



YOUTH TRAVEL – AN INSTRUMENT OF DEVELOPMENT AND SOCIAL CHANGE - EMERGING TRENDS

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Abstract

This paper focuses on importance of youth travel as an agent of development and social change .Youth travel is the fastest growing segment of Inter-national tourism. It represents nearly 23 percent of the total Inter-national tourist. This extraordinary growth in youth tourism represents remarkable socio -economic opportunities for local communities as youth encourage local tourism related commerce, encourage quicker social interaction , and youth are the campaigners of current issues such as environmental protection , wild life saving, natural resources conservation etc.,. Even United nations aim at youth as a major force of development and social change. Youth have the potential to drive sustainable development in tourism sector. Young people often travel to study or gain work experience. Student travel is now being recognized as an increasingly important economic driver. The mobile and flexible workforce of young travellers is becoming almost irreplaceable in certain parts of the world. Young people are moneywise poor but timewise are very loaded, which means that they spend longer time in a tour destination than the usual tourist. They spend this extra time in socializing with the native culture in social interactions and in knowing about lifestyle culture. Earlier youth travel meant seeking leisure or recreation but now the trend is purpose drive.

Keywords: youth travel , development , social change, emerging trends

Introduction

Youth tourism is a new and emerging segment of tourism sector. Youth tours are independently organized with flexible travel schedule and its longer duration for young people. Youth tourism is a modern initiative encompassing youth aspirations to travel around and exploring newer destinations. This includes youth who would like to tour other countries in search of newer adventure. This includes various segments such as snow tourism, hill tourism, wildlife tourism , adventure tourism, solo tourism , Moto- tourism etc.

Concept of youth tourism - Youth tourism is an emerging concept in world tourism scenario. Youth tourism primarily aims at youth travellers, who are enthusiastic to explore newer destinations. Usually they belong to millennial group and proud members of generation next .

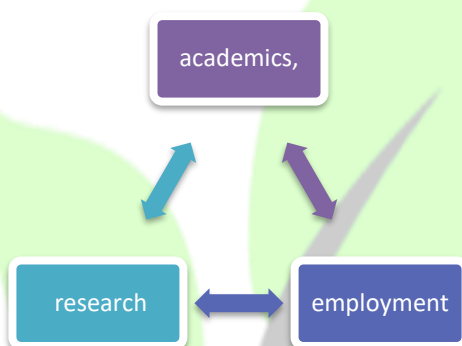
Scope of youth tourism - Youth tours are independently organized with flexible travel schedule and its longer duration. World youth student and educational travel 2009 defines youth tourism as a modern initiative encompassing youth aspirations to travel around. Youth tourism has emerged as a modern initiative as countries across the world are framing guidelines in various segments including

Share of Indian students – The share of Indian students who are pursuing studies in top five youth friendly countries are shown in this table

| Country | 2000 | 2016 |
|-----------|------|------|
| USA | 59% | 45% |
| AUSTRALIA | 7% | 15% |
| CANADA | 1% | 7% |
| UK | 6% | 6% |
| OTHERS | 27% | 27% |

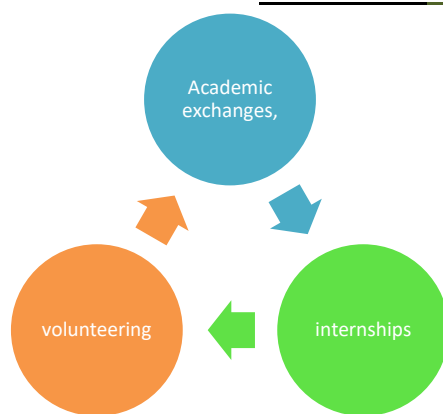
Source: UNESCO Institute of statistics 2016

Benefits of youth tourism -Youth travel is growing in popularity because it is viewed to benefit the society and communities. As the following diagram shows, the benefits are mainly



- 1.Increased inflow of money through Inter-national students** - money earned by educational institutions through international students are a valuable contribution to education system as a whole which allows the host country to supports its academic facilities without depending on government funding / assurances.
- 2.Increased opportunities of employment-** Besides youth tourism offers chances of employment generation Tourism related segments such as hospitality, hotel management, marketing, e -commerce, advertising etc gets youthful talents. It is often observed that youth travellers work while they are studying. Several countries have termed this as working holiday makers. The countries offer Holiday V isas and youth often find part time or temporary jobs in Youth Hostels, Hotels, Resorts, Super Markets, Mega marts, restaurants cafes and food courts.
- 3.Study in India** - This programme was launched din 2018 April covers 160 private and government urn colleges aims to attract students from Africa Malaysia etc.
- 4.Becoming Part of Academic research** -Countries wish to make much profit out of youth travellers. Youth travellers often can be a part of academic research on mapping wild life animal behavioural research animal tracking understanding the intricacies of forest wild life. Youth travellers are full of innovative ideas and plans, they always love to explore and experience. They want to prove to the world that they are unique members of global community.
- 5.Showcasing youth talent** – Youth are full of innovative ideas hence their talents can be utilized towards application of new technology into tourism. As the global trends indicate Virtual archaeology technology , 3D interpretation of Historical data , digital science technology , digital conservation etc being involved into historical research methodology. Youth can be more supportive to historical research and show case their talent in Historical conservation.

Prospective growth drivers- Youth tourism can be more prospective if it is entwined with Academic exchanges, internships and volunteering as shown below



| | | |
|-----|-----------------------------|---|
| 1. | Adventure tours | This includes youth who would like to tour other countries in search of newer adventure. This includes various segments such as snow tourism , hill tourism , wildlife tourism , |
| 2. | Backpacking tours | They are instant travellers who are ready with their back packs |
| 3. | Cultural exchange | They are messengers of cultural swapping. |
| 4. | Education | Youth tourism is fanned by desire to pursue higher education / innovative courses / to end degrees which are unavailable in India |
| 5. | Foreign Language Courses | Nearly 200 institutes in India offer foreign language courses for the benefit of foreign students. |
| 6. | Insurance | There is a demand of |
| 7. | Internships | Most of the countries offer internships along with degree programs which help students to pursue career with higher income |
| 8. | Student Exchange Programs | Several universities and colleges offer student exchange programs |
| 9. | Student ID creation | Foreign students come from various cultural background hence there is a need for creation of special student ID and differentiating them from general International Youth tourists. |
| 10. | Student travel arrangement | Several universities and colleges offer students tours and travel facility as a part of bachelor degree or master degree |
| 11. | Tourism Boards/ office role | The tourism office have to play a vital role in framing guidelines about youth Tourists. |
| 12. | Volunteering | Youth across the world are enthusiastic and are full of open mindedness. They would love to travel around the world and spread the message of volunteership. |
| 13. | Working holiday programmes | Corporate companies offer working in part time or temporary jobs in Youth Hostels, Hotels, Resorts, Super Markets, Mega marts, restaurants cafes and food courts. |
| 14. | Youth hostels | Construction of youth hostel specially for international students and Tourists |
| 15. | Youth travel agents | The number of travel agents in proportion to the number of tourists is very imbalanced hence there is a need to bring equilibrium and enhance the number of registered youth travel agents. |

Challenges: Even though Indian government has invested greatly in infrastructure, there is an increasing demand furthering transport and communication requirements following increase in domestic and international tourism. Along with this the demand for youth hostels, Student flights, student visa centres , student tourism offers, student travel agents are also high demand . As several Indian cities are a hub of superior quality higher education , numerical increase in the number of foreign students seeking admission in Indian universities is also supportive to Youth tourism. But there is a need to frame clear guidelines

1. Foreign tourists come from a different cultural background. Majority of them are very liberal in their attitude, free thinking and quite unconventional. This would give a negative influence on local people or local students in case of an educational circle.
2. There are quite a number of reports on their alcoholism, narcotics use, and food patterns.
3. Foreign travellers or students often face the problem of language as one of the greatest barriers.
4. Assimilation of culture often challenged by conflicts and discomforting situations. The local people being attracted by the way international tourist behave might become self indulgent and perverted. Instead of reflecting their country's ideals in their activities, local people might become more and more lenient towards duplication of liberal mentality of International tourists. This leads to disregard of cultural heritage and historical inheritance.

Conclusion

Globalization has made talent attractive it is also considered a key driver of economic competitiveness Both Public and private sectors can prioritise youth and student travel and insisting upon the positive impact that youth tourism offers for young people. There are prospective progress areas in knowledge sharing and collaborative strategy planning in conceiving youth friendly travel destinations. Youth tourism offers a higher mobility open border initiative which plays a key role in conceptualising global village. Youth travellers are full of innovative ideas and plans, they always love to explore and experience. They want to prove to the world that they are unique members of global community

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