

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

Bachelor Thesis for Obtaining the Degree

Tourism and Hospitality Management

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Abstract

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

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

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

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