

# 忽略青年旅客你就大事不妙！ Ignore youth tourists at your own peril!

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青年旅客是獨特的客群，旅行社應當重視。

Youth tourists, as a distinct segment, should be taken seriously by travel agents.

## 簡介

**青**年旅遊近年在全球不住增長，大有方興未艾的趨勢。雖然青年旅客目前並沒有公認而清晰的定義，但早在一九九一年，世界旅遊組織就已嘗試把他們界定為十六至二十九歲的出境遊客。根據該組織二零一五年發表的一份報告，估計有百分之二十的國際遊客是青年人。倘若青年旅客佔香港外遊旅客的比例與此相若，那他們確實不容忽視，因為二零一六年離港的香港居民雖然並非全是為了休閒旅遊，但總人次卻高達九千三百五十萬。

## 青年旅客是獨特的客群

根據一些研究，青年旅客這一客群，有幾項特徵與其他客群不同。例如他們較樂意重訪已去過的目的地，但自相矛盾似的，他們也想探索新目的地。與老一輩的遊客相比，他們的消費能力正在攀升。他們對目的地的潛在威脅，例如恐襲、騷亂、天災之類，往往不大在意，因而不大會因此而更改外遊計劃。

現在愈來愈多青年旅客自行安排旅程，而不會靠旅行社協助。一家全球屈指可數的市場研究公司在二零一五年做了一項調查，發現有百分之六十四的青年旅客會在旅程前用流動裝置上網找旅遊資訊，而有百分之七十五則會在旅程中使用。他們熱中於以社交網絡及線上媒體去找旅遊資訊與購買旅遊產品。青年旅客做旅遊決定時，互聯網日漸變得舉足輕重。

青年旅客的知識水平有所增高，對旅遊有更大需求，原因有好幾個，例如教育水平上升，擁有更多海外旅遊經驗，接觸到較多的媒體資訊，以及資訊渠道更多種多樣。至於西方傳統「Sun」（陽光）、

## Introduction

**I**n the global context, the recent growing trend of youth travel and tourism seems most likely to continue. **Although youth tourists do not have a generally-accepted clear-cut definition, the World Tourism Organisation (UNWTO) attempted, as early as 1991, to define them as outbound visitors aged between 16 and 29. According to a UNWTO report published in 2015, it was estimated that 20% of the international tourists are young people.** If a similar proportion of Hong Kong's outbound tourists are youth tourists, they certainly cannot be neglected, as the total number of resident departures from Hong Kong in 2016, though not all of them were for leisure travel, reached a whopping 93.5 million.

## Youth tourists as a distinct segment

According to some studies, youth tourists, as a segment, have several characteristics which make them different from other tourist segments. For example, whereas they have a higher willingness to return to the same destinations they visited, they, paradoxically, also desire to explore new destinations. Their spending power is increasing when compared with tourists of the older generation. They are less sensitive to possible threats at the destinations, such as terrorist attacks, civil unrest and natural disasters, and are less likely to change their travel plans because of them.

**Increasingly, youth tourists make travel arrangements on their own without the assistance of a travel agent.** According to a study conducted in 2015 by a leading global market research firm, 64% and 75% of youth tourists rely on mobile devices to access online travel information before and during their trips respectively. **They are eager to make use of social network and mobile media when searching for travel information and purchasing tourism products. The Internet gradually plays a dominant role in youth tourists' decision-making.**

Youth tourists become more knowledgeable and have a higher travel demand due to several factors, such as better education, broader foreign travel experiences, greater exposure to media and more diverse channels of information. The traditional western style of "3S" holidaying, namely "sun", "sand" and "sea", is therefore no

「Sand」(沙灘)、「Sea」(海)的3S旅遊度假模式，已無法再滿足青年旅客的需求。他們渴求追尋非傳統而獨特的旅遊目的地與體驗。

## 對香港青年旅客的調查研究

我們在二零一六年做了一項香港青年外遊的研究，藉以找出促使他們外遊及影響他們旅遊決定的各種因素。我們在同年上半年訪問了二百七十個年輕人，得到了一些有趣的結果。當受訪者被問及他們會如何形容「旅遊」時，除了一般認為的「放鬆」和「歡樂」，有百分之四十七的受訪者指「旅遊」是「探索」，百分之二十則說是「逃離現實」。逾百分之五十的受訪者表示，他們一年會外遊兩至三次。日本是最熱門的目的地，其他受歡迎的地點包括英國、台灣、美國、南韓。

喜歡及相當喜歡自助遊的受訪者高達百分之八十九，而非常不喜歡參加旅行團的則有百分之六十七。此外，平均而言，行程長度以七天最適合青年旅客；他們最喜歡四人結伴同遊，旅伴每每是朋友與父母。每年夏季及十二月都是青年外遊的高峰期。

綜合一些對受訪者與旅遊供應商代表的訪談結果，我們發現對年輕人最大的旅遊限制是旅遊預算。由於手頭不充裕，他們選擇出遊模式與目的地時都有掣肘。青年旅客要作旅遊決定時，較易受朋輩與旅遊故事所左右，而不會靠官方提供的資料。

## 結語

基於青年旅客獨有的特徵，把他們視為香港出境客群的新類別，已愈來愈有需要。儘管如此，他們的需求在多個方面還未得到滿足，因而為本地旅遊業界造就了機會。業界需要制訂新的營銷策略，以應付本地和其他地區青年旅客不住轉變的需求。✎

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longer sufficient to meet the demand of youth tourists. They yearn for travelling destinations and experiences that are more unconventional and unique in nature.

## Survey on Hong Kong's youth tourists

A study on Hong Kong's outbound youth tourism was conducted in 2016 to find out factors that could motivate the youth to travel and influence their travel decisions. We surveyed about 270 young people in the first half of 2016 and obtained some interesting findings. When the respondents were asked how they would describe "travel" apart from "relaxation" and "fun" in normal understanding, 47% and 20% of them thought that "travel" is a process of "discovery" and a way to "escape from reality" respectively. More than 50% of the respondents mentioned that they travel two or three times within one year. Japan is the most favourite destination, while Britain, Taiwan, the United States and South Korea are some other popular choices.

**As high as 89% of the respondents have medium-to-high preferences in travelling as free-individual travellers (FITs), while 67% have a very low preference in travelling in packaged groups. Besides, on average, seven days is the most optimal trip duration for the youth and they are most willing to travel in a group of four, with friends and parents mostly chosen as travel companions. There are two peaks for youth outbound travel each year, namely summer and December.**

From some interview findings with the respondents and representatives from tourism service providers, we found that the travel budget is the most important constraint that limits young people in their choice of travel patterns and destinations. Young people are easily motivated by their peers and travel stories rather than official information when making their own travel decisions.

## Conclusions

**There is increasingly a need to recognise young people as a separate outbound tourist segment in Hong Kong, given that they have unique characteristics. Their various demands, however, are yet to be met in various aspects, thus presenting an opportunity for the local travel industry.** Members of the industry therefore need to consider formulating new marketing and sales strategies to cope with the ever-changing demands of youth tourists in this city and elsewhere. ✎

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