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# SEGMENT OF YOUNG TRAVELERS IN EVENTS TOURISM: MOTIVES, PERCEPTIONS AND INFLUENCES

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**JEL CLASSIFICATION: M10, M16, M21, Z32, Z33**

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**ABSTRACT:**

*Youth travel is not recognized as an important part of the tourism market in many countries, and countries and their bodies in charge of tourism are often not fully aware of the trends of this segment of tourists, often due to insufficient research. When planning and holding events that are directed or attended mainly by young tourists, a few items should be carefully considered. In the purpose of the scientific value of the paper, the authors have conducted empirical research using a questionnaire which explored elements of the motivation of young tourists to visit organized events. Furthermore, the purpose of this paper was to point out the importance of organized events in attracting young tourists, and show how vital these events and the arrival of young tourists are for the tourist destination, but also for the wider community. The results of the study are presented in tables and graphs, followed by an interpretation of the results in the form of accompanying text with the main findings and characteristics of the research. The synthesis of the results,*

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*findings and conclusions of this research will be used to formulate specific critical recommendations and valuable guidelines in organizing events for young people.*

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**KEYWORDS:****TOURISM MARKET, ORGANIZED EVENTS, YOUNG TRAVELLERS, TOURIST DESTINATION**

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# 1. INTRODUCTION

Events are at the heart of our culture of living and today's understanding of tourism. Tourists today are more experienced and demanding, so the dynamic of the tourist market makes the supply and the demand mutually conditional and change accordingly. According to Aleksić Mirić & Petrović (2014, p. 49-50) in the field of business economics, event management has traditionally been viewed more as a marketing than as an issue of organization and management.<sup>3</sup> According to Bodwin (2011, p.31) events are attractions of varied content, some of which have a very long history of organization such as exhibitions, festivals, fairs, carnivals, sports competitions.<sup>4</sup> In that regard, during a visit to a tourist destination, tourists want an adventure or an experience formed as an event that will perpetuate their stay in the respective destination. Event tourism has the potential to increase the differentiation and pluralization of the tourist destination; specifically, it provides an opportunity for a shift from mass tourism towards new forms and products of the tourist offer. Although event tourism is hard to depict in a quantified manner, its efficiency can be seen in raising the attractiveness of the host city, attracting visitors and creating new jobs.

# 2. TOURISM EXPERIENCE AS THE PART OF EVENT MANAGEMENT

As the preferences regarding to the needs of modern guests are changing faster than ever, due to different occurrences, it is crucial to keep an eye on events on the tourist market, and in that way be keep up with the competition, but also be one step ahead in regards to the accommodation offer, supplemented by an additional hotel offer.<sup>5</sup> Various types of needs influence the everyday life of all people – from the basic; specifically, physiological needs, to the more complex ones, such as the need for friendship or respect. The reasons for the expansion of event tourism should be sought in: an increase in the level of disposable income combined with the lack of time, resulting in a demand for high-quality organized events; increased awareness of state authorities about the economic benefits of organized events, which leads to further growth of a development strategy for organized events and funding by state authorities; an increase in social-economic abundance and awareness of the marketing power of events which has led to increased use of event organizing; an increase in knowledge about event management as a cohesive discipline that has the ability to direct the resources in attainment of particular goals – requirements of modern tourists<sup>6</sup>. However, when talking about tourism needs, then it is clear they represent the needs for travel, which include leaving the familiar environment

3 Aleksić Mirić, & Petrović, (2014). Međuzavisnost korporativnih događaja i zadovoljstva poslom mladih stručnjaka, *Ekonomске ideje i praksa*, br.13, Ekonomski fakultet univerziteta u Beogradu, Beograd, p.49-50

4 Bowdin, G., et.al., (2011). *Events Management*, 2ndEd. New York: Routledge, Retrieved from:[https://www.academia.edu/29403848/Bowdin\\_G\\_Allen\\_J\\_O\\_Toole\\_W\\_Harris\\_R\\_McDonnell\\_I\\_2006\\_Events\\_management](https://www.academia.edu/29403848/Bowdin_G_Allen_J_O_Toole_W_Harris_R_McDonnell_I_2006_Events_management) accessed:18.01.2021, p.31

5 Bruža & Rudančić (2020). Total quality management in hotel systems within the framework of globalization, *Ekonomске ideje i praksa*, br.36, Ekonomski fakultet univerziteta u Beogradu, Beograd, p.69

6 Group of Authors: Blažević & Peršić, ed., (2009), p.323

to achieve a business goal, or maybe for relaxation, studying, learning about different cultures or other goals that wish to be fulfilled. Related to this are the tourist motives themselves as push factors; a potential tourist will be prompted by different personal motives to travel and make a decision about which destination to choose.<sup>7</sup> Those motives differ depending on the needs which the tourist wants to satisfy, but also depend on their individual character, as well as the desires and preferences that the tourist has. One of those motives could be to attend a particular event, which can serve to satisfy the needs for socialization, fun, health, competition or other similar needs. Taking part in an event provides an experience that is unique and cannot be replicated, even though that same type of event (such as birthdays or Olympic Games) may be held periodically<sup>8</sup>. For modern tourism, that is, modern tourists, that point is essential. Tourists are continuously looking for complex tourist products that are personalized and offer a unique experience. Events are precisely one of such “products”.<sup>9</sup> Moreover, in the context of tourism trends, the experience economy is mentioned more and more, its importance frequently pointed out by experts. That term is closely related to the tourists’ perception about a product or a service and is dependent on their wishes, needs and opinions. The experience itself should also be seen as a separate item, although it is usually combined with the service that is provided or a product being sold.<sup>10</sup> Additionally, the experience economy is undoubtedly essential when holding events, not only with tourist products such as package deals. Tourists will evaluate the offer of a particular event and compare it with the offer of the same kind of event, in terms of value for money, but also the experience possible through attending. Experience economy can also be viewed as a response to the alienation and the need to escape from the routine, characteristics that mark modern society. A thriving tourist event can thus be organized through a diverse and innovative program, tailored to a specific target group, also noting that the event should be financially viable and feasible.<sup>11</sup> Finally, in defining the concept of tourist events, the term can be defined according to different aspects.

### 3. KNOWLEDGE OF EVENTS MANAGEMENT

Based on Goldblatt’s model (Goldblatt, 2002, p. 23)<sup>12</sup> of the event management profession, the activity of event management is described as “a function that requires public assembly for the purpose of celebration, education, marketing and reunion”. Still, that definition lacks several elements, some of which are elements of organization and planning, but also the economic significance of the event. In tourism, the purpose of organizing and conducting events is to attract the target group and satisfy or exceed their expectations<sup>13</sup>.

7 Getz, D., (2008), Event tourism: Definition, evolution and research, Retrieved from:[https://www.academia.edu/2020851/Event\\_tourism\\_Definition\\_evolution\\_and\\_research](https://www.academia.edu/2020851/Event_tourism_Definition_evolution_and_research), accessed: 21.01.2021.

8 Van Der Wagen & Carlos (2008), p.4-8

9 Ahmad, H., et.al., (2011), An Inventory of Youth Tourists in Event Tourism, Retrieved from:[https://www.academia.edu/1015437/An\\_inventory\\_of\\_Youth\\_Tourists\\_in\\_Event\\_Tourism](https://www.academia.edu/1015437/An_inventory_of_Youth_Tourists_in_Event_Tourism), accessed: 17.01.2021.

10 Pine & Gilmore (1998), p.97-105

11 Rutherford Silvers, J., et.al., (2006), Towards an International Event Management Body of Knowledge(EMBOK), Retrieved from:[https://www.researchgate.net/publication/233664856\\_Towards\\_an\\_International\\_Event\\_Management\\_Body\\_of\\_Knowledge\\_EMBOK](https://www.researchgate.net/publication/233664856_Towards_an_International_Event_Management_Body_of_Knowledge_EMBOK), accessed: 06.01.2021.

12 Goldblatt (2002), p. 1-35

13 Vizjak, Rudančić, et al. (2011), p.1753-1651

### 3.1. Types and characteristics of organized events

For a better understanding of events, it is necessary to identify them, make a typology and group them accordingly. Seeing also as the variety of events itself subsequently defines the diversity of event tourism. Given this, there are several types of organized events which can be classified as a basic group of events. One of the basic but not only classification of events is shown in Table 1.

▶ **TABLE 1. BASIC CLASSIFICATION OF EVENTS**

GROUPS OF EVENTS	TYPES OF EVENTS
Leisure events	Leisure, sports, recreation
Cultural events	Ceremonies, religious, cultural and folklore events
Organized events	Political, commercial, charity/fundraising, sales events
Private events	Weddings, birthdays, anniversaries

Source: Tum, J., Norton, P., Wright, J.N. (2006), *Management of Event Operations*, Oxford, Elsevier Butterworth Heinemann, p.10

Table 1 lists the basic structure of events according to groups and types. Still, this representation of the basic classification of events is not final and can also be supplemented with an extended classification from various publications. It should be noted that there are for-profit and non-profit organized events that include charity rallies. Still, what all events do have in common is that they must be exceptional, unique and spectacular, because only such components of an organized event are able to attract a particular market segment and create a competitive advantage on the tourist market. The relatively static and homogenous tourist offer is increasingly adapting to the versatile and inconstant tourist demand with the help of organized events.<sup>14</sup> Considering the classification mentioned above, organized events can often be characterized by their size, form and content. Therefore, according to the size, organized events could be mega events, regional events, significant events and smaller events as described in Table 2.

▶ **TABLE 2. ORGANIZED EVENTS BY SIZE**

TYPE OF EVENT	DESCRIPTION
MEGA EVENTS	These are the largest organized events, focused mainly on the international market; for example, the Olympic Games, the World Cup. Those kinds of events have a direct impact on tourism, media attention and the economy of the destination.
REGIONAL EVENTS	They aim to increase the tourists' interest in a particular destination or region.
SIGNIFICANT EVENTS	Those events are the ones which incite great interest of the community and also, attract a large number of participants. They generate significant income from tourism. Large gatherings, fairs and congresses also fall into this category of events.
SMALLER EVENTS	These types of events include the smallest number of participants. They are held annually, such as various festivals, fairs, as well as sports events.

Source: Van Der Wagen, Lynn., Carlos, R., B. (2008). *Event Management Upravljanje događajima*, Mate, Zagreb, p.4-8

<sup>14</sup> Teigland, J., (2012), *Mega-events and impacts on tourism; the predictions and realities of the Lillehammer Olympics*, Retrieved from <https://www.tandfonline.com/doi/abs/10.3152/147154699781767738>, accessed: 12.01.2021.

## 4. ORGANIZED EVENTS FOR YOUNG TRAVELLERS

According to Zarić & Borišić (2017, p. 11) in numerous studies, young people are neglected due to the analysis of the older population and the conditions in which they live. Young people as the driving force of society are precisely the focus of our research. This age group is facing numerous milestones and decisions that will affect their further personality development. The way they make decisions and the value system precisely shapes the environment in which they live. As a consequence, there are differences in the behaviour and characteristics of young people and their worldview.<sup>15</sup> Furthermore, one of the main problems in attracting young travellers is primarily a lack of understanding of this market segment, as well as scarcity in strategic, action or other plans, but also insufficiency of research and statistical data. Some countries recognize the travel of young people and students as a type of travel that is a part of an education and a personal development process of an individual; in addition, the type of travel that is undertaken gradually more and has immense potential for further growth, while other countries disregard the potential of such travel.<sup>16</sup> Generally, the most known types of youth travel are the so-called backpacking, adventure travel, independent or solo travel, and also, student mobility and travelling related to working. Most frequently the themes of events that aim to attract young travellers are precisely the young people who are targeted, for example; the World Festival of Youth and Students, celebrating World Youth Day or some other kind of student events<sup>17</sup>. Some of the advantages of organizing events for young travellers are the possibilities of reducing seasonality, encouraging local communities and the opportunity for a regional expansion of tourism, as well as: potentially creating loyal tourists and consequently repeated trips to the destination, the resilience of young tourists on unpredictable situations, and lastly, an exchange of cultural values.<sup>18</sup> Young tourists want to experience the life of the locals, and their travels have a purpose of improving the quality of life. At the same time, they also view environmental awareness as a hugely important component of travelling. They are often referred to as an experiential type of tourist, in search of unique experiences, as well as something they have not seen before. Even that fact which characterizes this segment of tourists can influence the outcome of an event if the sponsors or other people who are actively involved in the event have shown themselves to be associated to socially irresponsible activities<sup>19</sup>. It can lead to lower attendance rates or negative reviews from visitors. In addition to the quality of the event, it is crucial to offer something innovative and special; something that will differentiate the event from others. Young travellers are one of the fastest-growing segments in tourism, accounting for more than 23% of international arrivals per year, according to the travel data from 2015.<sup>20</sup> Moreover, the comparison of the data on the total value of international youth travel market from 2009 when it amounted to almost 190 billion US dollars and 2018, when it came to 333 billion US dollars, indicates a tremendous in-

15 Zarić, S., & Borišić, J. (2017), Generalizovano poverenje kao konstituenta socijalnog kapitala: istraživanje stavova mladih u Srbiji, *Ekonomске ideje i praksa*, br.26, Ekonomski fakultet univerziteta u Beogradu, Beograd, p.11

16 UNWTO, (2016), Retrieved from <https://www.e-unwto.org/doi/epdf/10.18111/9789284418725>, accessed 21.01.2021.

17 UNWTO, Retrieved from <https://www.e-unwto.org/doi/epdf/10.18111/9789284418725>, accessed 21.01.2021.

18 Richards (2005), p.95-123

19 Event Planner (2019), Retrieved from [https://www.eventplanner.net/news/9652\\_how-to-run-meaningful-events-for-younger-generations.html](https://www.eventplanner.net/news/9652_how-to-run-meaningful-events-for-younger-generations.html), accessed: 30.01.2021.

20 UNWTO, Retrieved from <https://www.e-unwto.org/doi/epdf/10.18111/9789284418725>, accessed 21.01.2021.

crease in expenditure and total value<sup>21</sup>. When it comes to defining the segment of young travellers, several problems arise. Young travellers are tough to define by age or level of education because their lives do not follow the same timeline, and they do not possess the same habits that distinguished young people in the past. Young people's decisions about starting their professional career, starting a family, becoming independent or other major milestones in their lives happen later than ever<sup>22</sup>. Furthermore, depending on the country of reference, the lower and upper age limits of young travellers vary immensely. In Poland, young travellers are considered to be from 15 until 19 years of age, while in France they are deemed young travellers if they are 0 to 35 years old. On top of that, the definitions of young tourists differ, mostly depending on whether youth and student travel are perceived according to age group, market niche, and education or even according to the perception of tourism as a means of international exchange and mutual understanding<sup>23</sup>. A very concise and detailed description of youth travellers comes from WYSETC, which reads: „Most of the young travellers (15 to 29) of today come from two generational cohorts: generation Y, born between the early 1980s and 2000 and better known as “millennials”, and generation Z, born after 2000. Roughly 50% of millennial and gen Z travellers are travelling for the purpose of holidays, but the other 50% are undertaking experiential travel such as work abroad, language study, higher education, au pairing, and volunteering. These experiential youth travellers generally stay longer and spend more.”<sup>24</sup> This description offers a more comprehensive definition of young travellers, but also indicates the complexity of defining this segment, precisely because of the heterogeneity in terms of habits, behaviour, goals, but also the way they travel.

► **TABLE 3. EMITTING MARKETS AND DESTINATIONS OF YOUNG TRAVELLERS IN EUROPE**

NUMBER OF TOURIST TRIPS	EMITTING MARKET	DESTINATION
More than 1,5 million trips	Germany	Austria
	Germany	France
	Great Britain	Spain
	Italy	France
	Germany	Spain
	Great Britain	France
	Germany	Italy

Source: Krešić, D., & Miličević, K. (2010). Kako osnovati i upravljati hostelom. Hrvatski ferijalni i hostelski savez, Zagreb, p.15

Another factor to consider is the timing of holding an event. Events held in high season and low season will not have the same level of attendance, while the percentages of domestic and foreign participants will likely differ significantly as well. The interest of the tourism demand and the perception of the attractiveness of events are elements worth exploring in order to identify the competition better or to achieve a better understanding of current trends in tourism.

21 WYSE Travel Confederation, (2020), Retrieved from <https://www.wysetc.org/about-us/facts-and-stats/>, accessed: 25.01.2021.

22 Krešić & Miličević (2010), p.14

23 UNWTO, Retrieved from <https://www.e-unwto.org/doi/epdf/10.18111/9789284418725>, accessed 21.01.2021.

24 WYSE Travel Confederation, (2020), Retrieved from <https://www.wysetc.org/about-us/facts-and-stats/>, accessed: 25.01.2021.

## 5. AN EMPIRICAL RESEARCH MEASURING THE MOTIVATION OF YOUNG TRAVELLERS FOR ORGANIZED EVENTS

In order to investigate the motives of young travellers when choosing which events to attend, the extent to which particular events encourage them to travel, which are the primary sources of information and how often do young travellers participate in events, a survey was conducted in the summer of 2020. The empirical research focused on the exploration of personal attitudes and thoughts about the degree of attractiveness of organized events for youth. The survey questionnaire is designed in a way which allows only the segment of young travellers to take part in and therefore only their answers were taken into account.

### 5.1. RESEARCH RESULTS

The research results are presented in tables and graphs, followed by an interpretation of the results in the form of an accompanying text with the main findings and characteristics of the research. The sociodemographic profile of the respondents was observed through several characteristics, such as: gender, age, level of education and whether the respondent is regularly employed or not. It is important to note that the lower and upper age limits have already been previously limited, in order to take into account only the responses from people who belong in the segment of young travellers, so that unnecessary data would not be statistically processed further. Therefore, the following reduced data emerged from the conducted research.

▶ **TABLE 4. SYNTHESIZED PRESENTATION OF THE SOCIODEMOGRAPHIC STRUCTURE OF THE RESPONDENTS**

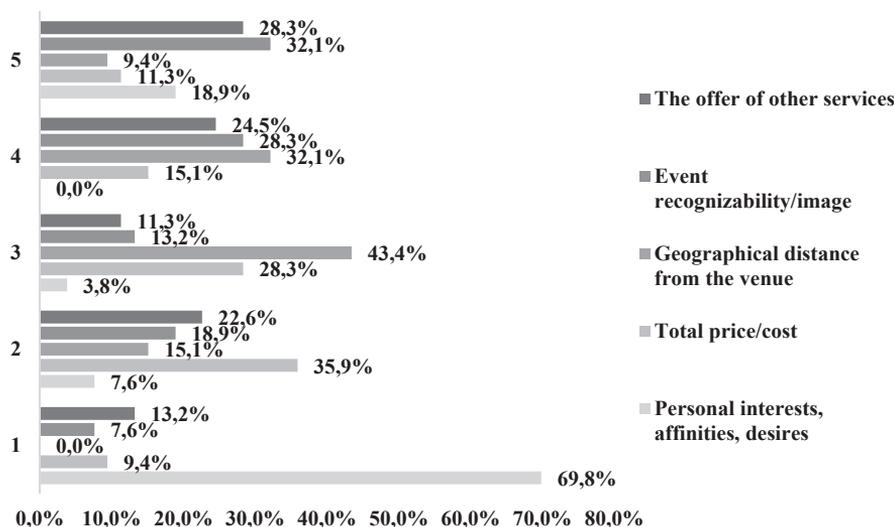
ORDINAL NUMBER	DATA SYNTHESIS OF THE RESPONDENT'S SOCIODEMOGRAPHIC STRUCTURE	
1.	<b>Gender</b>	54.7% respondents identify as male
2.	<b>Age</b>	Persons aged 18 to 29 predominate, as much as 81.1% (compared to the rest aged 15 to 18)
3.	<b>Level of education</b>	Most respondents with secondary education; 56.6% of them
4.	<b>Employment</b>	52.8% of respondents who are not regularly employed

Source: Authors' analysis according to filled-in questionnaires)

After the question determining the sociodemographic characteristics, further research tried to obtain the data which would indicate the degree of attractiveness and interest for certain organized events. The Likert scale was used as a criterion for selection. The respondents were required to use numbers 1 to 5 to rate the factors which affected their choice of attending an event. The numbers represented the following:

- 1 – the least important factor
- 2 – not important
- 3 – a somewhat important factor
- 4 – important
- 5 – the most important factor

▶ **GRAPH 1. THE STRUCTURE OF FACTORS INFLUENCING THE CHOICE OF ATTENDING AN EVENT**



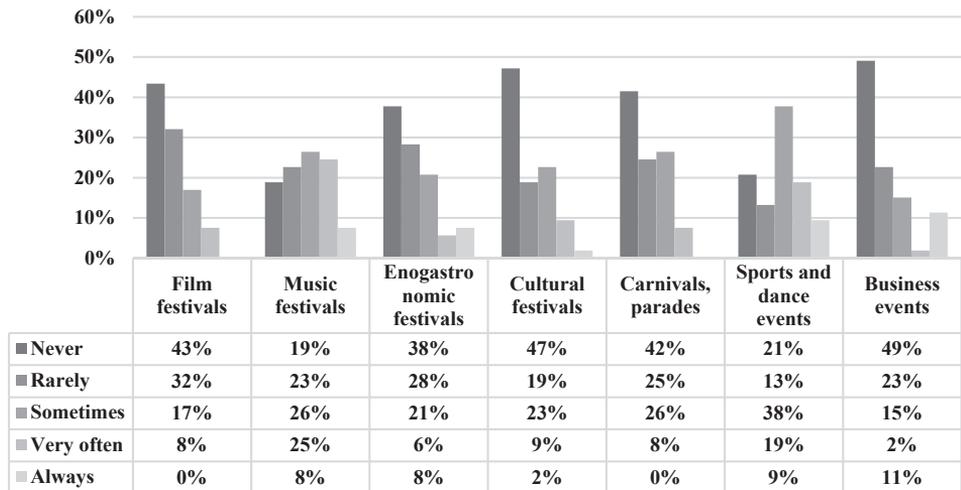
Source: Authors' analysis according to filled-in questionnaires)

The obtained data are presented in graph 1, which shows the number of answers for each factor. In order to rank the factors of influence from 1 to 5, that is, from the most important to least important, we can observe what is the most common number selected for a particular factor and compare it with the rest. In that case, the order of the factors influencing the choice of participating in an event would look like this: the number 1 factor would be the factor of personal interests, affinities and desires, followed by the factor of total price or cost, then the geographical distance from the venue in third place, while the factor of event recognisability or image would share the last place of least importance with the factor of the other services offered in the tourist destination. Interesting is the data which indicates that not even one respondent chose the geographical distance from the venue as the most important factor that will influence their decision. Moreover, none of the participants expressed that their personal interests, affinities or desires are not important, while as many as 10 of them believe that this factor is the least important. This kind of data demonstrates the difficulty of surveying through these types of questions, due to the results that may seem contradictory, precisely because of the subjectivity of the respondents.

The acquired data from the research suggests that tour packages organized for the purpose of attending film, music, enogastronomic and other festivals are attractive to travellers participating in the survey; 64.2% of them are interested in taking this kind of trips. Similarly, the data shows that 58.5% of respondents would choose to travel to attend sports events such as competitions, championships, tournaments or dance events such as competitions and similar activities. For other types of events, such a high level of interest was not expressed, and most of the respondents answered that they would not be interested in buying a holiday package offering them participation in these kinds of events. Hence, as many as 81.1% of respondents did not express an interest for histori-

cal events and art exhibitions, then 66% of those who would not decide to attend business events such as congresses, fairs or seminars, and lastly, 64.2% of respondents who would not like to be a part of carnivals or parades. The results could be linked with the fact that the respondents in the survey are young people, mostly pupils and students; therefore, their interests are different from the youngest and older tourists. The interest for sports events and various festivals when it comes to this particular segment of tourists is much greater than the interest for business or even cultural events that are focused on and more visited by tourists of the older age group. And while these types of events do not represent the primary motive for young tourists to travel to a certain destination, it would not be accurate to conclude that young travellers do not want to attend or do not attend such events at all.

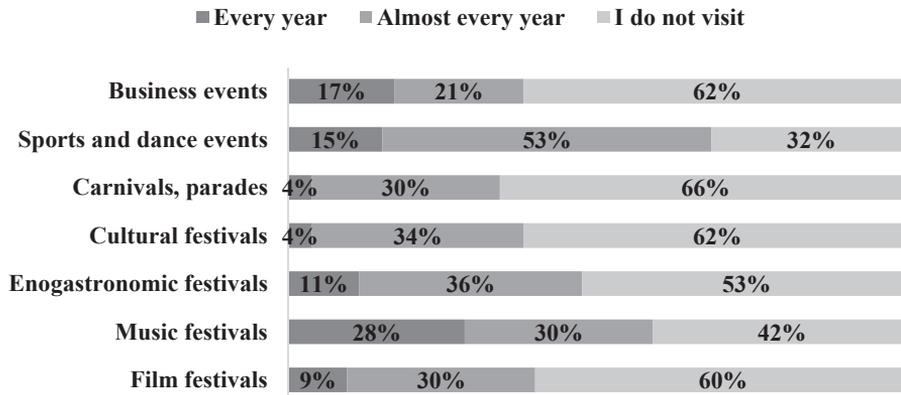
▶ **GRAPH 2. ATTENDING EVENTS AS A PRIMARY MOTIVE FOR TRAVEL**



Source: Authors' analysis according to filled-in questionnaires)

The most common habits according to types of events are as follows: 43% of respondents never visit film festivals, 38% also never visit enogastronomic festivals, and 47% of them never attend cultural festivals. Additionally, carnivals and parades, as well as business events, are in most part also unattended by the respondents surveyed. On the other hand, music festivals were marked as 'sometimes attended' for the most part, by 26% of travellers. Further, sports and dance events are also sometimes attended by 38%. In general, the relatively small interest indicated by the data is something that warrants further research, because of various possible causes. Are the primary motives of young travellers different, yet they still participate in these kinds of events? Or is the attendance rate of events organized locally much bigger, and as such, is not actually considered as a trip to a destination and the main motive for coming? These are some of the assumptions, for which this conducted research has obtained no data. As mentioned before, although some events are not the primary motive which encourages tourists to travel, that does not necessarily mean that the tourist will not visit the event while staying in the destination.

▶ **GRAPH 3. THE FREQUENCY OF VISITS TO DIFFERENT TYPES OF EVENTS**



Source: Authors' analysis according to filled-in questionnaires)

Business events are not frequently attended for the most part, as shown by other data gained through the questionnaire. Given the age group of travellers who participated in the research, such results are as predicted, based on the fact that the respondents are younger people, a large percentage of whom are still studying and not working, so there is no actual need for these types of events. On the other hand, sports and dance events are attended, most of them almost every year, according to 53% of the answers. Carnivals and parades are not attended as much, but if we focus on the visitors of these events, 30% of them come almost every year. The data gathered about the participation in cultural festivals are statistically similar, with 34% of respondents who visit them almost every, instead of every single year. Enogastronomic festivals are not attended by 53% of respondents, while 36% of visitors gladly participates almost every year. Music festivals can be featured as the most visited events according to the research, between all these other events to choose from. 30% of respondents come to music festivals almost every, while 28% show up every year. Film festivals are at a 30% attendance rate for almost every year, but only 9% of travellers come every year.

Moreover, considering that the research is based on young travellers, it is not surprising that 58% of respondents use social networks as a primary source of information related to an event. However, 15% of respondents look for information on the official websites of a particular event, while 13% of them receives this kind of information through word of mouth; that is, through a conversation and recommendations from family, friends and acquaintances. Besides that, 8% of respondents use various promotional materials, like posters, brochures and similar, as a leading source of information. Other media, such as television, radio, newspapers and others, are the least important source, amounting to only 6%. This data supports the claim about the high rate of usage and impact of social media in everyday life when it comes to this segment of tourists, as well as how important it is to be present on social media from a marketing viewpoint, and inform tourists through online communication. Social networking allows an exchange of information in real-time, and has several advantages apart from that; ease of use, a simple way of updating changes that can arise, fast communication, as well as giving feedback.

▶ **TABLE 5. A SUMMARY OF CHARACTERISTICS AFFECTING THE PERCEPTION OF EVENTS**

CHARACTERISTICS STATED BY THE RESPONDENTS	NUMBER OF ANSWERS
People they spend an event with	8
Atmosphere	8
Good/satisfying organization	5
Program of an event	4
New experience	4
Gastronomic offer	2
Music	2

Source: Authors' analysis according to filled-in questionnaires)

For the most part, the respondents cited the excellent company, people they travel with, as well as meeting new people as an essential part that affects their perception of a well-conducted and a successful event. In short, people they spend the event with will influence their satisfaction. Interestingly enough, 8 people agree in this regard, while that part of the event and their experience cannot be influenced; it is a variable that the event manager cannot change and is entirely subjective. Furthermore, 8 people also agree with perceiving the atmosphere and the overall mood as an essential feature of the event. And while the event organizer can act on this variable and have some sort of control, it is also subjective and differs based on the opinion of visitors. These most common answers also support the aforementioned claim about young travellers being experiential tourists. One of these frequent answers points to the importance of good event organization and management. It was also stated in one of the answers that the fulfilment of expectations is vital; that is, the promise that was made regarding the event and what it offers should be kept. As with other products and services in tourism, it is crucial to meet or exceed the expectations of tourists, and ensure the level of quality which is communicated in relation to the product, or even better, provide a higher level of quality. When it comes to organization, respondents mentioned how important it is to make the process of purchasing the tickets effortless and the ease of entering and exiting the event. Regarding the event planning, visitors state that the content and program of an event will influence their perception, also noting that it is not desirable to repeat the same program every year. This leads to a decrease in quality and loses parts of the event that will cause excitement and admiration, thus encouraging visitors to come back next time and explore the event once again. That is why a common characteristic given in the answers was also a new experience gained by visiting, that is, something they have not seen before and something that left a positive impression, for example; new memories created during participating in an event. The responses obtained through the survey also support the explanation from an earlier point in the paper on the importance of the experience economy.

## 6. CONCLUSION

The research showed that a representative type of a young traveller is an individual in search of a new experience, with a strong personality, who spends gradually more money,

travels several times a year and longer than the average tourist, and tries to get to know the locals and culture or learn something new through their journey. This type of tourist travel should be encouraged and developed mostly through event organizing which can satisfy the needs of young travellers and provide them with the experience they are looking for. However, several limiting factors should be taken into account with the conducting and obtaining results of this research, such as: different types of events are not held in the same period of the tourist season and at the same time intervals. Consequently, there is much more some types of events in comparison to some other particular types. Nowadays, creating a successful event or likewise, a tourist product, requires a holistic way of thinking, that is, it is necessary to consider all different parts that need to be carefully planned in order to implement the event as a whole. A mutual connection of logistical, financial, promotional, creative and various other types of activities is needed for an event to function. Additionally, special attention should be paid to innovations and providing a unique and unforgettable event, which will satisfy the young traveller and even create loyalty. According to this, an innovatively designed organized event, in this case for young travellers, represents an addition and an improvement of the basic tourist offer in the destination.

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