

Generation Y Travel Expectations and Challenges for Travel Agents

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Abstract. The share of online tourism agencies in relation to the classic ones is significantly increasing on the global level. The aim of the research is to examine the relationship between the expectations of clients (generation „Y“) and the offer of tourism intermediaries. Author takes a combination of quantitative and qualitative approach based on the understanding of gender and age influence on travel behaviour. The purpose of this paper is to highlight the tourism motivation of the generation „Y“ in order to improve future tourism practice. For the purposes of this research, data were collected from 89 members of this generation. Respondents include the student population enrolled in tourism courses at the University of Juraj Dobrila in Pula. The results of the research reveal that the Millennials (generation Y; 1980.-2000.) recognizes the values of online agencies in the terms of knowledge, safety, quality, entertainment, experience and learning about local customs. Traditional agencies have historically used the same values as for their comparative advantages. What customers see as an advantage with online offers are inspiring destination promotions and the speed of information and reservation. Exciting offers from online agents are based on an attractive basis significantly larger than the competition. For the purposes of this research, models of life and tourist motives were used, adapted according to Kahle, 1988, Miljković, Rijavec, Miljković Krečar (2018; 90), Ryan, Glandon (1998) and Huang, Hsu (2009). Intergenerational relations have also been researched in the work (attributes of generation „Z“), which makes the research topical and relevant. The results of Generation Y preferences towards agent's business models indicate the need for continuous monitoring of trends by traditional service distributors. The paper points out the necessary adjustments through innovative offers, further investment in quality, raising the level of specialization and interpretation, with an emphasis on Croatian tourism. The contribution of this research is the proposals of the future agency business model (online and offline) in order to change from stereotypical behaviour in tourism and adapt to new trends. This research is one of the few researches on the tourist needs of millennials in the Croatian scientific literature.

Keywords: tourism intermediaries, generation Y, attitudes, tourism motivation, adjustments