

Youth Tourism as an Emerging Market: A Comparison Study between Jordan and Egypt

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Abstract *Recently youth tourism has had great importance and intension by researchers. This due to its wide and different benefits especially in economic concern. Moreover, this type of tourism attracts different segments of youths all over the world. This study aims to identify the awareness of Jordanian and Egyptian stakeholders (public sector- private sector- experts) about the youth tourism and its dimensions; and evaluate the current situation of youth tourism in both Jordan and Egypt. The methodology of study includes Descriptive analytical method and case study technique, SPSS for data analysis and Sample and Questionnaire. Techniques of analysis are Frequencies, Mean, S. Deviation, S. Error of Mean, One- Way ANOVA Analysis to test Significance of Variance.*

This study has evaluated the current status of youth tourism in Jordan and Egypt through various dimensions. The most outstanding results are that both Jordan and Egypt are attractive tourism destinations for young people as the two countries contain the attractions for youth tourism. And the average cost per youth trip in both Jordan and Egypt is less than the international average of spend especially in Australia and European; and this is a good point in favor of the two countries to compete for the youth tourism international markets.

Keywords: *Youth Tourism, Young Travelers, Young Market, Youth Motives Youth Males, Youth Females*

INTRODUCTION

Estimates suggest the international student and youth tourism grew at an average annual rate of 3-5 per cent during the period 2000-2004, compared with total market growth rates of 3 per cent a year. In spite of the size of the market and the growth in student and youth tourism, a small number of countries have a specific policy for this market. The relative lack of attention for this market is underlined as follows (Richards, 2005, P: 95):

- Just over a third of countries have a student or youth tourism policy.
- Less than a third collect statistics on the market.
- Only a quarter have policies for product development.
- Less than a third have a marketing policy.

However, Jones (2008, P:5) said that youth tourism can contribute to sustainable tourism through realization of

reasonable distribution of tourism benefits on a world-scale. It is expected that youth tourism will prevail in the forthcoming future throughout developed and developing countries. According to Mendiratta (2012, P: 2), youth Travel has many advantages including year-round visitation unconstrained by holiday periods; possibility of travel during any time in particular off peak seasons where they enjoy more competitive rates and availabilities allow for longer stays; and increase in length of stay that its average length of stay is 53 days. Mckinnon (2013, P: 1) explained that of all demographics, the youth sector has been the most resilient when it comes to travel. Long considered a rite of passage, young people place a high priority on exploring the world, and the benefits they bring to the tourism industry are vast.

IPK International et al (2013, P: 1) presented another view meaning that youth travel has not had suitable interest as a new trend of tourism while it is characterised by inexpensive prices and minimal expenditures. However, the picture has changed in recent years, according to diverse studies.

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The World Tourism Organization stated that youth tourism produced US\$ 182 billion in 2012, and more than 20% of the more than one billion international arrivals. Furthermore, the mean cost of a trip in youth tourism may reach to US\$ 910. Also, it is expected the increasing the of youth tourism international trips from 200 million trips a year nowadays to 300 million by 2020. For European, as another example, youth tourism market represented around half of the global market with some 93 million outbound trips by 15-29 year-olds travelers in 2011.

Over the above, literature pointed out that Social Media and new technologies affect young travellers. Complementing talk, the influence of Social Media (SM) in the daily life of the users has gain the attention of many researchers in the area of youth tourism. Some researchers outlined features of Social Network Sites (SNSs). Others defined the E-WOM as "Electronic Word-Of-Mouth" can be defined as a type of SM (Dionysopoulou and Mylonakis, 2013, P: 23).

Literature said that Europe and America are the most in demand destinations by the worldwide youth. Regarding to destinations like Asia, Africa and the Middle East, we find a growing market share. For countries level, the most popular destinations on the youth travel market are Australia, United States of America and France. These counties together targeted by slightly over 10 % of youths, followed by Spain, Italy, Germany, Great Britain and Thailand, each with approximately 6 % of the youth tourism demand (Moisa, 2015, PP: 418-420).

Based on the previous preface indicating the importance of youth tourism, the current research tries to shed light on two countries in the Middle East area – Jordan and Egypt- as an emerging tourism market. The study takes into account multiple areas of speech such as definition of student and youth tourism, main activities of youth travellers, statistics on student and youth tourism, etc.

Questions of Study

- What is the level of awareness of tourism stakeholders about the concept of youth tourism in both Jordan and Egypt?
- Is there any adopting of best practices for youth tourism in Jordan and Egypt?

Objectives of Study

This study aims to:

- Identify the awareness of Jordanian and Egyptian stakeholders (public sector- private sector- experts) about the youth tourism and its dimensions.

- Evaluate the current situation of youth tourism in both Jordan and Egypt.

REVIEW OF LITERATURE

Concept of Young Travellers/Tourism

One of the problems hampering the development of policy is the lack of clear definitions for student and youth tourism (Richards, 2005, P: 95). On the other side, today's generation of young people are more informed, more mobile and more adventurous than ever before (Egido et al., 2010, P: 2). One view says that youth tourism includes tourist activity of secondary school students between 15 and 19 years (Rózycki and Winiarski , 2005, P:1). Another point of view said that youth travellers are those seek to develop confidence and life skills through travel and the sense of achievement deriving from this (Tourism Australia Agency, 2008, P: 1). Moisa in 2010 (P: 639), pointed out that concept of youth travel presents several paradoxes, such as: young people are going through their first travelling experiences, but already have high expectations and standards; They look for a flexibility of tourism services that is synonymous with freedom, but not at a cost of high uncertainty; Young people are rather traditional regarding their destinations, but relatively creative in terms of future tourism activities; They are open minded, but are also concerned for their safety; And they are consumers who pay attention to the prices of tourism products, but, notwithstanding, travels are still part of the most desirable "consumer" products.

Mendiratta (2012, P: 3) pointed out that the youth tourism market includes youth individuals who explicitly seek to learn, to explore, to be immersed, to be involved, and to make a change. They are keen to make real improvements in destinations targeted by youth travelers. Youth travellers focusing on activities.

Travel, Accommodation and Activities of Young Traveller/Tourists

While young people with less travel experience usually turn to a specialized travel agency to make reservations, more experienced tourists turn to the web site of the agency make bookings. As a consequence, it is not surprising that the use of travel agencies specialized on youth travel is dropping dramatically after tourists pass the age of 30 years (Moisa, 2010, P.642). It was estimated that (66%) of Europeans youths join on short trips with duration of less than seven nights and spend US\$ 900 per trip on average. Germany (17million

outbound trips), France (7.9 million) and the UK (7.3 million) are the largest three markets. Notwithstanding, the youth tourism market is more beneficial with longer and expensive trips for purposes like studying abroad, work experience and volunteering. Moreover, low-cost coach (bus) / train travel remains the main form of transportation but the importance of air travel has soared in recent years due to the growth of low-cost airlines. Similarly, young people are also staying in hotels more often than in the past. Hostels and hotels are now on the same level with about one third of the market each, ahead of cheaper or private accommodation. Younger people under 25 tend to prefer hostels while the 'older' end of the youth market prefers hotels (IPK International et al, 2013, P:3).

According to Mckinnon (2013, P:1), UNWTO revealed that around 20% of the 940 million international tourists travelling the world each year are youth travellers. In 2012, £138 billion of the global £692 billion tourism spend came from travelers. Young travellers are spending longer than before abroad, with the number of trips over 60 days increasing over the last five years. A big survey of 34,000 young individuals aging up to 35 in 137 countries displayed recent changes concerning the purpose of youth travel. Nowadays, approximately of 45% of young people travel on holiday while close to 38% travel for educational purposes (e.g. language learning, study). Furthermore, (15%) of youth are travelling for work experience purposes and about 5% travel with a view to volunteer projects (IPK International et al, 2013, P:2). For means of transportation used in youth tourism, young people who choose air travel and car travel usually have higher incomes and more tourist experience, while the train and the bus are used by the youth with lower incomes. The most important means of transportation used at the destination are walking, street car, metro, buses and local trains, as well as rented vehicles or hitchhiking. Young people under 26 years old prefer to use their own car, to use bicycles or to walk, while the youth over 26 prefer to rent a car or to turn to domestic air travel. In additions, there are young people who use more exotic modes of transport, such as: freight boats, kayaks, camels, donkeys or elephants (Moisa, 2010, P: 642).

Regarding the type of youth trip, young people join in trips, basically to increase their awareness of the world and learn about other cultures; 70% of all trips taken by young people are motivated by goals such as a desire to explore, work or study abroad; slightly more than 80% of youth report that their trip has changed their overall lifestyle in somehow, and the plenty of youth mentioned that they were travelling in a more responsible manner and thinking more about issues such as social justice and poverty (UNWTO, 2008, P: 11).

Moisa (2010 , P: 643) stated that there are several opportunities for accommodation. On the hotel market there are specialized units called youth hotels or hostels

that provide cheap, but comfortable accommodation and a unique atmosphere that cannot be found in hotels. A hostel is more than an accommodation unit, it's something special, a place where young people can enrich their culture and multiculturalism by meeting people from all over the world.

Other say reveals that the common types of lodging are visiting friends and relatives (41%) and backpacker hostels (32%). Backpacker hostels are significantly used in Australia and Southeast Asia. For youth trips, the main trip taken averaged over 60 days. The longest haul trips are made to Australia (about 128 days), North America (90 days) and the Indian sub-continent (84 days), whereas the regions with the shortest trip times are Eastern Europe (29 days), North Africa (36 days), Southern Europe (39 days) and Central/Southern Africa (47 days) (Wilson and Richards, 2003, PP: 4-18).

Concerning activities conducting by youth, the majority activities are visiting historic sites and monuments (77%), walking and trekking (76%) and more leisurely pursuits such as sitting in cafes/restaurants (72%) and shopping (72%). Modest numbers of youths are undertaking academic studies or learning a language during their trip (28%). In general, youth tourism activities are somehow the same in any destination. (Wilson and Richards, 2003, PP: 4-18).

To link the youth activities with gender, Moisa (2010, P: 646) mentioned that are differences regarding the preferences of men and women in terms of spending leisure time. Young women prefer to walk or travel in the vicinity of the tourist destination, to participate at cultural events, to spend time in cafes and restaurants and to go shopping, while young men like to watch and participate in sporting competitions or practice extreme sports. The activities carried out by young people during their stay are in direct correlation with their home country or region, therefore, the activities related to nature and the wild life are the most popular among youth from Eastern Europe (eg. Czech Republic, Slovakia, Hungary, etc.) because they have lower incomes and can't afford as much to go shopping, to stay in cafes and restaurants, etc

On the other hand, recreational activities depend also on the specific of the tourist destination. For example, going to the beach is a traditional way to spend leisure time for those who visit Greece, Spain, Australia, India or Thailand; walks appeal to young people visiting Australia, South Africa, Japan, Egypt or Mexico; going clubbing is specific to destinations like Ireland, Australia and Thailand; and cultural events, visiting museums and historic objectives are the main activities carried out by young tourists visiting Japan, Egypt, England, Germany and China. India has the highest percentage of young volunteers, followed by Japan and South Africa. England and Sweden are favourite destinations for work & travel programmes, and the United

States and Australia record a high number of young people who travel to study – because they are English-speaking countries, the study in a foreign country is facilitated (Moisa, 2010, P: 646).

Other researchers interested in youth tourism commented that long trips are a key characteristic of youth travel and, hence, this group has the scope to explore destinations in a far more interesting, creative way than do short-term holiday makers (Mckinnon, 2013, P:2). Moreover, it is argued that the mass market inclusive tour operators as a segment is significantly different from the youth market for independent travel and specialist niche products (Clarke, 1992, P: 321). Since the young people are the main team of SM users, the tourism industry make efforts to become gradually part of this young's activity, forcing significant changes to traditional style of tourism sector, which must be based initially on the study of young person's needs and its official integration in tourist market as a niche market (Dionysopoulou and Mylonakis, 2013, P.34). In Additions, There is a great effect of Social Media (SM) on youth tourism, in particular of young tourists' actively participating in SM, as well as those absorbed through SM on their travel decision (Bizirgianni and Dionysopoulou, 2013, PP: 652-653). And from the beginning of the 1990s period young people take holidays to pursue their favourite DJ to wherever in Europe (Sellars, 1998, P: 611).

Average Spend Per a Trip of Young Traveller / Tourists

Youth travel would account for over 20% of international tourist arrivals a year; the youth travel market is US\$ 136 billion a year, or around 18% of worldwide international tourism receipts; due to longer average trip duration, a typical youth traveler spends more than the average tourist during his/her trip. The moderate youth traveler pays US\$ 2,600 per trip, of which US\$ 1,550 is spent in the destination; as a proportion of the total income, youths spend more than any other group on international travel (UNWTO, 2008, P: 11). In 2010 youth tourism generated 165 billion USD towards global tourism receipts, affirming its financial value to the global tourism industry and local economies. In addition to economic benefits, the social and cultural benefits for the young traveller and the communities that host them are far reaching, long-term and measurably more sustainable than other forms of tourism (Egido et al., 2010, P: 3).

Another estimation of youth trips mentioned that the total spend per major trip is almost US\$1,900, of which about \$1,200 is spent in the destination and almost \$700 on travel. This is due to the length of stay which is longer and most spending is made with local businesses, so the local economic benefits can be greater than for other types of

tourists. So, many governments are developing specific strategies and action plans to attract youth travellers (Wilson and Richards, 2003, P: 18).

OUTSTANDING WORLD ORGANIZATIONS OF YOUNG TRAVELLERS/TOURISTS

International Student Travel Confederation

This foundation is serving student travellers for over 50 years. The ISTC has grown from a concept formulated by student leaders to increase international understanding into a global network of the world's leading student travel organisations. Recently, student travel organisations in 106 countries provide the 21st century's sophisticated youth traveller with special flight ticket arrangements on more than 80 airlines, their own globally accepted student identity card and a full range of land travel, study and work abroad, adventure and cultural experience programmes – providing educational experiences through travel to over 10 million students and youth travellers each year (Wilson and Richards, 2003, P: preface).

Association of Tourism and Leisure Education

The Association for Tourism and Leisure Education (ATLAS) was established in 1991 to develop transnational educational initiatives in tourism and leisure. The organization holds a meeting to promote staff and student exchange, transnational research and to facilitate curriculum and professional development. ATLAS currently has members in more than 50 countries (Wilson and Richards, 2003, P: preface).

World Youth Student & Educational (WYSE) Travel Confederation

WYSE Travel Confederation is a not-for-profit membership association and the world's largest network of youth and student travel providers. The organization has over 600 members in 120 countries serving over 10 million youths and students, every year, worldwide. The Confederation's mission is "to increase international understanding through the promotion of travel and educational opportunities for students and youth". Moreover, giving support to the global industry and creating new opportunities for youth and student travellers worldwide. Members of the Confederation work through specialist sector associations including Study Abroad, Work Abroad, Cultural Exchange, Language Travel, Youth Travel Accommodation, and Travel Insurance (Egido et al., 2010, P: 38).

Practical Experiences of Youth Tourism Worldwide

Case (1): Tourism Australia Agency, Australia

Title: Youth Market the seven key Australian Experiences visit

(Tourism Australia Agency, 2008)

Objective: Tourism Australia conducted research into the international youth market's perception of Australia and the various experiences on offer. The research was conducted with youth travellers aged between 18 and 29 in the UK, France, China and New Zealand, who are yet to visit Australia and do not have dependent children.

-Scientific benefit From This experience:

There are many origins markets and purposes for youth tourism

Case (2): Portugal

Title: Youth Tourism in Portugal (Silva, 2013, P:1)

- **Objective:** Identification of youth tourism in Portugal.
- **Scientific benefit From This experience:**

Using the natural ingredients as an important attraction for youth tourists

Case (3): South Africa

Title: youth tourism in Africa: Evidence from South Africa (Rogerson, Christian M., 2011, PP: 105-120)

Objective: reviewing youth tourism in South Africa

Scientific Benefit from this experience:

The expanding of youth tourism economy provides opportunities for developing a more responsible tourism

Case (4): Greece

Title: The Influence of Tourist Trends of Youth Tourism through Social Media (SM) & Information and Communication Technologies (ICTs) (Bizirgianni and Dionysopoulou, 2013, P: 1)

Objective: The study of the effects that Social Media (SM) and Information & Communication Technologies (ICTs) have on youth tourism. In particular, this study investigates the profile of young tourists' actively participating in SM, as well as the effects of information absorbed through SM and ICTs on their travel decisions.

Scientific benefit From This experience:

The development of Social Media (SM) and Information & Communication Technologies (ICTs) has conveyed important changes in the behavioural models of tourists as

well as in the way users search, assess, produce, purchase and consume information, products and services.

Case (5): New Delhi , India

Title: Research Notes and Reports

(Abdel-Ghaffar et al,1992, PP: 792-796)

Objective: to consider the role and functions of governments, the operational sectors, and other concerned bodies in developing and promoting youth tourism

Scientific benefit From This experience:

The tourist agencies and government sectors can promote and work to develop and examine the needs of the demand and supply side of youth tourism.

Case (6): United Kingdom

Title: Demographics, youth and tourism

(Jefferson ,2002, PP:73-75)

Objective:

The purpose of this report is to look at the impact of youth on tourism and the tourist industry, not just as travelers but also as employees.

Scientific benefit From This experience:

Demographic trends affect young people, and therefore must be taken into account these trends and attention in order to increase the percentages of young tourists.

Case (7): German Youth Travelers

Title: Linking travel motivations with perceptions of destinations: The case of youth travelers in Alpine summer and winter tourism.

(Matzler and Sille, 2003, P:1)

Objective

To attract and satisfy youth travelers and match their travel motivations with their perceptions of destinations through the formulation of marketing strategies

Scientific benefit From This experience:

There are clear differences between youth travel motivations for destinations in summer and winter seasons.

METHODOLOGY

In this section the researchers give details about the method of research used and analysis of the information gathered for the current study.

Descriptive analytical method and case study technique

This study adopts Descriptive Analytical approach handles the current phenomenon as it is in the real field. The principal

purpose of the descriptive method is to evaluate things and conditions in their natural cases. The adopted research is analytical using SPSS version 22. For the case study method, it has importance in data collection and analysis in descriptive approach.

Sample and Questionnaire

The current research depends on the simple random sample for data collection. The sample size is 104 subjects in both Jordan and Egypt with distribution as follows: 16 forms for official public authorities; 55 forms for academics; and 33 forms for private sector including airlines, travel agencies..etc.

The distribution and collection of questionnaire forms takes 30 days. The questionnaire design includes open-closed questions such as dichotomous, multiple choice, and check-list questions. Also open-ended questions with free texts. Moreover, each question is accompanied by blank space for any comments provided by respondents.

SPSS for Data Analysis

The Statistical Package for Social Sciences (SPSS - V-22) is used for analyzing data. Techniques of analysis are Frequencies, Mean, S. Deviation, S. Error of Mean, One-Way ANOVA Analysis to test Significance of Variance.

FINDINGS AND DISCUSSIONS

Table 1. Frequencies

Question	Frequencies		Mean	Std. Deviation	Std. Error of Mean
	NO.	%			
Respondent			1.63	0.740	0.073
Academics/experts	55	52.9			
Private sector	33	31.7			
Public sector	16	15.4			
2- Have you heard about the concept of youth tourism			2.61	0.743	0.073
2-1 No	16	15.4			
Neutral	9	8.7			
Yes	79	76.0			
3- Is youth tourism affected by factors (political, economic, social and cultural)?			2.72	0.530	0.052
3-1 No	4	3.8			
3-2 Neutral	21	20.2			
3-3 Yes	79	76.2			
4- Is your country one of suitable destinations for youth tourism?			2.76	0.512	0.050
4-1 No	4	3.8			
4-2 Neutral	17	16.4			
4-3 Yes	83	79.8			
5- In your opinion, which of the following are important motives of young tourists travel and activities could be well practiced in your country?					
5-1 Travel on holiday	71	68.3	1.32	0.468	0.046
5-2 Travel for educational purposes	48	46.2	1.54	0.501	0.049
5-3 Travel for work experience	28	26.9	1.73	0.446	0.044
5-4 Travel due to volunteer projects	36	34.6	1.65	0.478	0.047
5-5 Others	zero	zero	zero	zero	zero
6- Is there an interest for youth tourism by the government and tourism companies in your country?			2.09	0.726	0.071
6-1 No	23	22.1			
6-2 Neutral	49	47.1			
6-3 Yes	32	30.8			

Question	Frequencies		Mean	Std. Deviation	Std. Error of Mean
	NO.	%			
7- Are there announced special programs for youth tourism in your country? 7-1 No 7-2 Neutral 7-3 Yes	23 53 28	22.1 51.0 26.9	2.05	0.702	0.069
8- Is there good promotion of youth tourism in different means of media? 8-1 No 8-2 Neutral 8-3 Yes	51 45 8	49.0 43.3 7.7	1.59	0.633	0.062
9- Are there any effects of youth tourism on the community in your country? 9-1 No 9-2 Neutral 9-3 Yes	16 60 28	15.4 57.7 26.9	2.12	0.643	0.063
10- Are there youth hotels or hostels provide discounts on the cost of the young tourists activities? 10-1 No 10-2 Neutral 10-3 Yes	47 25 32	45.2 24.0 30.8	1.86	0.864	0.085
11- Are activities of young tourists in your country is compatible with those they practise in their home countries? 11-1 No 11-2 Neutral 11-3 Yes	27 45 32	26.0 43.3 30.7	2.05	0.755	0.074
12- State in order the most 3 common ways that young tourists book their programs to your country? 12-1 Online 12-2 Travel agents 12-3 Abroad tourism offices 12-4 Newspapers, schools & Universities, R & F, hotel chains.	63/79 43/79 8/79 4/79	80 54 10 5			
13- State in order the most 3 common means of transport that young tourists use in your country? 13-1 Buses 13-2 Airplanes 13-3 Cars 13-4 Taxies 13-5 Trains 13-6 Underground	63/79 32/79 26/79 16/79 15/79 4/79	80 41 33 20 19 5			
14- Are there differences between youth females and youth males in practicing activities of youth tourism in your country? 14-1 No 14-2 Neutral 14-3 Yes	20 37 47	 19.2 35.6 45.2	2.26	0.763	0.075

Question	Frequencies		Mean	Std. Deviation	Std. Error of Mean
	NO.	%			
15- Choose the average cost paid by the young tourist in your country?			1.85	0.953	0.093
15-1 \$100 - \$500	44	42.3			
15-2 \$500 - \$1000	40	38.5			
15-3 \$1000 - \$1500	16	15.4			
15-4 \$1500 - \$2000	Zero	Zero			
15-5 more than \$2000	4	3.8			
16- Have you ever participated in any youth tourism tour?			1.41	0.495	0.049
16-1 No	61	58.7			
16-2 Yes	43	41.3			
17- Respondent nationality			1.55	0.500	0.049
17-1 Jordanian	47	45.2			
17-2 Egyptian	57	54.8			

From the table (1) the following deductions are come out:

1. It is clear that little increase than half of respondents in Jordan and Egypt are academics and experts (52.9 %), the second position is for private sector (31.7 %), and the public sector in the third order (15.4 %).
2. Regarding youth travel motives to Jordan and Egypt, travel on holiday comes in the first order (68.3 %), the travel for work in the last sequence (26.9%) and no score for the option "other motives" rather than these motives mentioned herein. There is reservation on this result compared to what Sellars (1998, P: 611) said from the beginning of the 1990s period young people take holidays to pursue their favourite DJ to wherever in Europe. However, this result is in harmony with what mentioned in the case of Australia.
3. Nearly half of respondents in Jordan and Egypt are unknowledgeable about whether the national governments and tourism companies are interested in youth tourism or not (47.1%). Also, close to half of respondents or slightly more than half of respondents have no idea about special programs for youth tourism (51.0%), promotion of youth tourism (43.3 %), the effects of youth tourism on local communities (57.7 %), and compatibility of activities (43.3%) in order.
4. Near to half (49.0%) of respondents in Jordan and Egypt see that there is no suitable promotion for youth tourism. In additions, about two thirds (58.7%) of respondents have not participated in any youth tourism tours.
5. Merly half (45.2%) of respondents in Jordan and Egypt mention that youth males and youth females practise suitable activities for each one of them. Moreover, near to four fifths have heard about the concept of youth tourism (76.0%). Also, they see that each of Jordan and Egypt are suitable destinations for youth tourism (79.8 %); and youth tourism has affected by political, economic, social and cultural factors (76.2%).
6. The most common ways to book in youth tourism tours to Jordan and Egypt are online (63 respondents), travel agents (43 respondents), and abroad tourism offices (8 respondents). Other ways are used by youth travelers in a modest case such as newspapers, schools & universities, relatives & friends, and hotel chains (4 respondents). This result is in fit with Dionysopoulou and Mylonakis (2013, P: 34) , saying that the young people are the main team of social media users; and Bizirgianni and Dionysopoulou (2013, PP: 652-653), stating that social media has a great effect on youth tourism.
7. The common means of transport used by youth tourists in Jordan and Egypt are buses (63 respondents), airplanes (32 respondents), cars (26 respondents), trains (16 respondents), taxi (15 respondents), and finally the underground (4 respondents). This results is compatible with what was mentioned by IPK International et al. (2013, P: 3) and Moisa (2010, P: 642).
8. In all answers of respondents, there is no dispersion among points of view (Std. Deviation degree is less than the whole one). Furthermore, all results are compatible for the real situation in Jordan and Egypt and we can build on them and be used for further studies (Std. Error of Mean degree is less than whole one)
9. The results concerning the average spend per a trip of young travelers joining in youth tours in both Jordan and Egypt reveal that the range \$ 100 - \$ 500 has the first order and the range \$ 500 - \$ 1000 has the second order. The second range of cost is matching with what said by IPK International et al. (2013, P: 3) where the average cost is \$ 900 per trip. But both the two averages are contrary with what being mentioned by

UNWTO (2008, P: 11) as the average cost is \$ 2600; and Wilson and Richards (2003, P: 18) where the average cost is \$ 1900 per trip.

Table 2. F. Test for Means of Academics, Private Sector, and Public Sector

Question	F. Sig
1 Have you heard about the concept of youth tourism	0.505
2 Is youth tourism affected by factors (political, economic, social and cultural)?	0.018
3 Is your country one of suitable destinations for youth tourism?	0.000
4 Travel on holiday	0.503
5 Travel for educational purposes	0.353
6 Travel for work experience	0.000
7 Travel due to volunteer projects	0.125
8 Is there an interest for youth tourism by the government and tourism companies in your country?	0.002
9 Are there announced special programs for youth tourism in your country?	0.100
10 Is there good promotion of youth tourism in different means of media?	0.000
11 Are there any effects of youth tourism on the community in your country?	0.036
12 Are there youth hotels or hostels provide discounts on the cost of the young tourists activities?	0.000
13 Are activities of young tourists in your country are compatible with those they practise in their home countries?	0.000
14 Are there differences between youth females and youth males in practicing activities of youth tourism in your country?	0.000
15 Choose the average cost paid by the young tourist in your country?	0.001
16 Have you ever participated in any youth tourism tour?	0.181

Table (2) shows that:

1. There are no significant differences among sub- means of all stakeholders in both Jordan and Egypt at the significance level 5% about the following issues: There is awareness about the concept of youth tourism (F. Sig = 0.505), travel on holiday as a first motive for youth tourism (F. Sig = 0.503), travel for education as a second motive for youth tourism (F. Sig = 0.353), travel due to volunteers as a fourth motive for youth tourism (F. Sig = 0.125), announced special programs for youth tourism (F. Sig = 0.100), and participation in youth tourism tours (F. Sig = 0.181).
2. There are significant differences among sub- means of all stakeholders in both Jordan and Egypt at the significance level 5% about the following issues: youth tourism affected by factors (political, economic, social and cultural) (F. Sig = 0.018), Jordan and Egypt are suitable destinations for youth tourism (F. Sig = 0.000), travel for work as a third motive for youth tourism (F. Sig = 0.000), interest for youth tourism by the government and tourism companies in Jordan & Egypt (F. Sig = 0.002), good promotion of youth tourism in different means of media (F. Sig = 0.000), effects of youth tourism on the community in Jordan & Egypt (F. Sig = 0.036), youth hotels or hostels provide discounts on the cost of the young tourists activities (F. Sig = 0.000), activities of young tourists in the two countries are compatible with those they practise in their home countries (F. Sig = 0.000), differences between youth females and youth males in practicing activities of youth tourism in Jordan and Egypt (F. Sig = 0.000), and the average cost paid by the young tourist in Jordan and Egypt (F. Sig = 0.001).

Table 3. Descriptives and F. Test According to Nationality

Question	Mean	Std. Deviation	Std. Error of Mean	F. Sig
Respondent				
1-1 Jordanian	1.72	0.713	0.104	0.220
1-2 Egyptian	1.52	0.758	0.100	
2- Have you heard about the concept of youth tourism				
2-1 Jordanian	2.83	0.564	0.082	0.005
2-2 Egyptian	2.42	0.823	0.109	
3- Is youth tourism affected by factors (political, economic, social and cultural)?				
3-1 Jordanian	2.70	0.587	0.086	0.741
3-2 Egyptian	2.74	0.483	0.064	

Question	Mean	Std. Deviation	Std. Error of Mean	F. Sig
4- Is your country one of suitable destinations for youth tourism?	2.74	0.607	0.089	0.789
4-1 Jordanian	2.77	0.423	0.056	
4-2 Egyptian				
5- Travel on holiday				
5-1 Jordanian	1.34	0.479	0.070	0.647
5-2 Egyptian	1.30	0.462	0.061	
6- Travel for educational purposes				
6-1 Jordanian	1.32	0.471	0.069	0.000
6-2 Egyptian	1.72	0.453	0.060	
7- Travel for work experience				
7-1 Jordanian	1.57	0.500	0.073	0.001
7-2 Egyptian	1.86	0.350	0.046	
8- Travel due to volunteer projects				
8-1 Jordanian	1.57	0.500	0.073	0.125
8-2 Egyptian	1.72	0.453	0.060	
9-Is there an interest for youth tourism by the government and tourism companies in your country?				
9-1 Jordanian	2.02	0.821	0.120	0.408
9-2 Egyptian	2.14	0.639	0.085	
10-Are there announced special programs for youth tourism in your country?				
10-1 Jordanian	2.11	0.866	0.126	0.444
10-2 Egyptian	2.00	0.535	0.071	
11-Is there good promotion of youth tourism in different means of media?				
11-1 Jordanian	1.68	0.755	0.110	0.169
11-2 Egyptian	1.51	0.504	0.067	
12- Are there any effects of youth tourism on the community in your country?				
12-1 Jordanian	2.09	0.654	0.095	0.665
12-2 Egyptian	2.14	0.639	0.085	
13- Are there youth hotels or hostels provide discounts on the cost of the young tourists activities?				
13-1 Jordanian	2.02	0.921	0.134	0.076
13-2 Egyptian	1.72	0.796	0.105	
14- Are activities of young tourists in your country is compatible with those they practise in their home countries?				
14-1 Jordanian	2.02	0.707	0.103	0.744
14-2 Egyptian	2.07	0.799	0.106	
15- Are there differences between youth females and youth males in practicing activities of youth tourism in your country?				
15-1 Jordanian	2.40	0.771	0.112	0.079
15-2 Egyptian	2.14	0.743	0.098	

Question	Mean	Std. Deviation	Std. Error of Mean	F. Sig
16- Choose the average cost paid by the young tourist in your country?				
16-1 Jordanian	1.66	0.635	0.093	0.070
16-2 Egyptian	2.00	1.134	0.150	
17- Have you ever participated in any youth tourism tour?				
17-1 Jordanian	1.49	0.505	0.074	0.156
17-2 Egyptian	1.35	0.481	0.064	

Table (3) shows that:

1. There is coincidence among all stakeholders in both Jordan and Egypt about the majority of issues of youth tourism mentioned in this study (see degrees of Mean as an evidence). The difference among Jordanian and Egyptian stakeholders are about two issues. The first is do youth hotels or hostels provide discounts on the cost of the young tourists activities (Jordanian part Mean = 2.02 located between options Neutral and Yes and Egyptian part Mean = 1.72 confined between options Neutral and No). This means that Jordan gives more discounts for youths than Egypt. However, the matter is different in the second issues regarding the average cost paid by the young tourist (Jordanian part Mean = 1.66 located between options the range \$ 100 - \$ 500 and the range \$ 500 - \$ 1000 and Egyptian part Mean = 2.00 equivalent to the range \$ 500 - \$ 1000). This deduction reveals that the rate of spending by youth tourists in Egypt is Higher than that in Jordan. This confirm what has been mentioned already that Jordan gives more discounts for youth travellers than Egypt.
2. In all answers of respondents, there is no dispersion among Jordanian and Egyptian points of view (Std. Deviation degree is less than the whole one). In additions, all results are compatible for the real situation in Jordan and Egypt and we can build on them and be used for further studies (Std. Error of Mean degree is less than whole one).
3. There are no significant differences among sub- means of all parts in both Jordan and Egypt at the significance level 5% about the most of issues except the following ones: There is awareness about the concept of youth tourism (F. Sig = 0.005), travel for work experience (F. Sig = 0.001), travel for education (F. Sig = 0.000).

CONCLUSION

The current study explored the concept of youth tourism and its dimensions as most people in Jordan and Egypt have heard before about the concept of youth tourism, and they also got to know the dimensions of youth tourism as the

young tourism affected by the factors (economic, political, social and cultural). However, literature of view about this type of tourism has been shown us that youth tourism does not have a specific definition.

This research also has assessed the reality of youth tourism in Jordan and Egypt, where both Jordan and Egypt are attractive tourism destinations for young people as the two countries contain the attractions for youth tourism. It is clear that youths travel on holidays is the first interest for young people. The bus comes in the first order as a mean of transport used for internal movements by youth travelers in Jordan and Egypt. Both youth males and youth females practice the activities that fit with them. In Jordan and Egypt the average cost per youth trip is less than the international averages of spend especially in Australia and European countries. The online booking is the first approach for the youth people.

There is half agreement among sub- means of (academics - private sector - public sector) in both Jordan and Egypt at the significance level 5% about the issues and dimensions of youth tourism. While There is semi-complete agreement among sub- means of all Jordanian and Egyptian stakeholders at the significance level 5% about the issues and dimensions of youth tourism.

The researchers recommend all stakeholders in both Jordan and Egypt to take the following elements into consideration:

- To target multiple origins markets for youth tourism especially in Europe and United States of America.
- The tourist agencies and government departments should promote and work to meet and examine the needs and purposes of the demand side of youth tourism.
- To adopt and design special programs for youth tourism.
- Availability of youth hotels or hostels that provide discounts on the cost of the young tourists activities.
- Availability of different activities which fit with youth females and youth males.
- To price youth trips with the suitable average cost paid by the young tourists in worldwide.

- Encouraging youth tourism by offering ongoing discounts particularly in Egypt.
- Internal and external marketing for youth tourism through:
 - Raise awareness of this type of tourism between the university and school students through many lectures.
 - Marketing through the internet which is one of the most means that used by youth tourists.

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