
THE POINT OF VIEW YOUTH TOURISM TOWARDS UNIVERSITY STUDENTS

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Abstract

The main purpose of the present study is to investigate the point of view of youth tourism towards university students. In this context, it examines the perspectives of students from the age of 18 to the age of 27 studying in Cyprus Science University and Dicle University on youth tourism to determine the factors affecting the preferences of young people. SPSS 24 and AMOS 24 statistical programs were used. A total of 323 questionnaires was collected. In line with the results of the opinions of 135 private university students and 188 public university students who answered the questions in the questionnaire, it is seen that young individuals are directly affected by economic, accommodation, transportation and security factors when they are making holiday plans. Also, it was concluded that the gender variable have a direct effect on perceptions and views of university students towards youth tourism.

Key Words:Tourism, Special Interest Tourism, University Students, Youth Tourism, Turkey, Northern Cyprus

1. INTRODUCTION

Today, tourism is not seasonal, and it takes place all year round. Accordingly, special interest tourism has emerged that appeals to interests, talents and curiosities of people in a wide variety of different fields. Although it is not possible to specify the exact number, Golf, Space, Sadness, Gastronomy, Festivals and Fairs, Faith and Youth Tourism can be given as examples of special interest tourism (Trauer, 2006; Kruja and Gjyzezi, 2011). In a country's population between the ages of 15-24, the young population, who is defined as individuals who work by contributing to their family and who have not established their own home, are the subjects of youth tourism (Demeter and Bratucu, 2014). All definitions for youth tourism generally cover similar concepts. According to the definitions made, youth tourism is created by those who are between the ages of 15-24 who travel without their mother, father or their own family members (Jefferson, 1991). In addition, the youth between the ages of 15-25 are defined as an event with social and cultural motives, consisting of travel and accommodation with cultural and recreational motifs, individually or in groups, in or out of the country by taking advantage of the support and incentives provided by public and private organizations.

In Youth Tourism, travelling's changes according to the thoughts and perspectives of the individuals between the ages of 18 and 25. This type of tourism is one of the special interest tourism types that appeals to the people that have a high-income segment. Youth tourism generally means a more comfortable journey made with a backpack. Its main purpose can be defined as the most economical, the most beautiful holiday that lasts long (Demeter and Bratucu, 2014; Koroğlu and Güleç,2008).The youth tourism covers the travel of young individuals from the age of 18 to the age of 25 (regardless of reading or not) (Richards and Wilson, 2007; Richards and Wilson, 2006). Youth festivals, language trainings and activities under the Ministry of Youth and Sports are a few examples for the scope of the travel. Youth tourism is a type of tourism that is preferred by young people who are self-financing and that is developing day by day. The support and incentive grants of the projects created by the institutions and organizations which made by ministries to encourage young people to travel appeal to all segments and provide convenience (TURSAB, 2015). Although it is seen that these kinds of projects do not have a significant influence on youth tourism, these projects are more effective in European countries. Even in the absence of such travels, communities of young individuals who value art and artists under the state supervision are important for youth tourism (Ghețe, 2015; Khoshpakyants and Vidishcheva, 2010).

Beside of this, it is necessary to take the social culture level of the country into account while doing such projects. Children can be liberal and self-confident as the welfare level and cultural richness level of families increases (Khoshpakyants and Vidishcheva, 2010). The one of the basic aims of young individuals to travel is to gain new experiences to get to know the environment and live the way people live outside of their environment (Han, Yu and Kim, 2018). Individuals can adapt to that culture during the holiday period by meeting new cultures and distinguishing their right and wrong. How easily young individuals adapt to such differences is also provided a basis for their behaviour that they will show in future changes in the field of work. In this context, the reason for the preference of youth tourism is mostly proportional to the sense of curiosity of young people (Çakar, and Seyitoğlu, 2016; Dionysopoulou and Mylonakis, 2013). Especially for young people who want to gain experience and travel long distances, these trips seem to affect their self-developments (Richards and Wilson, 2006). Youth tourism is a phenomenon that develops free thinking capacities such as, the capacity to freely evaluate the political, economic and natural environment of young people, and teach them to love different countries and people. Youth tourism increases the power and knowledge of young people, enabling them to make comparisons and helps them to avoid bad habits. In addition to the personal benefits it provides to young people, it is also important to increase the foreign promotion of countries and the profitability of tourism enterprises (Guo, 2011; Pons, Crang and Travlou, 2009; Bonvecchio, 1991). Expectations of the young individuals from the holiday program are different based on the level of the program they are studying. The most basic example of this is the holiday research and choices of an individual studying in faculty of tourism and an individual studying in faculty of law (Matzler and Siller, 2003).

There are some main problems that young people face with while making holiday plans such as finding money or financing, the simplicity level of transportation and reliance. There are some other difficulties of young people such as finding a suitable holiday program and deciding what kind of activities they want to perform. In this study, it is aimed to determine the perspectives of students towards youth tourism and determine the effects of students studying at private and public universities on tourism by considering the departments in which they are studying. In this context, this study seeks to answer the question of how the attitudes and preferences of students studying at private and public university are affected by economic factors, accommodation, transportation and security factors while making holiday plans. From a different perspective, question of finding which factors are important in the holiday program of a student studying at a private university and a student studying at a public university will be examined, and the relationship between gender and youth tourism will be also be performed.

The aim of the current study is to examine the point of view of students studying at private university and public university towards youth tourism and to determine the factors

that affect the preferences of the youth. From the literature review mentioned above, this study will answer the following research questions which are:

1. What is the point of view of students studying at private and public university towards the youth tourists?
2. What are the factors that affect the preferences of the youth?

2. LITERATURE REVIEW

People went out of their caves to hunt for reasons, each search brought along new destinations (Carr, 2002; Alipour, 1996). The search for these destinations caused immigration due to not being able to adapt to the climatic conditions in the first place, but also due to geographical feature problems of their location and similar situations (Frändberg, 2014; Williams and Hall, 2002). However, every migration actually means new destination that was discovered. These destinations started to increase with the rise of the population day by day. After people settled and set up their homes, this mobility began to be created for pleasure. The mobility for pleasure has paved the way for the formation of what is known as tourism today (De Souza Bispo, 2016; Brouder and Eriksson, 2013). First of all, people made their discoveries in their new settlements with enough meals and hunting equipment to manage their lives only in the form of a small bundle. As these times passed and as new transportation tools were discovered, the items they brought with them began to be shaped (Zoğal and Emekli, 2017; Walton, 2009).

Looking at recent dates, people started to stay with more items after they went to visit their acquaintances in other regions and stayed with them for a few days and returned to their homes (Ashworth and Tunbridge, 2000). As time changed and new business areas began to emerge, concepts called city center and the village started to emerge. Besides of these developments, people have started to travel for business purposes (Uriely, 2001). As the welfare levels of people who started working life increased, their wishes and desires started to change. People who have good financial potentials have begun to stay and travel in hotels (Mamaghani, 2009). Those who do not have good financial potentials continued their travels with staying in the houses of their relatives. As the economy of the country develops, the perception and thought of tourism in humans have developed as well and different tourism activities have emerged (Öztürk and Yazıcıoğlu, 2002).

The emerging innovations have begun to derive new concepts in the field of tourism. As a basic concept, people who travel are called tourists. Tourists have started to be sorted as domestic and foreign (Chen and Gursoy, 2001). As the concepts have increased, new hotel terminologies and services have been presented (Lado-Sestayo, Vivel-Búa and Otero-González, 2017). Today, with the development of technology, everything has started to change direction. Classical concepts in the field of tourism have been developing and changing day by day (Yıldız and Yıldız, 2015). In short, people no longer think of the basic

tourism as sea, sand and sun (3S). Tourism is generally referred as traveling from one place to another place (Albayrak and Özmen, 2018; Cameron and Gatewood, 2008). However, with today's changing conditions, well-being levels of tourists have changed. These changes have begun to influence the places where people prefer to travel. In this context, the emergence of the need of people such as seeing the places that they have never seen, experiencing the emotions they have never experienced, eating the food they have never eaten, has paved the way for the emergence of various tourism activities (Duran, 2011; Chang and Gibson, 2011). In addition to this, special interest tourism types have emerged as a result of their desire to meet new people and make new friends. Special interest tourism is shaped by the way of thinking and living for tourists.

The external environment is one of the factors that affects people's way of thinking and living. External environment includes the acquaintances of people, the profession they have chosen, the salary they receive, the city they live in, and the property they possess and also includes many other things. People mostly prefer things they have never experienced before (Öztürk & Yazıcıoğlu, 2002; Kılıç & Kurnaz, 2010). Social media, which is developed with today's technology, awakens the super ego of people and cause them to have voices in the community and bringing popularity in the society. When all of these factors come together and the first people travelled from the cave just to search for food, tourism actually grows and develops like a baby and has an impact on many things (Bizirgianni and Dionysopoulou, 2013; Dionysopoulou and Mylonakis, 2013). Special interest tourism is not only a tourism or a journey made by the rich, and a sub-heading that requires a lot of cost (Trauer, 2006). Youth tourism, which is one of the important types of special interest tourism, includes to see more places with less cost. Tents for young festivals and musical events are set up in a large green area almost every weekend by young people abroad. This development led to the emergence of youth tourism (Linh, 2015; Sellars, 1998).

Young people can easily adopt and respect the cultural difference between societies naturally compared to other individuals. It allows them to live more harmoniously with the differences in society without exclusion. People act as intercultural bridges, but young people can build this bridge more comfortably (Polat, 2017). Youth tourism provides new job opportunities for young individuals by meeting with new people and it also opens the way for people who do not have social opportunities. (Khoshpakyants and Vidishcheva, 2010). Young people who are not socially accepted by the society, who have family problems and are unsatisfied with love, have higher rates of committing crimes due to emotional hunger. Since youth tourism appeals to young people economically, it contributes positively to both young people and society (Han, Kim and Kiatkawsin, 2017). Young people learn to deal with difficulties, control their own money and discover new places when they travel independently from their families (Bell, 2002). The combination of exciting and unique experiences with cheap travel opportunities is an important reason that drives young people to tourism. In addition to these, the features that will provide

superiority in finding a job such as learning a foreign language and getting to know a different culture cause youth tourism to gain importance (Ghețe, 2015).

One of the most economically difficult situations for young people is that the value of money in TL is less over time compared to other currencies. Subsequently, the cost of accommodation, inexpensive places with incomplete information and subsequent additional fees, visa fees and subsequent transaction stamp fees are followed. The cost of local products in the destinations cause problems for young people, but the most fundamental problem is that the young people have difficulty in finding financial resources (Şahin and Dinçer, 2016; Nash, Thyne and Davies, 2006). Basically, politics are at the top of such problems. The political games implemented by the countries directly affect the tourism movements taking place in the countries. Besides of these, the main problems of young individuals who are citizens of Turkey, are the problems that occur during the visa applications because they are not EU citizens. Accordingly, insufficiency of the value given to foreign languages in education in Europe country has become a major problem (Cavagnaro, Staffieri and Postma, 2018; Horak and Weber, 2000). Although there is the idea that individuals constitute as acting with a sense of curiosity lies at the basis of youth tourism, young people have problems in asking questions because they cannot speak English, which is the common language of the world. This situation causes the increment of prejudice levels of individuals (Kozak, Kozak and Kozak, 2015). The most common problems experienced by individuals in youth tourism are among the problems they face economically and socially. This situation varies depending on the country, region and people living in that region (Bahar, 2016).

Youth tourism has started to develop in the 1950s and 1960s in our country. In order to sustain the development of youth tourism, relations regarding the youth were started with neighbouring countries (Richards and Wilson, 2007). The most important factor in this period was including a special pricing for students when they go abroad or when they make domestic trips. Youth tourism and education have started to be interconnected by introducing innovations such as Erasmus and exchange programs. In this way, young individuals who are studying and wanting to have different experiences at the same time are respected. (Wu, 2013; Dionysopoulo and Mylonakis, 2013). Nowadays, about 25 percent of 68.4 million domestic travel movements carried out in Turkey are made by young people ages between 7-25 (TURSAB, 2015). The youth tourism is encouraged by giving a certain amount of grants to young individuals who want to participate in the projects that were prepared within the scope of the Ministry of Youth and Sports. Since these projects contain the necessary conditions in the process of joining the European Union, they are considered, finely and carefully, especially for security issue (Horak, and Weber, 2000; Smith, 1992).

Youth tourism in Turkey has not developed just because of the ministry. Youth tourism activities include organizing concerts with camps and music within the festivals organized for young individuals and organizing activities for young people in that region in their

municipalities. Generally, concerts are held at night in these events and festivals and they are organized in a way to allow young people to walk around and tour during the day. These kinds of activities are easily spread in order for the youth to easily communicate with each other, depending on the frequent use of social media (Tanrisever, Pamukçu and Batman, 2016; Bizirgianni and Dionysopoulou, 2013).

3. Methods

All young people between the ages of 18 and 27 are included within the scope of youth tourism. They are included in a group within this scope regardless of any material and nonmaterial differences. However, the holiday program preferred by individuals within the scope of youth tourism varies depending on social structure, region, financial and educational level of individuals. There are two populations in this study. The first population is a private university (TRNC –Cyprus Science University), and the second population is a public university (Turkey- Dicle University). As a sampling, clustered sampling was made from general to specific in phases, which is the most suitable type of sampling technique according to the purpose of the study. It is the method in which the selection is made not by starting from the unit, but by taking the subgroups clustered around a certain feature as a sampling unit. It is very suitable for situations where the universe is very large (Roesch, 1993). The survey was targeted as 385 people in total from 6 different faculties in 2 different universities, but it was applied to 323 people due to time and cost constraints. While the survey was being conducted, a simple random sampling method, one of the probability sampling methods, was used. In the content of the questionnaire, questions about the importance of accommodation, economy, transportation status and regional security for individuals during the holiday program were asked. In order to find out whether there is a significant difference or not between the females and males in the factors affecting the participants' preferences for youth tourism, non-parametric tests such as Mann Whitney U-test for quantitative outcomes and Chi-Square test for qualitative outcomes were evaluated. In addition, Explanatory and confirmatory factor analyses were used among the factor analysis in SPSS 24 and AMOS 24 statistical programs.

4. RESULTS

As it is seen in Table 1, the total number of participants in Turkey (Dicle University) and TRNC (Cyprus Science University) is 323. While 135 of the participants are from a private university, 188 of them are from a public university. Most of the participants studying at a public university in Turkey are male students with 63.8%. Female participants constituted 36.2%. Most of the participants at a private university are male with 62.2%. The number of female participants was 37.8%. Moreover, most of the participants in both TRNC (107) and public (157) appear to be in the age range of 21 and 23. Another point is that most of the participants studying at a private university are from the Faculty of Law (28.9%), while

most of the participants studying at public university(29.3%) are enrolled in the Faculty of Law. In addition, least (10.4%) of the participants studying at private university are from the Faculty of Education,while at public university, the least students are enrolled in the Faculties of Engineering (8.0%).There were no students participated in the survey from the Faculty of Archiecture in TRNC. Furthermore, There were no students participated in the survey from the Faculty of Tourism in Turkey.

Variables		TRNC		(Turkey)	
		(F)	%	(F)	%
Gender?	Male	84	62.2	120	63.8
	Female	51	37.8	68	36.2
Age?	18-20	38	28.1	82	43.6
	21-23	69	51.1	75	39.9
	24-27	28	20.8	31	16.5
University?	Cyprus Science University	135	100	-	-
	Dicle University	-	-	188	100
Department?	Law	39	28.9	55	29.3
	Health	27	20.0	40	21.3
	Education	14	10.4	55	29.2
	Engineering	26	19.2	15	8.0
	Architecture	-	-	23	12.2
	Tourism	29	21.5	-	-
Survey Place	TRNC	135	100	-	-
	Turkey	-	-	188	100
Total				32	3

Table 1. Demographic Findings

As shown in Table 2, the validity of the data obtained in the study was examined by making explanatory and confirmatory factor analysis.KMO (Kaiser-Meyer-Olkin) and Bartlett's test was performed to determine whether the data analysis was accordant with the factor structure (Kaya and Kaya, 2013). KMO coefficient of TRNC economy is 0.82, KMO coefficient of Turkey economy is 0.80 and Bartlett test results are significant ($p < 0.05$).Cronbach alpha value of 0.83 and 0.87, respectively, indicates that the reliability of

the questionnaire is acceptable. For the explanatory factor analysis (EFA), the total variance explained for the economy of TRNC and Turkey was found to be 48.827% and 45.532% respectively. In order for the factor structure of the data to be compatible, all items must have a factor load of over 0.50, and items below this value were excluded from the analysis. Confirmatory factor analysis (CFA) was detected as a result of the final application after EFA analysis. This technique is used to determine at what rate the model is determining the relationships of hypotheses established in the factor analysis and is used to determine how the obtained data are compatible with each other (Doğan and Başokçu, 2010). Chi-square, χ^2 / sd , CFI, IFI, NFI and RMSEA indexes were used in order to determine the compliance statistics of the economic scale. The result of $\chi^2 / sd = 2.775$, which is one of the TRNC Economy fit statistics, shows that the model is acceptable. The model indicates that NFI (0.88), CFI (0.91), IFI (0.91), RMSEA (0.08) values are within the acceptable rate. When it is examined from another point of view, $\chi^2 / sd = 3.475$, NFI (0.90), CFI (0.92) and IFI (0.92), RMSEA (0.06) values of Turkey economy fit statistics are found to be normal and good for data compliance. It indicates that the scale is acceptable because χ^2 / df value is less than 5 and RMSEA value is less than 0.08 (Çapık, 2014). When the values which related to model-data fit are taken into consideration, it is seen that the data fit of the model is good enough.

When considered from a different point, the variance of the accommodation scale of TRNC and Turkey explained in table 3 is 50.215% 45.583% respectively. As well as these, Cronbach's alpha value was determined as 0.89 and 0.83, respectively and KMO tests of the accommodation scale were 0.79 and 0.81, respectively. These values show that the scale is at an acceptable level. The fit indices of the accommodation scale are $\chi^2 / sd = 4.795$ for TRNC and $\chi^2 / sd = 3.385$ for Turkey are acceptable. Furthermore, NFI (0.89), CFI (0.92) and IFI (0.92) values for TRNC and NFI (0.91), CFI (0.94) and IFI (0.94) for Turkey showed that the model fit is in the range of acceptable indexes.

As it is seen in Table 4, the announced variance of TRNC transportation scale was determined as 62.165% and the Turkey transportation scale was determined as 68.285%. Cronbach's alpha values were determined as 0.81, 0.80 and KMO tests were determined as 0.82 and 0.68 respectively. These values are at an acceptable level. Furthermore, TRNC transportation scale $\chi^2 / sd = 2.575$, Turkey transportation scale $\chi^2 / sd = 3.125$ values are acceptable. In addition, it is seen that NFI (0.96), CFI (0.97) and IFI (0.97) values for TRNC, NFI (0.92), CFI (0.96) and IFI (0.96) values for Turkey indicates that the model is in the range of acceptable values.

Variables		EFA	CFA
TRNC Economy			
Q3. When choosing the accommodation, I pay attention to the hotel's customer potential.		0.79	0.81
Q5. The local people should be treated fairly and equally.		0.75	0.77
Q6. Tourists should respect the culture and the value of the local people.		0.88	0.89
Q7. Nature's diversity should be valued and protected.		0.78	0.82
EFA	Variance (%)	48.827	
	Total	2.565	
	Kaiser Mayer Olkin (KMO) Test	0.82	
	Bartlett's Test of Sphericity	160.195	
	Chi-Square	18.885	
CFA: Goodness Fit Index's	X ² /df	2.775	
	NFI	0.88	
	CFI	0.91	
	IFI	0.91	
	RMSEA	0.08	
Reliability Analysis	Cronbach's Alpha	0.83	
Turkey Economy		EFA	CFA
Q5. The local people should be treated fairly and equally.		0.77	0.83
Q6. Tourists should respect the culture and value of the local people.		0.82	0.90
Q7. It is important to me to buy local products and services.		0.62	0.65
Q8. Nature's diversity should be valued and protected.		0.75	0.75
Q9. It is not important to meet and communicate with the local people.		0.69	0.72
Q10. Cultural change is not an important part of visitors' experiences.		0.68	0.71
EFA	Variance (%)	45.532	
	Total	3.272	
	Kaiser Mayer Olkin (KMO) test	0.80	
	Bartlett's Test of Sphericity	208.851	
	Chi-Square	32.095	
		3.475	

Table 2. Factor Analysis of Economic Variables

TRNC Accommodation		NFI	EFA	CF
CFA: Goodness Fit Index's		CFI	0.92	A
		IFI	0.92	0.68
		RMSEA	0.06	
Reliability Analysis		Cronbach's Alpha	0.87	
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Q3. When organizing a holiday, attention should be paid to the currency.				
Q6. When planning a holiday, we should prefer the places where people in our neighborhood are hosted.		0.69	0.73	
Q7. When choosing a hotel, we should make sure that it is far from the city center.		0.65	0.70	
Q9. When planning a holiday, we must first organize our budget.		0.79	0.87	
Q10. We should pay attention to the taxes that are included in the accommodation later.		0.75	0.80	
		Variance (%)	50.215	
EFA		Total	2.854	
		Kaiser Mayer Olkin (KMO) test	0.79	
		Bartlett's Test of Sphericity	X ² =325.959	
		Chi-Square	39.007	
		X ² /df	4.795	
		NFI	0.89	
CFA: Goodness Fit Index's		CFI	0.92	
		IFI	0.92	
		RMSEA	0.12	
Reliability Analysis		Cronbach's Alpha	0.89	
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Turkey Accommodation			EFA	CF
			A	
Q5. When organizing the holiday plan, we should plan the stay according to the hotel nightly rate.		0.81	0.89	
Q6. When planning a holiday, we should prefer the places where people in our neighborhood are hosted.		0.72	0.78	
Q7. When choosing a hotel, we should make sure that it is far from the city center.		0.86	0.91	
Q8. When planning a holiday, one should not rely only on one source and get a price from several places.		0.76	0.78	
Q9. When planning a holiday, we must first organize our budget.		0.85	0.92	
Q10. We should pay attention to the taxes that are included in the accommodation later.		0.76	0.81	
		Variance (%)	45.583	
EFA		Total	2.497	
		Kaiser Mayer Olkin (KMO) test	0.83	
		Bartlett's Test of Sphericity	152.425	
		Chi-Square	21.678	
		X ² /df	3.385	
CFA: Goodness Fit Index's		NFI	0.91	
		CFI	0.94	
		IFI	0.94	
		RMSEA	0.05	
Reliability Analysis		Cronbach's Alpha	0.83	

Table 3. Factor Analysis of Accommodation Variables

Variables		
TRNC Transportation		EFA CFA
Q1. While planning a vacation, I pay attention to the public transportation opportunities of the places I will go.		0.66 0.77
Q2. While planning the city for the holiday, I pay attention to the taxi prices of that city. For example, I check from google maps application from uber style applications.		0.62 0.76
Q3. When choosing a hotel, I pay attention to the hours and bus diversity of the bus stops near the hotel.		0.53 0.67
Q5. I pay attention to whether there is a student discount in the places I will go.		0.52 0.61
	Variance (%)	62.165
	Total	3.128
EFA	Kaiser Mayer Olkin (KMO) test	0.82
	Bartlett's Test of Sphericity	315.220
	Chi-Square	13.033
	X ² /df	2.575
	NFI	0.96
CFA: Goodness Fit Index's	CFI	0.97
	IFI	0.97
	RMSEA	0.09
Reliability Analysis	Cronbach's Alpha	0.81
Turkey Transportation		EFA CFA
Q1. While planning a vacation, I pay attention to the public transportation opportunities of the places I will go.		0.66 0.77
Q3. When choosing a hotel, I pay attention to the hours and bus diversity of the bus stops near the hotel.		0.60 0.62
Q4. I prefer to buy if a card is used for transportation in the countries or cities I will go to.		0.58 0.68
Q5. I pay attention to whether there is a student discount in the places I will go.		0.75 0.85
	Variance (%)	68.285
EFA	Total	1.886
	Kaiser Mayer Olkin (KMO) test	0.68
	Bartlett's Test of Sphericity	56.166
	Chi-Square	6.467
	X ² /df	3.125
CFA: Goodness Fit Index's	NFI	0.92
	CFI	0.96
	IFI	0.96
	RMSEA	0.13
Reliability Analysis	Cronbach's Alpha	0.80

Table 4. Factor Analysis of Transportation Variables □

Variables		
TRNC Trust		EFA CFA
Q2.I decide where I will go by researching crime rates.		0.55 0.66
Q3.I examine the political policy of the country, I am going to and read the legal protection rights of tourists.		0.69 0.79
Q4.If I have decided to carry out my holiday program with an intermediary company, I would like to see all the licenses and certificates of that company without any exceptions.		0.66 0.72
Q5.You are interested in night safety of the places you prefer.		0.52 0.59
EFA	Variance (%)	55.475
	Total	2.325
	Kaiser Mayer Olkin (KMO) test	0.73
	Bartlett's Test of Sphericity	154.195
CFA: Goodness Fit Index's	Chi-Square	8.216
	X ² /df	4.908
	NFI	0.96
	CFI	0.97
	IFI	0.97
	RMSEA	0.11
Reliability Analysis	Cronbach's Alpha	0.86
Turkey Trust		EFA CFA
Q2.I decide where I will go by researching crime rates.		0.55 0.59
Q3.I examine the political policy of the country I am going to and read the legal protection rights of tourists.		0.69 0.79
Q4. If I have decided to carry out my holiday program with an intermediary company, I would like to see all the licenses and certificates of that company without any exceptions.		0.56 0.57
EFA	Variance (%)	56.834
	Total	1.595
	Kaiser Mayer Olkin (KMO) test	0.69
	Bartlett's Test of Sphericity	35.825
	Chi-Square	3.928
	X ² /df	1.915
	NFI	0.92

CFA	CFI	0.96	
	IFI	0.96	
	RMSEA	0.09	
Reliability Analysis		Cronbach's Alpha	0.89

Table 5. Factor Analysis of Trust Variables

Finally, when the trust scale is examined in Table 5, it is seen that the announced variance of TRNC trust scale is 55.475% and the announced variance of Turkey trust scale is 56.834%. Cronbach alpha values were determined as 0.86 and 0.88, respectively, and KMO tests were calculated as 0.73 and 0.68. These values are at an acceptable level. The items with factor loading rates less than 0.50 were excluded from the evaluation, for the research to be more prominent. In addition, TRNC Trust scale $x^2 / sd = 4.908$, Turkey transportation $x^2 / sd = 3.928$ values seem to be at the acceptable level. Since TRNC trust values are NFI (0.96), CFI (0.97) and IFI (0.97) and Turkey trust values are NFI (0.93), CFI (0.95) and IFI (0.95) from confirmatory factor analysis fit values shows that the fit values of the model are at a good level.

In Table 6, a correlation analysis was conducted to determine the relationship between the gender variable of students and youth tourism. According to the results of the analysis, it was determined that there is a significant relationship between gender and the accommodation in private university and public university students at $p = 0.215$, $p < 0.05$. In addition, it is seen that there is a significant relationship between gender and the transportation in private university and public university students at the level of $p = 0.155$, $p < 0.01$. From another perspective, it is seen that the average value of trust variable is $X = 3.79$. This means that university students tended to participate in the trust variable questions. In contrast, it is seen that the average value of the economy variable is $X = 3.48$. It is understood that students gave indecisive answers to questions asked about the economy.

	Mean	Correlation				
		1	2	3	4	5
GENDER	1,1210	1	,			
ECONOMY	3,4853	,270*	1			
ACCOMODATIO N	3,7898	,215*	,595**	1		
TRANSPORTATI ON	3,6967	,155**	,471**	,498**	1	
TRUST	3,7993	,185**	,585**	,655**	,578**	1

Table 6. Average and Correlation Value of Variables

Note: * $p < 0.05$; ** $p < 0.01$

Comparison tests were conducted to determine whether the factors affecting the preferences of young people caused a difference with their demographic characteristics. First of all, whether the data was normally distributed or not was examined with the Kolmogorov Smirnov Z Test, and as a result, it was determined that the data on the perspectives of university students on youth tourism and the factors affecting young people's preferences have not meet the normal distribution conditions ($p < .05$). Therefore, nonparametric tests were used for comparisons. According to the results of the Mann-Whitney U test, it was determined that the environments of the gender variable did not differ significantly. It has been determined that the gender variable has a significant difference in 4 of the factors affecting the preferences of young people at Cyprus Science University (Table 7). Accordingly, while male participants care more about economy and transportation factors, female participants are more sensitive about accommodation and trust.

Table 7. Comparison of the factors affecting the preferences of young people in Cyprus Science University by gender status

Interest	Variables	Groups	F	Mean Rank	U	P
TRNC Economy		Male	84	93,72	3080,4	,001
		Female	51	47,44		
TRNC Accommodation	Gender	Male	84	65,65	3464,5	,000
		Female	51	88,52		
TRNC Transportation		Male	84	96,23	3061,5	,013
		Female	51	54,04		
TRNC Trust		Male	84	64,78	3842,5	,001
		Female	51	85,85		

It was determined that the gender variable had a significant difference in 4 of the factors affecting the preferences of young people at Dicle University (Table 8). According to this, while male participants care more about economy and accommodation factors, female participants care more about transportation and trust.

Table 8. Comparison of the factors affecting the preferences of young people in Dicle University by gender status

Interest	Variables	Groups	F	Mean Rank	U	P
Turkey Economy		Male	120	123,75	4080,4	,000
		Female	68	77,45		
Turkey Accommodation	Gender	Male	120	128,64	4464,5	,000
		Female	68	88,52		
Turkey Transportation		Male	120	96,23	4061,5	,008
		Female	68	124,04		
Turkey Trust		Male	120	84,78	3842,5	,001
		Female	68	145,85		

5. DISCUSSION

Youth tourism is advancing rapidly towards a point that is increasing its importance in the world. So, what is youth tourism and who does it consist of? Traveling between the age group of sixteen and twenty-seven and especially independent of their parents (mother, father) is what we call youth tourism (Ghețe, 2015). One of the common features of these young people all over the world is that they do not seek comfort during travel or vacation periods and they show more interest and participation in touristic activities compared to other tourist profiles (Khoshpakyants and Vidishcheva, 2010). In this age group, of course, we can summarize that especially in recent years, the age of establishing a family has been gradually increasing towards the thirties and that these young people, whose family responsibilities are not naturally, do not see any obstacle to travel with a deeper adventurous spirit (Çakar and Seyitoğlu, 2016).

Youth tourism is defined as a holiday and a journey made by individuals between the ages ranging from 18 to 27 in some studies and 15 to 25 in other studies without their relatives (Polat, 2017). The young population has an adventurous personality and they are open to change due to their psychological characteristics. In addition, some young groups do not have strong bonds with their families and they take little responsibility and these factors cause young people not to give importance to accommodation and place choices. Also, these factors cause increment in travelling tendencies of young people (Richards and Wilson, 2007; Jefferson, 1991). If the youth tourism can be seen as social tourism, summer schools conducted both in Turkey and Cyprus in the summer season have a great

importance both in terms of tourism and education. For this purpose, the opening of student dormitories for students coming for the summer program and the discounts made by airlines and railways just for students at certain periods show that youth tourism is included in the scope of a social tourism. In Europe, the young population is the most dynamic segment of the travel market and accommodation activities. The young individuals living in Europe lead to the increment of the importance of the concept of youth tourism by participating in both domestic and foreign tourism activities (Horak and Weber, 2000). Opportunities should be provided for young people to be able to recognize different cities, history and cultures attracting them the most. In this sense, incentive or scholarship opportunities should be created for young people who cannot leave the cities they live in due to financial difficulties. Exchange programs or summer schools should be organized with different schools. As the globalization increases in the world development of tourism sector is also increasing and changing of the tourism sector is very specialized offerings many possibilities and advantages for all types of tourists.

In this research questionnaires are conducted in order to explain the youth tourism and to determine the factors affecting the preferences of young people. A total of 323 questionnaires was collected. In line with the results of the opinions of 135 private university students and 188 public university students who answered the questions in the questionnaire, it is seen that young individuals are directly affected by economic, accommodation, transportation and security factors when they are making holiday plans. From a different perspective, the aim of the study was to find an answer to the question of how the attitudes and preferences of students studying in private university and public university are affected by economic, accommodation, transportation and security factors while making holiday plans. There are many factors affecting the travel plans of university students. Some of these factors affect youth tourism negatively. For an example, problems such as visa, language, security and transportation, currency rate differences and not being able to find cheap hotels are the main problems affecting the perspectives and attitudes of the young people towards youth tourism negatively. When the results of the research were taken into account, it was observed that the view of young people studying in private university and public university on youth tourism are directly or indirectly affected by economic, transportation, accommodation and security factors.

6. CONCLUSION

As a result of this study, in line with the answers of the individuals participated in the research, various suggestions were made for youth tourism problems. First of all, solution suggestions such as making special discounts in public transportation and airline companies for young people, making the museum entrances free for young individuals can be important contributions in the economical sense for young tourists to be able to participate more in tourism. Besides, improving the quality of language education and improving

foreign language education in the country will lead to the language problems to be eliminated as young individuals will learn different languages. In this context, young individuals will not experience language fear when they go abroad. The idea of young people getting to know different cultures and seeing the places they wonder and asking questions to learn more will increase their desire to travel. Finally, practices that will ensure affordable prices such as early bookings for hotels and last-minute deals will be important factors that will affect young people's travel preferences. Hence, efforts should be made to announce these opportunities to young people and increase their awareness and if necessary, these opportunities should be sent them as an e-mail or as an advertisement message.

There are some limitations in this research. First of all, this study conducted at a university in Turkey province and at a university in TRNC so this can be considered as an important limitation for this study. In order to generalize the results of the study, it is important for future studies to be applied on larger masses and to conduct research at different universities in the region. In terms of the research subject, the fact that the relationship between the attitudes of university students towards youth tourism and demographic variables could not be fully determined, this can also be considered as the other main limitation. For this reason, this study will lead future studies in order to determine the expectations of young tourists during and after their travel, and to make comprehensive determinations of demographic variables and youth tourism factors on the attitudes of young tourists.

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