



Travel Lifestyle of Young Indian Students: 'Gender Distinct' or 'Gender Blurred'

Sonia Khan*

Abstract *The 'youth' segment has emerged as a lucrative travel market across the globe and has a promising potential for future growth. In the youth market, a characteristic trend visible with change of times is the increasing participation of both 'male and 'female' genders as 'tourists', indicating a striking change in comparison to travel of early times that was dominated by male tourists alone. This shows the emergence of a societal trend moving towards defying 'gender stereotypes' and 'doing gender'. Particularly in progressing societies, the softening of gender stereotypes has been instrumental in encouraging participation of both males and females equally as consumers of tourism. Hence, in the present times characterized by rapid social transitions, changes in gender status and narrowing of gender differences towards lifestyles becoming 'gender neutral', this study attempts to identify whether or not, in tourism participation, travel behaviour and travel lifestyle of young males and females is undergoing a parallel transformation, moving from being 'gender distinct' to becoming 'gender blurred'.*

Keywords: Youth, Gender, Travel Behaviour

INTRODUCTION

The 'youth travel market' has become an extremely important segment of the tourism and travel industry (Buffa, 2015; Kim, Oh and Jogaratnam, 2007; UNWTO, 2010). The United Nations, in its United Nations Educational, Scientific and Cultural Organization, i.e. UNESCO report (2013) for statistical consistency across regions, explains 'youth', as a category of persons between the ages of 15 and 24 years. The interest in travel of the 'young' stems from their physical energy, increasing education and awareness facilitated by a technological era, personal curiosity, desire for adventure and quest for exploring distant horizons. The importance of the youth market is reflected in the views of Taleb Rifai, the earlier General Secretary of the United Nations World Tourism Organization (UNWTO, 2016), who suggests that the youth travel segment has become one of the 'fastest growing segment' of the global travel market. In Taleb Rifai's view, youth tourists exhibit several unique characteristics, i.e. the youth venture independently, stay longer, and tend to immerse in different cultures. The continuously soaring numbers of youth tourists and the importance of this travel

market in the coming future, is further evident through the study of Vetrak (2012) which suggests that the youth travel market is expected to touch 300 million arrivals by 2020.

The phenomenal growth of the youth travel market can be partly credited to the attractive 'supply end' of the tourism industry along with availability of 'competitive prices' of travel services that have made travel significantly affordable for the young educated 'student' population. The increase in the number of young, unemployed students as well, undertaking travel for leisure, suggests that travel is no longer a luxury limited to the 'wealthy few elite classes', but has become a commodity available for all. It is noteworthy that within the youth travel market, majority are 'students', with a high education level (Richards and Wilson, 2003). In a way, educational institutions around the world have become a launching pad for providing students an opportunity to travel for learning and exposure. Hence, 'institutionalized travel' is increasingly on the rise, encouraging the young student community (both males and females) to have an experience of the 'outside world', both for recreation and educational purposes. The role of educational institutions in promoting travel is evident from the fact that the curriculum of several

* Professor, Tourism, Institute of Vocational (Tourism) Studies, H.P. University, Summer Hill, Shimla, Himachal Pradesh, India. Email: khansoniam@hotmail.com

programs offered by such institutions, nowadays, has an inclusive component of 'travel' in the form of 'educational/study' tours. Other than institutionalized travel, 'informal' and 'self organized' tours by young students/groups of friends are also on the rise.

The 'near equal participation' of both genders in tourism is a significant phenomenon of contemporary times. While in early ages, travel was primarily a 'males' domain'; over the years, the scenario has remarkably changed and females too have started venturing out from confinement of the four walls of the home, to explore the outside world. Travel of women has been particularly facilitated on account of several reasons like, progress of societies, realization of importance of education of the female child and a worldwide movement of 'women empowerment', among others. It is acknowledged that 'travel in itself', has become instrumental in contributing to making women confident and independent. Hence, the increasing participation of female tourists in travel has stimulated 'gender research' in tourism. However, most research on 'gender in tourism' remains confined to addressing 'women' as 'tourism providers' in the industry, and has not delved into investigating the behavior of women as active 'tourist participants' in the travel phenomenon. Besides, gender research in tourism has remained primarily focused on 'women issues' in tourism and has not done justice to studying 'male tourists', or else giving equal emphasis to both genders through comparative studies between male and female tourists.

Furthermore, though youth travel has started drawing considerable attention, studies of the growing youth segment of tourists, particularly from the tangent of exploring 'gender' dimension, remain strikingly scarce. Hence, in light of growing importance of the youth travel segment (males and females) and enthusiastic participation of both genders in travel for leisure (defying age old gender roles/stereotypes), this research investigates the travel lifestyle of young Indian male and female tourists. In times of narrowing gender differences across societies, the aim of the study is to identify the extent of similarities or differences between the travel style of young males and females, in order to understand if travel still remains 'gender distinct' or is becoming 'gender blurred' in fast transitioning and progressing societies like India. The paper addresses the broader aim through the following outlined objectives.

- To find out if 'Travel Style' of young males and females is similar or different.
- To identify if 'Holiday Preferences' of young males and females are similar or different.
- To discover the manner of 'Travel Preparation' of young males and females.
- To understand if males and females have a similar or distinct 'Travel Packing' style.
- To uncover the nature of 'Travel and Destination Behaviour' of young males and females.

BACKGROUND

Consumer behavior of tourists has drawn serious research attention in the last few decades (Bello & Etzel, 1985; Cohen, Prayag and Moital, 2014; Dimanche and Havitz, 1995; Hsu, Cai and Li, 2010; Kozak and Kozak, 2013; Swarbrooke and Horner, 2004; 2007). In tourism, consumer behavior research has concentrated on various aspects of tourist behavior, like, understanding the process of travel decision making (DeCrop, 2005, 2006; Engel, Kollat and Blackwell, 1973; Koc, 2004; Mayo and Jarvis, 1981; Moscardo et al., 1996; Moutinho, 1987; Mottiar and Quninn, 2004; Lin et al., 2014; Pizam and Mansfeld, 1999), identification of market segments of tourists, based on factors like place of origin, gender, age group and travel motivation (Andreu et al. 2005; Cohen 1972; Crompton, 1979; Gray, 1970; Plog 1974, 2002; Smith, 1989; Weaver, et al. 1994) and studying the type of personality, lifestyle, religion and culture of tourists (Barnett, 2006; Birdir, 2015; Dolnicar, 2004; Gonzalez and Bello, 2002; Manrai and Manrai, 2011; Foo, McGuiggan and Yiannakis, 2004). Besides, almost all research on consumer behavior in tourism, has essentially explored demographic profile, travel expenditure, travel patterns, travel duration and activities engaged in by people as tourists (Bridir, 2015; Legohere and Wong, 2006).

Beyond studying consumer behavior of tourists in general, focused research on specific 'market segments' of tourists has become popular in terms of its usefulness for the developers and suppliers of tourism products and services. Travel market segmentation research that identifies specific tourist segments on parameters like, country of origin, age group, lifecycle stage, religion, gender, occupation, etc, is providing valuable insight into needs, motivations and travel lifestyles of particular tourist segments (Fodness, 1992; Mazanec, 1992). Identification of specific markets based on 'Values Attitudes and Lifestyles' (VALS) of consumers has been acknowledged as an important basis of segmentation. VALS employs 'psychographic' segmentation, taking into account lifestyle, attitude, interest, opinion and personality variables (Gonzalez and Bello 2002; Howard and Sheth, 1969; Wells, 1975).

From among the vast number of tourist segments, the 'youth travel segment', has evolved as a significant, potential, lucrative market for the tourism businesses and is forecast to grow at a phenomenal pace around the globe (UNWTO,

2010). Therefore, over the last few decades ‘youth travel behavior’ has attracted sporadic, but keen attention of researchers (Bizirgianni and Dionysopoulou, 2013; Carr, 1998a, 2002, 2003; Chiu et al., 2015; Gmelch 1997; Haung, 2006; Horak and Weber, 2000; Hudman, 1990; Kim and Jogarathnam, 2003; Linh, 2015; Madrigal, 1995; Richards, 2015; Swarbrooke and Horner 2001; Ting, Chiu and Kayat 2015; Xu, Morgan and Song, 2009). The youth market is usually associated with the ‘student travel market’, because ‘youth’ between the age group of 15-24 years, are commonly students. Hence, ‘students’ have been the prime focus of research with respect to youth studies (Dann, 1977; Pearce, 2005; Pearce and Son, 2004). While researchers have acknowledged the importance of the growing market size of young travelers, till date, research on youth travel market has largely been conducted in the Western world (Carr, 2001; 2005; Chiu, et al., 2015; Hesse & Tutenges, 2011; Xu, Morgan & Song, 2009). In the East, research addressing travel lifestyles of youth remains scarce and relatively recent (Chen, Huang and Cheng, 2009; Hakam, Wee and Yang, 2015).

‘Gender’ is one important parameter for segmenting the youth travel market in order to have focused studies on ‘male’ and ‘female’ youth tourists. Although tourism is essentially a ‘gender neutral’ industry and phenomenon, research documents that one’s gender has a strong bearing on travel behavior (Collins and Tisdell, 2002; Haung 2006; Ryan, Henley and Soutar, 1998). Consequently, several scholars have emphasized the need to understand tourism with respect to gender (Anastassova, 2002; Baraban, 1986; Blake, 1990; Carr, 1998b; 1999, 2001; Frew and Shaw, 1999; Hall, Swain and Kinnaird, 2003; Hudson, 2000; McCabe, 2003; Kinniard and Hall, 1994; 2000; Sinclair, 1997; Swain, 1995). Some research that has investigated gender in tourism suggests that there is a long held belief that ‘women are disadvantaged in travel for leisure’ primarily on account of being a female, shouldering familial responsibilities (Cukier, Norris and Wall, 1996; Khan, 2011; Wislon and Little, 2005) and that women are born with an inherent quality of ‘Ethic of Care’ (Shaw, 1994) that requires them to put ‘others first’. Comparative gender studies suggest that the mere characteristics of being a male or female, account for differences between travel of males and females.

However, despite traditional stereotypes associated with either gender, in reality, over the last few decades, particularly in socio-culturally progressing societies, differences between males and females have significantly narrowed down, gradually resulting in shedding of stereotypical identities, making the role of gender ‘inconsequential’ to lifestyles of the wider population. ‘Doing gender’, in the strict sense, no

longer remains a norm. Male and female roles are filtering into each other’s domain, giving way to an increasing ‘blurring’ of gender behavior, leading to gender neutral lives. This continuously increasing ‘blur’, is making it difficult to find subtle distinctions between behavioral traits and roles and lifestyle of males and females. Research carried out by Carr (1998b, 1999) suggests that only a few differences exist between leisure activities of young male and female tourists. Though gender has been investigated in terms of its bearing on travel on the wider tourist market, limited researcher has delved into exploring the ‘gendered travel’ of the youth travel market (Frew and Shaw, 1998; Gibson, 2002; Hoxter and Lester, 1988; Reisinger and Mavondo, 2004). In view of the lack of focused gender based research of the youth travel market segment, particularly in the current scenario of rapidly transforming and progressing societies, this study examines if the long held stereotypical gendered identities still hold true for the present generation of young Indian tourists, or have become less pronounced/ blurred.

METHODOLOGY

The study was conducted at a higher educational institution (University) in India. The sample comprised a total of 200 University students between the age group of 20-24 years. To facilitate a gender comparison in the study, stratified random sampling was used. The strata were gender, i.e. ‘male’ and ‘female’ students. A total number of 200 students was decided upon, to facilitate comparison between ‘100 male’ and ‘100 female’ students. Randomly equal number male and female students were surveyed. Data was collected through a self-designed and self-administered questionnaire. In order to fulfill the broader aim of finding out whether the travel of present generation of young Indian students is ‘gender distinct’ or ‘gender blurred’, the questionnaire was divided into various sections. The sections focused on investigating each objective i.e. ‘travel style’, ‘travel preferences’, ‘travel preparation’, ‘travel packing’ and ‘travel and destination behavior’ of males and females. Data collected was coded and analyzed in simple percentages using SPSS 18.

FINDINGS AND DISCUSSION

The findings for the various research objectives are discussed as follows.

Travel Style

Table 1 shows the ‘travel style’ of young male and female students.

Table 1: Travel Style

		Males (%)	Females (%)
Preferred Journey	Spontaneous	30	22
	Planned	32	54
	Doesn't matter	38	24
	Total	100%	100%
Preferred Companion	Alone	17	0
	Family	05	55
	Friends/Group	78	45
	Total	100	100
Destination Favored	Close to Home	03	20
	Faraway	35	35
	Doesn't matter	62	45
	Total	100%	100%

Note: The significant differences are highlighted in Bold

With regard to the nature of travel decision, findings reveal that the large number (54%) of female students prefer going on 'pre-planned' travels, while to most males (38%) it does not matter much whether the journey is 'pre-planned' or 'spontaneous', indicating that males are more open to making plans both well in advance or even a short time ahead of taking off. It is also noted that a good number (24%) of females too, are nowadays open to travelling 'any time' and do not require way ahead plans. As for the preference of 'travel companion', it is noted from table 1, that maximum young females (55%) show preference for travelling with 'family' (55%) or 'friends' (45%). None (0%) however report that they would travel alone. As this study is conducted in India, such results indicate that especially young Indian females still remain hesitant to travel alone by themselves for reasons of safety and security and even for the reason that they are not whole heartedly encouraged by most families or else even society, to travel alone. This confirms that though Indian society has started progressing, the deep rooted traditional taboos attached to young girls (particularly 'single') travelling alone, still prevail in society. On the other hand, most males (78%) prefer to travel with 'friends', for having a 'good time' or enjoyment. 17% males however, are happy travelling 'alone' as 'solo travelers'. This indicates that males do not have safety concerns that may act as a deterrent to stop them from traveling alone. Besides, in the patriarchal male dominated Indian society, neither family, nor society, imposes restrictions on young males wishing to travel alone, or else, in preferred company of friends.

As for the destination preference in terms of 'geographical distance', it is noted that 20% females prefer to travel to destinations 'not very far away' from hometown, perhaps due to personal reluctance, or reservations of family. But

overall, results indicate that for the majority of males and females, (i.e. 62% males and 45% females) 'distance doesn't matter'. This implies that once allowed to travel, proximity is not a concern for choice of destination, indicating that once you leave home, distance becomes unimportant.

Holiday Preferences

Table 2 shows the travel motivation and preferences of young male and female holiday makers.

Table 2: Travel Preferences

		Males (%)	Females (%)
Travel Interest	History/Culture	26	25
	Adventure	49	24
	Relaxation	22	23
	Shopping	03	28
	Total	100%	100%
Transport Comfort	Important	30	81
	Not Important	70	19
	Total	100%	100%
Accommodation Comfort	Important	50	75
	Not Important	50	25
	Total	100%	100%

Note: The significant differences are highlighted in Bold

With respect to the 'interest' of travel, it is seen that males and females largely share 'similar travel interests', commonly of visiting places for history, culture and relaxation. The striking difference is noted between genders for interest in 'shopping', an activity which remains primarily associated with females (24%) as compared to males (3%). Table 2, also highlights that travel for 'adventure', which has been long associated with males (49%), has over a course of time, become of interest to a good number (28%) of females as well. This indicates that in fast progressing societies, females are confidently and fearlessly stepping forth to undertake adventure activities at par with their male counterparts. Such results contradict the long held stereotype of females being introvert, cautious, and physically dainty, for adventure activities. In the Indian context, an increasing number of families are now days educating children, treating males and females at par and encouraging both (regardless of gender) to 'participate equally' in all activities, including adventure.

In terms of 'comfort' of transport and accommodation sought during the journey, majority males state that comfort of transport as well as accommodation 'doesn't matter' to them (i.e. 70% and 50% respectively). On the contrary, for the larger number of females, comfort of both transport

and accommodation (81% and 75% respectively) is 'quiet important'. These results point out that 'males are less fastidious', easy going and adjusting tourists, as compared to females, for whom the desire for a comfortable travel and stay is a dominant concern.

Travel Preparation

Table 3, shows the manner in which 'travel preparations' are made by young males and females. It is noted that females seem apparently 'more organized' when packing. A large number (69%) acknowledge to 'always make a checklist' of items to be packed, in order to ensure that they carry 'all' essentials and do not miss out on anything. In comparison, males are rather casual and 'immediate/last minute' packers. 49% males 'never' make a checklist, 40 % pack by a checklist 'sometimes', while only 11% 'always' make a checklist.

As for 'time' taken for packing, 60% females report that they start packing relatively 'way ahead of travel time', i.e. '3-7 days ahead', 37% however pack only '1-2 days' before date of departure, while only 3% require 'more than a week' to start packing. Hence females are more careful and planned packers.

Table 3: Travel Preparation

		Males (%)	Females (%)
Packing Checklist	Always	11	69
	Sometimes	40	29
	Never	49	02
	Total	100%	100%
Packing time	1-2 days ahead	70	37
	3-7 days ahead	30	60
	More than a week ahead	00	03
	Total	100%	100%
Nature of luggage	Rucksack/Backpack	69	25
	Suitcase/Strolley	17	57
	Travel Bag	14	18
	Total	100	100

Note: The significant differences are highlighted in Bold

Males are at 'ease' and don't worry much about packing way ahead of time. For a good number (70%), '1-2 days time is more than enough' to pack, while others (30%) give themselves a week or less, but 'none' seem to require more than a week ahead, to start packing.

In terms of 'luggage', the most comfortable form of luggage for 69% males is the 'rucksack/backpack', as it is easy to carry/balance on the 'back', leaving hands free. Though even girls have started taking backpacks (25%), a large number

(57%) still opt for the 'suitcase' or 'strolley', for the reason that perhaps 'ironed' and 'folded' clothes can be properly laid out in a suitcase / strolley, than stacked one on top of the other (in a rucksack), for the fear of crumpling them and also making it difficult to find / pull out belongings. The 'travel bag' is another cumbersome option, but now days opted for by relatively fewer males (14%) and females (18%).

Travel Packing

Table 4 shows the manner in which young males and females pack their luggage.

Table 4: Travel Packing

		Males (%)	Females (%)
Ironed Clothes	Always	50	78
	Doesn't matter	50	22
	Total	100	100
Types of Clothes	Casual	87	69
	Casual and Formal	13	31
	Total	100	100
Slippers	Essential	24	98
	Not essential	76	2
	Total	100	100
Pairs of Shoes	Only One	73	14
	At least Two or More	27	86
	Total	100	100
Toiletries	Basic	77	17
	All/Elaborate	23	83
	Total	100	100

Note: The significant differences are highlighted in Bold

The manner in which either gender pack their clothes indicates that most females (78%) remain particular about 'ironing' the clothes to be carried. As regards males, an equal number pack their clothes ironed (50%) and the other (50%), pack without ironing. With regard to 'types of clothes' taken on a holiday, 87% males and 69% females, carry 'casual' clothes, for the obvious reason that youngsters feel easy and comfortable in casual clothes while on holiday. In casuals, the obvious pair of 'jeans' remains an all time favorite with the young generation. Jeans can be worn for a number of days together with a mere change of the top/shirt. However, a small number of respondents, i.e. 13% males and 31% females, carry both casuals and formals, in case an occasion may arise that may require dressing up in formal clothes.

'Shoes/slippers' undoubtedly are an important item of the belongings to be carried for a journey. These occupy enough space in the baggage. It is an interesting observation

that if avoidable, most males (76%) consider slippers as 'non essential' and shy away from carrying these to keep the luggage light. If travelling in company, males share slippers / tend to borrow a pair from others, when required. Contradictorily, 98% females report that they carry their own pair of slippers as an 'essential'. As for shoes, 86%, females carry at least 'two pairs' or 'more', for the reason that different outfits require different footwear. Most males (73%) carry 'only one pair' of comfortable 'walking shoes' that is 'suitable with all clothes' and can be worn 'throughout' the journey. Only 27% males report that they carry 'more than a pair of shoes' on travel.

In terms of 'toiletries', majority females (83%) carry 'all' elaborate and required necessary toiletries and grooming aids even while on holiday travel. Most carry all their cosmetics along. Very few females (17%) report that they carry mere basic toiletries. Most males (77%) on the other hand, remain rather casual, carrying merely 'essential toiletries' with not much attention for grooming items. Not many bother about even shaving and end up growing beards by the end of their travels. A small 23% males report they carry 'all' toiletries.

Hence the nature of belongings and the manner in which both genders travel on holiday indicates that in case of Indian youngsters, females are relatively more organized, carry most essentials and are conscious of remaining 'prim and proper' even while on holiday. Males, on the other hand, remain relatively 'easy going' and do not bother much about the nitty gritty of grooming while on holiday travel.

Travel and Destination Behaviour

Table 5 shows how young males and females conduct themselves while on holiday.

Table 5: Travel and Destination Behaviour

		Males (%)	Females (%)
Interaction with Strangers	Willing	81	23
	Hesitant	19	77
	Total	100	100
Staying out late at new destination	Don't care	70	11
	Hesitant	30	89
	Total	100	100
Visiting places at destination	Self Exploring	79	67
	Planned Sightseeing	21	33
	Total	100%	100%

Note: The significant differences are highlighted in Bold

Table 5 indicates that 81% males are 'open and willing' to interact with strangers during travel, suggesting that they

are more 'sociable'. On the other hand, the large number of young Indian females (77%) remain 'reserved' and are 'hesitant' to interact with strangers while on journey/holiday, keeping a distance from unknown people, particularly for reasons of safety. It is true that a large number of young Indian females prefer to remain reserved, or else interact only with their known and trusted travel companions. Similarly, for enjoying and being out till late hours at the destination visited, majority males (70%) do not have a concern, but on the other hand, majority females (89%) are careful to return to their accommodation at a proper time at nightfall. This again signifies that the female gender is more cautious than males, during travel.

For 'sightseeing' at the place visited, it is noted that the young generation of today, both males (79%) and females (67%) being educated and aware, prefer to 'self explore' the destination. Nowadays, having easy access (aided by technology) to plenty of information resources, most young travelers of the present generation confidently plan their sightseeing by themselves, with a view of saving money as well. A limited number (21% males and 33% females) however, still prefer to opt for the available, 'conducted sight-seeing tours', for the reason of convenience at an unknown destination and for assuring that they do not miss out any attraction/s.

Therefore, the above discussion on the various components of 'Travel Lifestyle' brings to light similarities and differences in travel of young Indian male and female tourists. The results show that there is gradual movement towards emergence of 'similar' identifiable 'gender neutral' characteristics and travel interests between young males and females in Indian society. There are more commonalities than differences, indicating that travel style is largely becoming 'gender blurred'. However, the only striking observation is that young Indian females continue to remain the guarded and meticulous tourists (doing gender) compared to carefree young males.

CONCLUSION

Societies are fast changing on account of progress and development. The importance of education and increasing awareness of populations across the globe is contributing significantly towards 'blurring' of gender identities, defying gender stereotypes and gradually erasing gender differences, both in developed and developing societies. This phenomenon has been instrumental in encouraging 'near equal participation' of both genders in all walks of life, including leisure and holiday travel. Such social changes have started gaining acceptance even in a fast developing Indian society as well. The findings of this study reveal that amongst the present generation of youth, differences between travel of males and females have become 'less pronounced'

and 'doing gender' (West and Zimmerman, 1987) in the strict sense, no longer holds true. The stereotypical gender identities are fast dwindling, leading to erosion of gender distinct behaviour.

The study concludes that travel interests and motivations of male and female tourists have dominantly become gender neutral. This finding support the study of Jonsson and Devonish (2008) who assert that travel interests and motivation of male and female are quite similar. Nowadays, even 'adventure travel' (traditionally associated with males) is attracting interest of both males and females. In 'travel preparation', 'travel style' and 'travel behavior', gender differences are giving way to becoming 'gender blurred'. However, the only characteristic difference between male and female tourists in progressing societies is that males, on account of their strong physical and mental personality, remain the 'easy going', 'rough and tough and less demanding tourists' as compared to the more organized 'delicate females'.

LIMITATIONS AND DIRECTION FOR FUTURE RESEARCH

A prime limitation of this study is that it has been conducted on a small sample of students at an Indian university. As gender based research studies in the lucrative youth travel market are still scarce in Asia and the developing world, further research on a larger sample size is required across countries to investigate the changing travel lifestyles and characteristics of males and female in different countries and cultures. Such studies can further validate, if at all, differences in culture play a part in shaping lifestyles and travel behavior of people (males and females), as suggested by scholars (Chadee, and Cutler, 1996; Hofstede, 1980; Pizam and Reichel, 1996; Pizam and Sussman, 1995). Such research can be valuable for tourism suppliers and marketers in terms of providing focused insight into male and female sub-segments of the youth travel market from different countries and societies and can also shed light on the nature of changing gender identities and travel lifestyles in contemporary societies.

REFERENCES

- Anatassova, L. (2002). Gender aspects of Western European tourists' motivation and attitudes towards alternative kinds of tourism. In M. Swain and J. Momsen (Eds.), *Gender/Tourism/Fun(?)* (pp. 63-71). Elmsford, NY: Cognizant Communication Corporation.
- Andreu, L., Kozac, M., Avci, N., & Cifter, N. (2005). Market segmentation by motivations to travel: British tourists visiting Turkey. *Journal of Travel and Tourism Marketing*, 19(1), 1-14.
- Baraban, R. (1986). Women-traveler market spurs changes in hotel design. *Hotel and Motel Management*, 20(11), 54-56.
- Barnett, L. A. (2006). Accounting for leisure preferences from within: The relative contributions of gender, race or ethnicity, personality, affective style, and motivational orientation. *Journal of Leisure Research*, 38(4), 445-474.
- Bello, D., & Etzel, M. (1985). The role of novelty in pleasure travel experience. *Journal of Travel Research*, 40, 172-183.
- Birdir, S. S. (2015). Segmentation of tourists using demographic and travel characteristics: The case of Istanbul. *International Review of Management and Marketing*, 5(4), 221-229.
- Bizirgianni, I., & Dionysopoulou, P. (2013). The influence of tourist trends of youth tourism through social media (SM) and information and communication technologies (ICTs). *Procedia-Social and Behavioural Sciences*, 73, 652-660.
- Blake, S. (1990). A woman's trek: What difference does gender make? *Women's Studies International Forum*, 13(4), 347-355.
- Buffa, F. (2015). Young tourists and sustainability. Profiles, attitudes, and implications for destination strategies. *Sustainability*, 7(7), 14042-14062.
- Carr, N. (1998a). The young tourist: A case of neglected research. *Progress in Tourism and Hospitality Research*, 4(4), 307-318.
- Carr, N. (1998b). Gendered differences in young tourists' leisure spaces and times. *Journal of Youth Studies*, 1(3), 279-293.
- Carr, N. (1999). A study of gender differences: Young tourist behaviour in a UK coastal resort. *Tourism Management*, 20(2), 223-228.
- Carr, N. (2001). An exploratory study of gendered differences in young tourists' perception of danger within London. *Tourism Management*, 22, 565-570.
- Carr, N. (2002). A comparative analysis of the behavior of domestic and international young tourists. *Tourism Management*, 23, 321-325.
- Carr, N. (2003). University and college students' tourism. In Ritchie, B.W., Carr, N. & C. Cooper (Eds.), *Managing Educational Tourism* (pp. 181-225). Clevedon: Channel View Publications.
- Carr, N. (2005). Poverty, debt, and conspicuous consumption: University students' tourism experience. *Tourism Management*, 26, 797-806.
- Chadee, D., & Cutler, J. (1996). Insights into international travel by students. *Journal of Travel Research*, 35(2), 75-80.

- Chen, J. S., Huang, Y. C., & Cheng, J. S. (2009). Vacation lifestyle and travel behaviors. *Journal of Travel and Tourism Marketing*, 26(5), 494-506.
- Chiu, L. K., Ramli, K. I., Yousuf, N. S., & Ting, C. S. (2015). Examining young Malaysians travel behavior and expenditure patterns in domestic tourism. *Asian Social Science*, 11(9), 77-88.
- Cohen, E. (1972). Towards a sociology of international tourism. *Social Research*, 39, 64-82.
- Cohen, S. A., Prayag, G., & Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities. *Current Issues in Tourism*, 17(10), 872-909.
- Collins, T., & Tisdell, C. (2002). Gender and differences in travel life cycles. *Journal of Travel Research*, 41(2), 133-143.
- Crompton, J. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6, 408-424.
- Cukier, J., Norris, J., & Wall, G. (1996). The involvement of women in the tourism industry of Bali, Indonesia. *Journal of Development Studies*, 33(2), 248-270.
- Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184-194.
- DeCrop, A. (2005). Tourists' decision making and behaviour Pprocess. In Pizam, A. and Y. Mansfeld (Eds.), *Consumer Behaviour in Travel and Tourism* (pp. 103-134). Mumbai: Jaico Publishers.
- DeCrop, A. (2006). *Vacation decision making*. Oxfordshire: CABI Publishing.
- Dimanche, F., & Havitz, M. E. (1995). Consumer behavior and tourism. *Journal of Travel & Tourism Marketing*, 3(3), 37-57.
- Dolnicar, S. (2004). Beyond commonsense segmentation: A systematics of segmentation approaches in tourism. *Journal of Travel Research*, 42, 244-250.
- Engel, E., Kollat, D. T., & Blackwell, R. D. (1973). *Consumer behavior*. Hinsdale, Illinois: Dryden Press.
- Fodness, D. (1992). The impact of family life cycle on the vacation decision-making process. *Journal of Travel Research*, Fall, 8-13.
- Frew, E. A., & Shaw, R. N. (1999). The relationship between personality, gender, and tourism behavior. *Tourism Management*, 20(2), 193-202.
- Foo, J., McGuigan, R., & Yiannakis, A. (2004). Roles tourists play: An Australian perspective. *Annals of Tourism Research*, 31(2), 408-427.
- Gibson, H. J. (2002). Gender in tourism: Theoretical perspectives. In Yorghos, A., Sevil, S., & D. J. Timothy (Eds.), *Women as producers and consumers of tourism in developing regions* (pp. 235-247). CT, Connecticut, USA: Praeger Publishers.
- Gmelch, G. (1997). Cross cultures: Student travel and personal development. *International Journal of Intercultural Relations*, 21(4), 475-490.
- González, A. M., & Bello, L. (2002). The construct "lifestyle" in market segmentation: The behaviour of tourist consumers. *European Journal of Marketing*, 36(1/2), 51-85.
- Gray, J. (1970). *International travel-International trade*. Lexington Mass: Heath Lexington Books.
- Hakam A. N., Wee C. H., & Yang, C. (2015). Lifestyle segmentation of the international tourists: The case of Singapore. In K. Bahn (Eds.), *Proceedings of the 1988 academy of marketing science (AMS) annual conference. Developments in marketing science* (pp. 142-146). Springer, Cham.
- Hall, D., Swain, M., & Kinnaird, V. (2003). Tourism and gender: An evolving agenda. *Tourism Recreation Research*, 28(2), 7-11.
- Huang, R. (2006). A study of gender differences - The travel behaviour of Chinese international students studying in the UK. *Tourism*, 54(1), 63-69.
- Hesse, M., & Tutenges, S. (2011). Young tourists visiting travel clubs and paying for sex. *Tourism Management*, 32, 869-874.
- Hofstede, G. (1980). *Culture's consequences: International differences in work-related values*. Beverly Hills, CA: Sage.
- Horak, S., & Weber, S. (2000). Youth tourism in Europe: Problems and prospects. *Tourism Recreation Research*, 25(3), 37-44.
- Hoxter, A. L., & Lester, D. (1988). Tourist behaviour and personality. *Personality and Individual Differences*, 9(1), 177-178.
- Howard, J. A., & Sheth, J. (1969). *The theory of buyer behavior*. New York: John Wiley & Sons.
- Hsu, C. H. C., Cai, L. A., & Li, M. (2010). Expectation, motivation, and attitude: A tourist behavioral model. *Journal of Travel Research*, 49(3), 282-296.
- Hudson, S. (2000). The segmentation of potential tourists: Constraint differences between men and women. *Journal of Travel Research*, 38(4), 363-368.
- Hudman, L. E. (1990). Student international travel. *Tourism Recreation Research*, 15(2), 41-45.
- Jonsson C., & Devonish D. (2008). Does nationality, gender and age affect travel motivation? OES? A case of visitors to the Caribbean islands of Barbados. *Journal of Travel & Tourism Marketing*, 25(3-4), 398-408.
- Khan, S. (2011). Gendered leisure: Are women more constrained in travel for leisure. *Tourismos*, 6(1), 105-121.

- Kim, K., & Jogaratnam, G. (2003). Activity preferences of Asian international and domestic American university students: An alternate basis for segmentation. *Journal of Vacation Marketing*, 9(3), 260-270.
- Kim, K., Oh, I., & Jogaratnam, G. (2007). College student travel: A revised model of push motives. *Journal of Vacation Marketing*, 13(1), 73-85.
- Kinnaird, V., & Hall, D. (Eds.) (1994). *Tourism: A gender analysis*. Chichester: John Wiley & Sons.
- Kinnaird, V., & Hall, D. (2000). Theorizing gender in tourism research. *Tourism Recreation Research*, 25(1), 71-84.
- Koc, E. (2004). The role of family members in the family holiday purchase decision-making process. *International Journal of Hospitality & Tourism Administration*, 5(2), 85-102.
- Kozak, M., & Kozak, N. (2013). *Aspects of tourist behavior*. UK: Cambridge Scholars Publishing.
- Legohere, P., & Wong-Kevin, K. F. (2006). Market segmentation in the tourism industry and consumers' spending. *Journal of Travel and Tourism Marketing*, 20(2), 15-20.
- Linh, N. T. K. (2015). Student and youth tourism: A case study from Vietnam. *The Journal of Developing Areas*, 49(5), 293-307
- Lin, J.-H., Lee, S.-J., Yeh, C., Lee, W.-H., & Wong, J.-Y. (2014). Identifying gender differences in destination decision making. *Journal of Tourism and Recreation*, 1(1), 1-11.
- Manrai, A. K., & Manrai, L. A. (2011). Hofstede's cultural dimensions and tourist behavior: A review and conceptual framework. *Journal of Economics, Finance and Administrative Science*, 16(31), 23-48.
- Madrigal, R. (1995). Personal values, travel personality type, and leisure travel style. *Journal of Leisure Research*, 27(2), 125-142.
- Mayo, E., & Jarvis, L. (1981). *The psychology of leisure travel*. Boston: CBI.
- Mazanec, J. (1992). Classifying tourists into market segments. *Journal of Travel and Tourism Marketing*, 1(1), 39-60.
- McCabe, S. (2003). Gender, identity and discourse in the consumption of leisure travel: An ethno methodological approach. *Tourism Recreation Research*, 28(2), 67-75.
- Moscardo, G., Morrison, A., Pearce, P., Lang, C.-T., & O'Leary, J. (1996). Understanding vacation destination choice through travel motivation and activities. *Journal of Vacation Marketing*, 2(2), 109-122.
- Mottiar Z., & Quinn, D. (2004). Couple dynamics in household tourism decision making. Women as gatekeepers? *Journal of Vacation Marketing*, 10(2), 149-160.
- Moutinho, L. (1987). Consumer behaviour in tourism. *European Journal of Marketing*, 21(10), 5-44.
- Pearce, P. L. (2005). *Tourist behaviour: Themes and conceptual schemes*. Clevedon, UK: Channel View Publications.
- Pearce, P. L., & Son, A. (2004). Youth tourism markets in Australia: comparing travel behaviours of international English language students and backpackers. *Tourism*, 52(4), 341-350.
- Pizam, A., & Mansfeld, Y. (1999). *Consumer behavior in tourism*. New York: Haworth Hospitality Press.
- Pizam, A., & Reichel, A. (1996). The effect of nationality on tourist behavior: Israeli tour guides' perceptions. *Journal of Hospitality and Leisure Marketing*, 4(1), 23-49.
- Pizam, A., & Sussman (1995). Does nationality effect tourist behavior? *Annals of Tourism Research*, 22(2), 901-917.
- Plog, S. C. (1974). Why destination areas rise and fall in popularity. *The Cornell Hotel and Restaurant Administration Quarterly*, 14(4), 55-58.
- Plog, S. C. (2002). The power of psychographics and the concept of venture someness. *Journal of Travel Research*, 40(3), 244-251.
- Reisinger Y., & Mavondo, F. (2004). Exploring the relationships among psychographic factors in the female and male youth travel market. *Tourism Review International*, 8, 69-84.
- Richards, G. (2015). The new global nomads: Youth travel in a globalizing world. *Tourism Recreation Research*, 40(3), 340-352.
- Richards, G., & Wilson, J. (2003). *Today's youth travelers: Tomorrow's global nomads. Horizons in independent youth and students travel*. Amsterdam: International Student Travel Confederation (ISTC).
- Shaw, S. M. (1994). Gender, leisure and constraint: Toward a framework for analysis of women's leisure. *Journal of Leisure Research*, 26(1), 8-22.
- Sinclair, M. T. (Ed.). (1997). *Gender, Work and Tourism*. London: Routledge.
- Smith, V. (1977). *Hosts and guests: The anthropology of tourism*. Philadelphia: University of Pennsylvania Press.
- Swain, M. B. (1995). Gender in tourism. *Annals of Tourism Research*, 22, 247-266.
- Swarbrooke, J., & Horner, S. (2004). *Consumer behavior in tourism*. Burlington, MA: Butterworth Heinemann.
- Swarbrooke, J., & Horner, S. (2007). *Consumer behavior in tourism* (2nd ed.). Oxford: Elsevier Ltd Publishing.
- Ting, C. S., Chiu, L. K., & Kayat, K. (2015). Travel lifestyle and outbound tourism intentions of young Malaysians. *American Journal of Tourism Management*, 4(2), 40-42.
- UNWTO (2010). *The power of youth travel*. UNWTO and WYSE Travel confederation. Retrieved August 12, 2017 from <http://classof2020.nl/wp-content/uploads/2016/06/The-power-of-youth-travel-2010-UNWTO.pdf>

- UNESCO (2013). What do you mean by youth? Retrieved July 15, 2017 from <http://www.unesco.org/new/en/socialand-humansciences/themes/youth/youthdefinition/>
- UNWTO (2016). Global report on the power of youth travel. Retrieved June 21, 2017, from http://cf.cdn.unwto.org/sites/all/files/pdf/2wyse_ultimosCambios.pdf
- Vetrak, S. (2012). What is the next big thing in youth travel? Retrieved August 8, from http://www.student-market.com/sites/default/files/article_files/2012%20ITB%20Berlin%20Presentation%20by%20StudentMarketing.pdf
- Weaver, P. A., McCleary, K. W., Lepisto, L., & Damonte, L. T. (1994). The relationship of destination selection attributes to psychological, behavioural and demographic variables. *Journal of Hospitality and Leisure Marketing*, 2(2), 93-109.
- Wells, W. D. (1975). Psychographics: A critical review. *Journal of Marketing Research*, 12, 196-213.
- West, C., & Zimmerman, D. H. (1987). Doing gender. *Gender & Society*, 1(2), 125-151.
- Wilson, E., & Little, D. E. (2005). A 'relative escape'? The impact of constraints on women who travel solo. *Tourism Review International*, 9, 155-175.
- Xu, F., Morgan, M., & Song, P. (2009). Students' travel behavior: A cross-cultural comparison of UK and China. *International Journal of Tourism Research*, 11, 255-268.