

ASPECTS OF THE YOUTH TRAVEL DEMAND

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ABSTRACT: The tourism market is a market with a specific purpose; young people, as tourists, don't seek to purchase and consume regular, common and generalized products at the level of the entire population, but seek to find satisfactions induced by the actions within this activity sector. To ensure not only a fair and scientific assessment of the tourism phenomenon, but also the making of fair decisions regarding the policies and development prospects of youth travel across Europe and the globe, this paper presents the characterization of youth travel in terms of its dimensions and structure of the specific demand. In the second part of the paper, we identified and characterized the forms taken by youth travel, determined by the extremely varied motivations of youth. Among the best known may be listed the following: educational tourism, volunteer programs, "work and travel" programs, cultural exchanges, sports and adventure tourism.

Key words: youth travel, tourism demand, youth travel demand.

JEL codes: M31, L83.