying tickets, booking hotels, and figuring out what to do when you're on a holiday an easy and instant process. Startups have gone from bootstrapping upstarts to behemoths dictating industry trends and human behavior. Booking.com, TripAdvisor, and Expedia have become household names globally.

China's online travel industry has taken a swift turn, with Qunar launching their own airline. Chinese companies have also gotten involved in India's rapidly growing travel market, with travel giant Ctrip investing US$180 million in India's MakeMyTrip. India also has its own homegrown heroes in this space. Companies like ClearTrip have made a name for themselves in markets outside India.

Indian startup success stories have become more frequent in the last few years, and the government has been keen to support the growing community with programs such as Startup India. But travel in India is still a fairly untapped industry, and Lufthansa is keen to encourage new ideas in this space. Now hosting the fourth season of its Runway to Success program, Lufthansa is encouraging startups and small businesses to showcase their best ideas for the future of the Indian travel industry. In addition, along with The Indus Entrepreneurs, Lufthansa also hosted The Startup Expo, on April 23, as a one-day event for Indian startups and partners to participate, connect, and grow.

2.1.1 INDIA'S ONLINE TRAVEL MARKET

It's easy to see why everybody is interested in India's travel market. According to a report by Aranca, online travel is expected to grow by 17.8 percent from 2013 to 2016. The online bookings' slice of the entire Indian travel booking market is also expanding, expected to make up 46 percent in 2017, up from 41 percent in 2014. Before the year 2020, over half the Indian market will be booking their next holiday online.

The push to get India and its rising middle class traveling is leading to a rapid growth in infrastructure as well. Budget hotels, new airports, new airlines, easing travel restrictions, everything is helping Indians travel both inside and outside the country. The travel industry is expected to be worth US$27.5 billion this year, up from US$19.7 billion in 2013, says the data from Aranca. The scope for growth is huge, as more people are brought online, and more technology is built and used by a mass audience.

Research shows that the Indian consumer's path-to-purchase of anything travel-related online is driven by the best deals. 95 percent of consumers search online before making a purchase. While Indian users are willing to book travel tickets online, booking hotels and stays are still more of an offline habit. Trust is a key issue here, with consumers not fully happy with what they are promised online and what is actually delivered when it comes to hotels. It's a problem startups like Oyo Rooms is looking to solve for Indian and international travelers alike.

But great deals are still a huge driver of India's travel ecommerce. Over a third of travelers are willing to take an unplanned trip if given a good enough deal. And where do most of the travelers look for the best deals? Consider your own browsing habits. It's very natural to open up multiple tabs in your desktop browser, each one logged into a different site, and curate the best possible deals from around the web. But app users are much more loyal.

In fact, mobile and social media are probably the best way to reach customers in the urban centers of India. With 136 million Facebook users in India, travel companies are beginning to use social media as their main communication driver when it comes to marketing to the Indian public, according to Himanshu Verma, CTO of Yatra.

It's critical to note that all these elements are at play in a country that has an internet penetration of 30 percent. With Indians increasingly using smartphones in their daily lives, travel tech has to leverage the smaller screen for the Indian consumer. This brings with it its own challenges, but the speed and scope for growth is unparalleled globally.

Overall, the Indian travel market has matured and is all set to cash-in on the increasing penetration and acceptability across domestic and international markets.

RESEARCH METHEDOLOGY

Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue. It consists of three steps: pose a question, collect data to answer the question, and present an answer to the question.

In a research paper, problems are defined and redefined, hypothesis are formulated and solutions are suggested, collected, organized and evaluated; deductions are made and conclusions are reached. Then careful testing of conclusion is done to determine whether it fits the formulated hypothesis or not.

The study of methods through which we gain knowledge is known as methodology. The problems arising from the nature of its subject matter is studied and the methodology deals with he cognitive processes applied on the research work.

3.1 NEED OF THE STUDY

Generation Y is emerging as a topic of interest in academic literature but the material that is available in academic publications is almost exclusively based on US populations. In contrast with other age-related market segments (i.e. seniors' tourism), surprisingly little research has been conducted on Generation Y and tourism. India because of its characteristics such as diversity, culture, food, clothing etc. experiences a great deal of not only outbound but also inbound tourism. Travel & Tourism sector contributes almost 8% to the total GDP of India. With 35% of population under 35 years of age and continuously growing travel demands, it is time that we explore the sector and try to understand the changing "Travel Habits of Generation Y" of India.

3.2 SCOPE OF THE STUDY

The scope of the study is to understand the changing travel habits of Generation Y i.e. people between the age group of 18-30. and the penetration of the concept of Photo/Cultural/Historical walks among this Generation.

3.3 KEY ASSUMPTIONS

It has been assumed due to the anonymity and confidentiality of the data collected that all respondents were volunteers in sharing their experiences, personal interpretation and knowledge while replying to the questionnaire about their Travel Habits, were truthful.

3.4 DATA COLLECTION

The data or response of 105 respondents from across the country were collected. The respondents were mostly either the students or working professionals belonging to the Generation Y i.e. the age group of 18-30 years.

3.5 RESEARCH INSTRUMENT

This report to understand the "Travel Habits of Generation Y" is developed using 5 independent variables; Travel frequency, choice of destination, type of travelling, penetration of photo/cultural/historical walks & annual expenditure on travelling. A number of travel based questionnaires were studied and analyzed before reaching to the set of independent variables and then a new questionnaire was developed including those variables to understand them and some other different aspects of this Generation Y. Some of the responses to the questions were measured on the five point likert scale ranging from least important to most important, while in some question respondents were asked to rate their preferences.

3.6 SAMPLING

This report uses the idea of convenience sampling to collect the data of 105 respondents. Once the questionnaire was finalized it was mailed to a large number of contacts belonging to the Generation Y age group. The questionnaire was uploaded on the social media accounts to get the response of diversified audience across the country.

DATA ANALYSIS & INTERPRETATION

Marshall and Rossman(1999:150) describe data analysis as the process of bringing order, structure and meaning to the mass of collected data. It is described as messy, ambiguous and time-consuming, but also as a creative and fascinating process. Broadly speaking - while it does not proceed in linear fashion -it is the activity of making sense of, interpreting and theorizing data that signifies a search for general statements among categories of data (Schwandt, 2007:6). There fore one could infer that data analysis requires some sort or form of logic applied to research. In this regard, Best and Khan (2006:354) clearly posit that the analysis and interpretation of data represent the application of deductive and inductive logic to the research.

4.1 DEMOGRAPHICS

4.1.1 GENDER CLASSIFICATION

Out of the total 105 respondents to the questionnaire there were 69 male respondents and 36 female respondents which constitutes 66% and 34% respectively.

TABLE No 4.1A

CLASSIFICATION OF CUSTOMERS BY GENDER

GENDER MODE		
Gender	**No. of Respondents**	**Percentage**
Male	69	66
Female	36	34
Total	**105**	**100**

4.1.2 PROFESSION CLASSIFICATION.

On classifying the respondents on the basis of profession we found that out of 105 there were 55 students, 47 working professionals and only 3 businessman All the respondents were under the age group of 18-30, that is the reason why we got such demographics in profession i.e. mostly students, lesser working professionals & very few businessman.

CLASSIFICATION OF CUSTOMERS BY PROFESSION

TABLE 4.1B

PROFESSION CLASSIFICATION		
Profession	**No. of. Customers**	**Percentage**
Student	55	1.3
Working professional	47	53
Businessman	3	1
Total	105	100

4.2 **TRAVEL FREQUENCY ANALYSIS.**

Travel frequency analysis was done in order to understand the travelling frequency (in months) of this Generation Y. Recently we have experienced a large chunk of this Generation Y has been allured by the whole idea of travelling and exploring, this analysis will help us understand about How often they travel?

Out of the 105 respondents surveyed we found that, 29 respondents or 28% of respondents travel very often, within a period of 1-2months; 19 respondents or 18% of respondents travel often, within a period of 3-4 months; 25 respondents or 24% of respondents travel normally, within a period of 5-6 months; 32 respondents or 30% of respondents travel occasionally, in more than 6 months of period.

The mean of this analysis results to 2.6 i.e. 3 option or 5-6 months turns out to be the mean of this analysis. Since 28% of people travel very often, within 1-2 months we can infer that travelling is becoming an important characteristic of Generation Y.
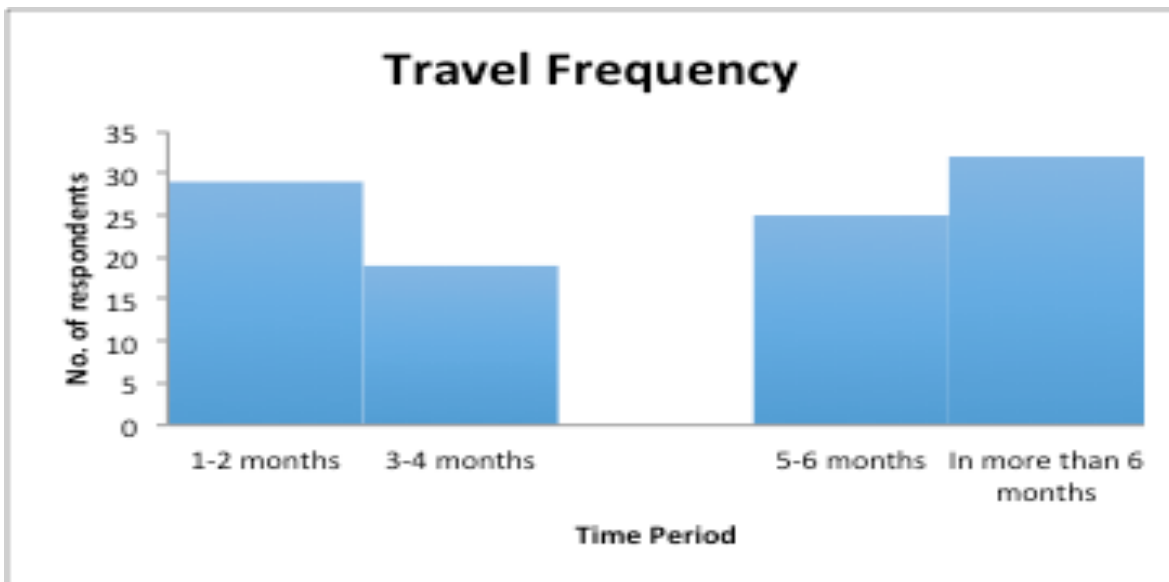
Travel Frequency of Respondents

Table 4.2

Q.) How Often do you travel in months?			
Options	Frequency	Percentage	Mean
1-2 months	29	28	
3-4 months	19	18	2.6~3
5-6 months	25	24	
In more than 6 months	32	30	

Travel Frequency Of Respondents

Figure 4.2

4.3 **VACATION TYPE ANALYSIS**

This analysis will help us understand the type of vacation that this Generation Y prefers to go for, adventurous, leisure, luxurious, exploring, a short escape etc. From the analysis it was clear that 29% of the respondents choose a leisure type of vacation in order to take a break from the monotonous work culture for relaxing, 24% of the respondents chose an exploring type of vacation where they toured around in their own car to discover things at their own pace, 21% of the respondents prefer to choose an adventurous type of vacation where they take on some physical activity. The mean of the analysis also suggest that the respondents of Generation Y compositely choose an adventurous type of vacation.

Vacation Type

Table 4.3

Q.) **What holiday type do you prefer?**			
Options	**Frequency**	**Percentage**	**Mean**
A holiday in a vibrant, stylish, cosmopolitan place where I reenergised myself	18	17	
Toured around by car and discovered things at my own pace	25	24	
A family holiday where I relaxed and the kids were occupied	3	3	
A very active holiday where I pursued physically challenging activities	22	21	3.64~4

A holiday where I undertook some active outdoor pursuits	6	6	
A short break to escape the grind	30	29	

Vacation Type Analysis of Respondents

Figure 4.3
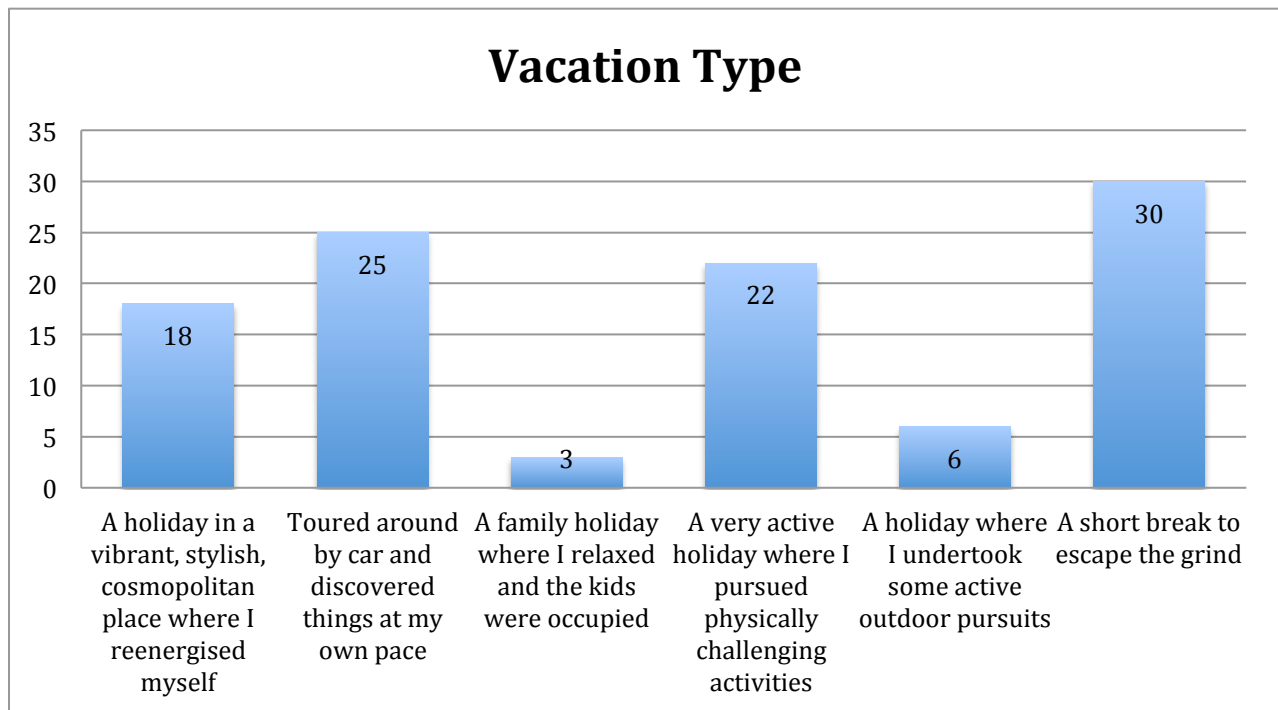
4.4 PHOTO/CULTURAL/HISTORICAL WALK PENETRATION

To analyze the penetration of this relatively new concept of photo/cultural/historical walk into this Generation Y we have taken the response of 105 respondents. The penetration of this walk concept is understood by the analysis of awareness & experience parameter.

4.4.1 AWARENESS PARAMETER

Out of the total respondents of 105, 67% of the respondents are aware about the photo/cultural/historical walk concept, while 23% of the respondents are unaware of the concept. The mean of the question comes out to be .79 which is that most of the respondents are aware of the concept.

Awareness of Walking Tours

Table 4.4A

Q.) Are you aware of the Photo/Historical/Cultural walk concept?			
Options	**Frequency**	**Percentage**	**Mean**
Yes	81	67	.79
No	24	23	

Figure 4.4A
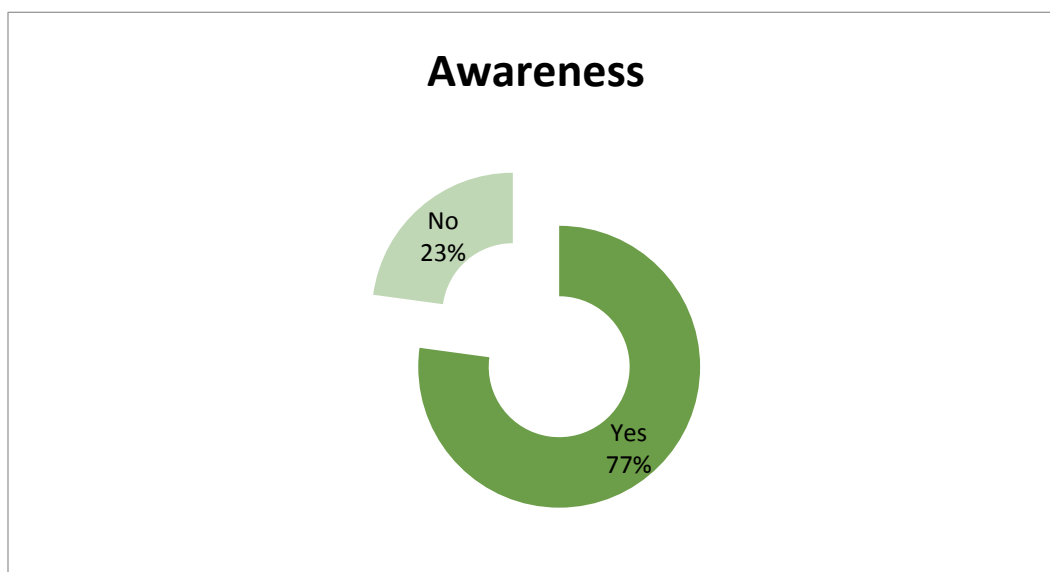
4.4.2 <u>EXPERIENCE PARAMETER</u>

This analysis will help us determine the percentage of respondents who have ever attended a photo/cultural/historical walk. If a respondent has attended a walk, then how many times. Out of the 105 respondents 57% of the respondents have never attended a walk which is more than half of the respondents. With this we can conclude that even if respondents knew about the walk concept they have not attended it yet. 14% of the respondents have attended a walk once while 13% of the respondents have attended the walk twice. The table shows that 43% of the respondents have attended a walk at least once.

Experience Parameter Of Walking Tour

Table 4.4B

Q.) Have you ever attended a walk? If yes, how many times?			
Options	**Frequency**	**Percentage**	**Mean**
No	60	57	1.1
Once	15	14	
Twice	14	13	
Thrice	7	7	
More than 3 times	9	9	

Figure 4.4B
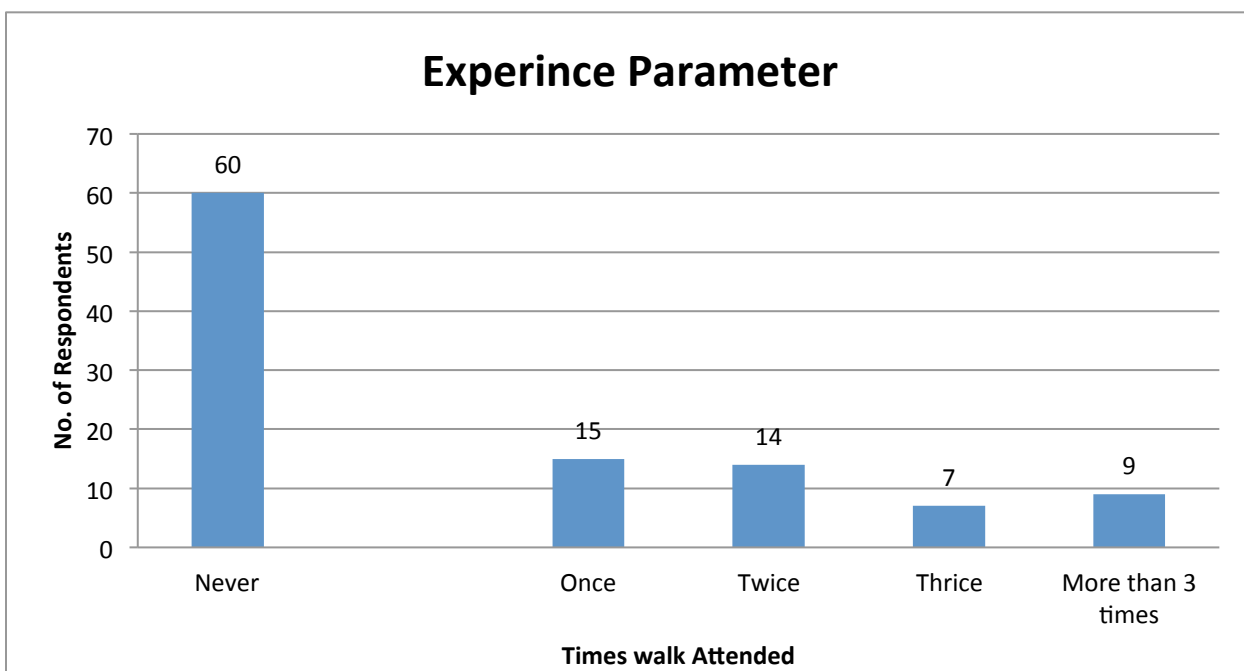
4.4.3 INTEREST PARAMETER

This parameter will help us understand the approximate percentage of respondents from Generation Y, who are interested in this new concept of walking tours. Out of the 105 respondents, we found that 67% of the respondents are interested in doing a walking tour, which means that a large population of Generation Y knows about the concept and are also interested in doing so. 26% of the respondents were could not decide and they should be targeted to convince about the concept.

Interest In Walking Tours

Table 4.4C

Q.) Are you interested to do a walking tour?			
Options	Frequency	Percentage	Mean
Yes	70	67	1.1
No	8	7	
Maybe	27	26	

**Figure 4.4C**
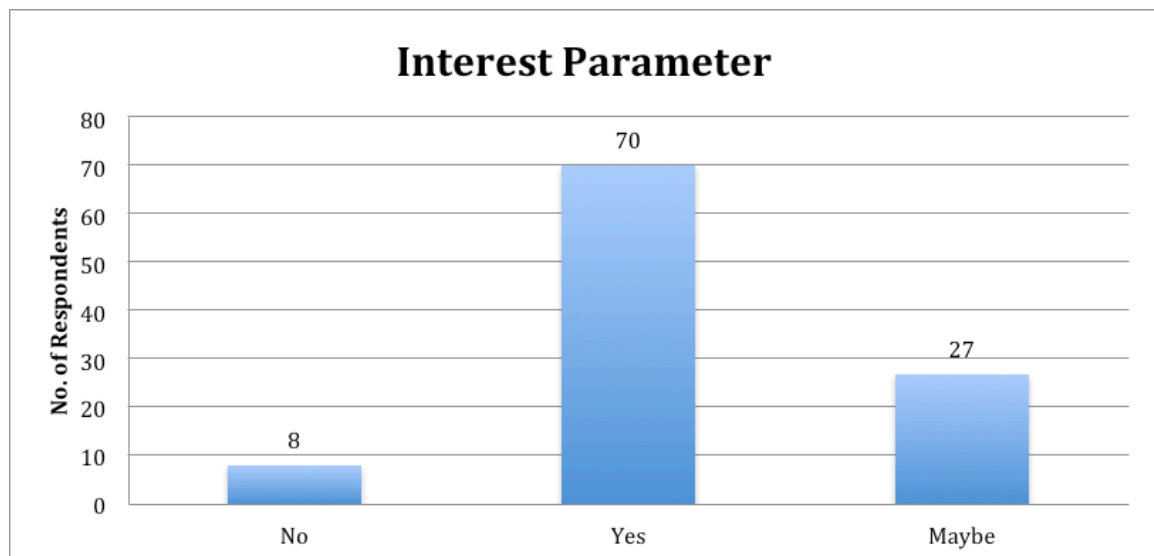
4.5 TRAVELLING EXPENDITURE.

This analysis will help us understand the annual expenditure of this Generation Y on its travelling habits. Out of the 105 respondents, 52% of the respondents spend less than 25,000 on their travelling habit annually, 35% of the respondents spend between 26,000 to 50,000 on their travelling habits annually, while only 13% of the respondents spend more than 50,000 on their travelling habits annually.

Travel Expenditure Of Respondents Annually

Table 4.5

Q.) How much do you spend on travelling annually?			
Options	Frequency	Percentage	Mean
Less than 25,000	55	52	1.1
26k-50k	37	35	
51k-75k	8	8	
76k-100k	4	4	
More than 1 lakh	1	1	

Figure 4.5
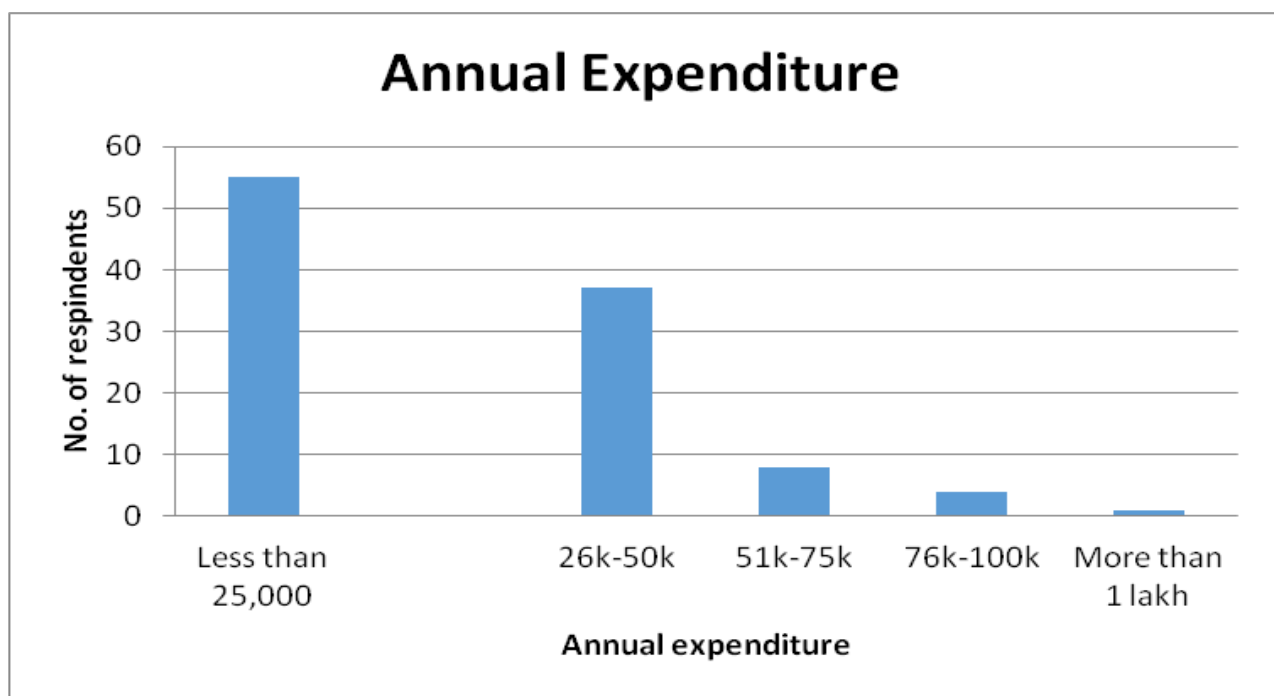
4.7 <u>HYPOTHESIS FOR THE STUDY</u>

H_{01}: There is no significance difference in Males' and Females' respondents in their travel habits.

H_{A1}: There is significance difference in Males' and Females' respondents in their travel habits

H_{02}: There is no significance difference between the respondents age group and their travel habits.

H_{A2}: There is significance difference between the respondents age group and their travel habits.

H_{03}: There is no significance difference between the respondents profession and their travel habits.

H_{A3}: There is significance difference between the respondents profession and their travel habits.

4.7.1 T-TEST ANALYSIS

According to the T-test analysis (shown in Table 4.7A) done on gender across different parameters it is found that there is no distinction between the travelling habits of males' and females' of this Generation Y and the null hypothesis in all cases are accepted.

T-Test on Gender and Dependent Variables

Table 4.7A

Independent variable	Dependent variable	Significant level	Null Hypothesis
GENDER	Frequency of Travel	0.125	accepted
	Vacation Type	0.848	accepted
	Awareness of walking tours	0.123	accepted
	Experience of walking tours	0.260	accepted
	Annual Travel Expenditure	0.872	accepted

4.7.2 ANOVA ANALYSIS

Anova analysis (shown in Table 4.7B) is done on the basis of age, in which the respondents are divided into three age groups of 20-23 years, 24-27 years and 28-31 years comprising of all the respondents population. The result of this output proves that there is no significance difference between the age groups and their travelling habit.

Another anova analysis(shown in Table 4.7C) is done on the basis of profession of the respondents i.e. student, working professional and businessman. The result of this analysis shows that there is significance difference between the profession of the respondents and their frequency of travel. All other dependent variables does not show any significance difference. Further TUKEY TEST proved that there is difference between the profession and travel frequency.

Anova analysis on Age Groups and Dependent Variables

Table 4.7B

Independent variable	Dependent variable	Significant level	Null Hypothesis
AGE GROUPS	Frequency of Travel	0.438	accepted
	Vacation Type	0.198	accepted
	Awareness of walking tours	0.414	accepted
	Experience of walking tours	0.733	accepted
	Annual Travel Expenditure	0.517	accepted

Anova Analysis on Profession and Dependent Variables

Table 4.7C

Independent variable	Dependent variable	Significant level	Null Hypothesis
PROFESSION	Frequency of Travel	0.051	rejected
	Vacation Type	0.702	accepted
	Awareness of walking tours	0.525	accepted
	Experience of walking tours	0.897	accepted
	Annual Travel Expenditure	0.212	accepted

FINDINGS & RECOMMENDATIONS

5.1 FINDINGS

- Although 65% of the Indian population is under the age of 35 years, yet there has not been much academic research done on them especially when it comes to the Generation Y and their travelling habits.

- Out of the 105 respondents surveyed we found that, 28% of respondents travel very often, within a period of 1-2months; 18% and 24% of respondents travel, within a period of 3-4 months and 5-6 months respectively. This proves that almost 50% of the respondents travel quite often and that Generation Y is very important for this sector.

- Out of the 105 respondents, 29% of the respondents choose a relaxing type of short vacation in order to take a break from the monotonous work culture, 24% of the respondents chose an exploring type of vacation where they toured around in their own car to discover things at their own pace, 21% of the respondents prefer to choose an adventurous type of vacation where they take on some physical activity. This proves that 45% of the Generation Y chose an exploration or adventurous activity and that such activities should more focused upon.

- Out of the 105 respondents, 67% of them are aware about the walking tour concept. This proves that a major population of Generation Y is well aware of this emerging concept of walking tours.

- Out of this 67% or 81 respondents those who know about the walking tours, 57% of them have never experienced it. 14% of these 81 respondents have experienced it once, while 13% have experienced it twice and 16% have experienced it thrice or more than 3 times. This shows that although 81 respondents are aware about the concept yet 60% of them have not experienced it yet.

- Out of the 105 respondents, 67% of the respondents are interested in doing a walking tour, if they have not done it yet which means that a large population of Generation Y knows about the concept and are also interested in doing so. 26% of the respondents were could not decide and they should be targeted to convince about the concept.

- During the analysis we also found that out of 105 respondents, 11% of the respondents prefer solo travelling, which is again a growing concept among the population of Generation Y.

- A large portion of the generation Y comprises of students who either does not earn or earn a very less amount. Thus 52% of the respondents spend less than 25,000 INR annually on their travelling habits. 35% spends between 26,000 to 50,000 INR annually on their travelling habits while only a very small portion of 13% spends more than 50,000 INR annually on their travelling habits.

- The T-Test analysis proves that there is no distinction between the travelling habits of males' and females' of this Generation Y.

5.2 RECOMMENDATIONS

- India has a 65% of its population below the age of 35 years, which leads to a large population of Generation Y, understanding the habits and needs of this Generation Y by the Indian government via different researches, is very important in order to properly utilize the potential of youth tourism.

- A large population of this Generation Y is opting for an exploratory or adventurous type of vacation, the industry should focus upon creating such packages and also making these types of locations safe for the traveller.

- The walking tour concept is relatively new to the market, while a large population is aware about the concept yet they have not opted to do it. Industry should use social

media channels much more effectively & efficiently to spread these concepts in the market.

- Tourism industry should create such creative walking tours of the city and market them accordingly to get a wide variety of audience. People those who are aware of the concepts, interested in it and yet have not been able to do it should be targeted properly.

- We found 11% of the respondents preferring to travel solo and it is continuously on the rise. These solo travellers have different travel habits and needs, the industry should not neglect them and should develop infrastructure and services according to their needs.

- Since a large population of this Generation Y travels' often yet spends relatively less on its expenditure i.e. budget travellers, packages and services should be designed keeping this in mind.

5.3 CONCLUSION

The Indian travel market has managed to continue its growth run over the past many years. Attracting travellers across segments like business, leisure, adventure etc. India has established its presence in the global travel market and it is estimated that travel market in India will be US$ 40 billion by 2020. Such positive growth rate yet a major portion of the market is untapped. India with a 65% of its population under the age of 35 year, and a major chunk of it falls in the Generation Y age group.

The analysis of this report show how the travelling habits of this Generation Y are diversified and distributed and there are ample opportunities for the government and the various companies in the sector to design and develop packages that compliments the changing needs of this generation.

BIBLIOGRAPHY

- Benckendorff P, Moscardo G, Pendergast D, editors. Tourism and generation Y. Cabi; 2010.

- Cantoni, L., & Xiang, Z. (2013, January). Information and communication technologies in tourism 2013. In Proceedings of the International Conference in Innsbruck (pp. 22-25).

- Ferreira, M. D., Perks, S., & Oosthuizen, M. N. MARKETING OUTBOUND SOUTH AFRICAN DESTINATIONS: A GENERATIONAL ENGENDERED APPROACH. DRIVERS OF SMS MARKETING FOR LOYALTY CARD HOLDERS IN SOUTH AFRICA, 610.

- Varshney, B., Kumar, P., Sapre, V., & Varshney, S. (2014). Demographic Profile of the Internet-Using Population of India. Management and Labour Studies, 39(4), 423-437.

- Axup, J., & Viller, S. (2005). Conceptualizing New Mobile Devices by Observing Gossip and Social Network Formation Amongst the Extremely Mobile.

For Your Travel Habits.

Hello! Please take out some time to fill the required details pertaining to you, for my final year dissertation. Thank you!

* Required

1. **Please mention your age? ***

   _____

2. **Gender? ***
   Mark only one oval.

   ( ) Male

   ( ) Female

   ( ) Other

3. **Profession? ***
   Mark only one oval.

   ( ) Student

   ( ) Working Professional

   ( ) House Wife

   ( ) Retired Person

   ( ) Businessman

   ( ) Other: _____

4. **How often do you travel(once in every)? ***
   Mark only one oval.

   ( ) 1-2 month

   ( ) 3-4 month

   ( ) 5-6 months

   ( ) More than 6 Months

   ( ) Other: _____

5. **Rate you preference for traveling? ***
   Mark only one oval per row.

	Least Interested	2	3	4	Most Interested
Within the country	( )	( )	( )	( )	( )
Outside the country	( )	( )	( )	( )	( )

6. **Have you travelled outside the country? If yes, how many times?** *
Mark only one oval.

- ( ) No
- ( ) 1-2 times
- ( ) 3-4 times
- ( ) 5-6 times
- ( ) More than 6 times

7. **If you have traveled abroad, then for what purposes? Rate them respective to the number of times you have visited for that purpose?**
Mark only one oval per row.

	1-2 times	3-4 times	5-6 times	More than 6 times
Family	( )	( )	( )	( )
Adventure	( )	( )	( )	( )
Education	( )	( )	( )	( )
Leisure	( )	( )	( )	( )
Religious	( )	( )	( )	( )
Business	( )	( )	( )	( )

8. **What holiday type do you prefer?** *
Mark only one oval.

- ( ) A holiday in a vibrant, stylish, cosmopolitan place where I reenergised myself
- ( ) Toured around by car and discovered things at my own pace
- ( ) A family holiday where I relaxed and the kids were occupied
- ( ) A very active holiday where I pursued physically challenging activities
- ( ) A holiday where I undertook some active outdoor pursuits
- ( ) A short break to escape the grind
- ( ) Other: _____

9. **What are your main interest in selecting a destination?(Rate them from 1-5, 1 being the least important & 5 being most important)** *
Mark only one oval per row.

	Least Important	2	3	4	Most Important
Adventure	( )	( )	( )	( )	( )
Night life	( )	( )	( )	( )	( )
Culture	( )	( )	( )	( )	( )
Health	( )	( )	( )	( )	( )
Nature	( )	( )	( )	( )	( )
Religion	( )	( )	( )	( )	( )
Leisure	( )	( )	( )	( )	( )
Sport	( )	( )	( )	( )	( )
Visiting friends/relatives	( )	( )	( )	( )	( )
Visiting places seen on TV, or in a movie	( )	( )	( )	( )	( )

10. **Other factors that affect your travel destination?(Rate them from 1-5, 1 being the least important & 5 being most important)** *

Mark only one oval per row.

	Least Important	2	3	4	Most Important
Price	◯	◯	◯	◯	◯
Air connectivity	◯	◯	◯	◯	◯
Hospitality Services	◯	◯	◯	◯	◯
Climate	◯	◯	◯	◯	◯
Security	◯	◯	◯	◯	◯

11. **What are the different types of tourism you are aware off?** *

Check all that apply.

☐ Adventure Tourism

☐ Wildlife Tourism

☐ Medical Tourism

☐ Eco Tourism

☐ Pilgrimage Tourism

☐ Education Tourism

☐ Cultural Tourism

12. **Photo/Cultural/Heritage Walks are basically guided tours to a particular area, either for taking pictures, to know about the culture associated with it or its historical value, thus helping tourist to relate to the area of the city in more personal & intimate manner. Are you familiar with this concept?** *

Mark only one oval.

◯ Yes

◯ No

13. **If yes, have you attended any Photo/Cultural/Heritage walks & how many times?**

Mark only one oval.

◯ Never

◯ Once

◯ Twice

◯ Thrice

◯ More than 3 times

14. **If you do not know about it, Would you be interested in such small tours?** *

Mark only one oval.

◯ Yes

◯ No

◯ Maybe

15. How do you travel? *
Mark only one oval.

- ◯ alone
- ◯ with a partner
- ◯ with family
- ◯ with friends/interest groups
- ◯ with an unknown groups
- ◯ Other: _____

16. What mode of transport you travel with? *
Mark only one oval.

- ◯ By own car
- ◯ By rented car
- ◯ by public or private bus
- ◯ by train
- ◯ by plane

17. what do you prefer? *
Mark only one oval.

- ◯ Booking complete tour packages in advance
- ◯ Partially booking(hotels/transport) in advance
- ◯ No prior bookings
- ◯ Other: _____

18. How much do you spend on traveling individually/year? *
Mark only one oval.

- ◯ Less than 25k
- ◯ 25k-50k
- ◯ 51k-75k
- ◯ 76k-1 lakh
- ◯ More than 1 lakh

Powered by

Google Forms

MG