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An insight into the motivation of young people for staying in the cities of the Republic of Serbia

Uvid u motivaciju mladih ljudi za boravak u gradovima Republike Srbije

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Abstract: The research subject is the motivation of youth for staying in the cities of the Republic of Serbia. The research sample included 220 respondents aged 18 to 29 years. The purpose of this study is the analysis of push (internal) and pull (external) factors, which motivate young tourists to stay in the cities of the Republic of Serbia. The results of the research showed that the most important push factors, that encourage young tourists to stay in the cities of the Republic of Serbia are hanging out with friends, fun and relaxation. On the other hand, pull factors have been identified, which attract young tourists to stay in cities of our country, and they are: cleanliness and tidiness of the city, good value for money, cultural and historical heritage sites localities and rich gastronomic offer. Based on the analysis of previous theoretical and empirical studies as well as the results of the conducted research, the authors in the conclusion of the paper defined the limitations and guidelines for future research. **Keywords:** push & pull theory, motivation, youth tourism, youth, cities, Republic of Serbia.

Apstrakt: Predmet istraživanja predstavlja motivacija mladih ljudi za boravak u gradovima Republike Srbije. Uzorak istraživanja je obuhvatio 220 ispitanika starosti od 18 do 29 godina. Svrha ove studije je analiza push (interni) i pull (eksterni) faktora, koji motivišu mlade turiste da borave u gradovima Republike Srbije. Rezultati istraživanja su pokazali da su najvažniji push faktori, koji pokreću mlade turiste da borave u gradovima Republike Srbije druženje sa prijateljima, zabava i opuštanje. Sa druge strane, identifikovani su i pull faktori, koji privlače mlade turiste da borave u gradovima u našoj zemlji, a to su: čistoća i urednost grada, dobra vrednost za novac, lokaliteti kulturno-istorijske baštine i bogata gastronomska ponuda. Na osnovu analize dosadašnjih teorijskih i empirijskih studija kao i rezultata sprovedenog istraživanja, autori su u zaključku rada definisali ograničenja i smernice za buduća istraživanja.

Ključne reči: push&pull teorija, motivacija, omalbinski turizam, omladina, gradovi, Republika Srbija.

Introduction

Young people are increasingly involved in tourist travel, which is why they represent a significant segment of tourist demand, which participates in the total number of international tourist trips with more than 23%. Annually, 336 million young people travel around the world, spending an average of 2,867 euros per trip. The largest number of young tourists of 15-29 years of age belong to generation Y (born between the early 1980s and 2000), ie millennials and generation Z (born after 2000). More than half of young tourists travel for holidays, while the other half travel for work abroad, language learning, education, meeting other people and volunteering (WYSE Travel Confederation, 2021b). Youth tourism is one of the fastest growing segments of the global tourism market (Moisä, 2006; Lim et al., 2015; Han et al., 2017). This form of tourism is an independent trip of people aged 15 to 29

outside the place of permanent residence for no longer than a year, which is motivated by the desire to experience other cultures, build life experience, use the possibilities of formal and non-formal education, etc. (WYSE Travel Confederation, 2021a).

Young tourists differ from classic, conventional tourists in their behavior during the trip, motives and needs (Saikia & Goswami, 2019). The key characteristics of young people's travel relate to the use of cheap accommodation and transportation, a limited budget, independent organization of travel, a longer stay in the destination and a flexible schedule of activities during their stay in the destination (Demeter & Bratucu, 2014; Todorović et al., 2015; Stevanović & Milenković, 2017). Youth tourism is very important from the economic aspect because young people spend 2/3 of their money on travel, which can last a long time and include destinations, which are not largely promoted. For young people, travel is more an integral part of their life and development than a temporary change of environment (Gorbatov & Chuvatkin, 2020). In addition, youth tourism has many forms, which determine the motivation of young people to travel. Among the most common forms of youth tourism are: educational tourism, volunteer program, work and travel programs, exchanges, sports and adventure tourism (Moisă, 2010). The existence of different forms of youth tourism indicates a wide range of possibilities for researching the motivation and behavior of young people during travel. Accordingly, the purpose of this study is to examine the push and pull motivation of youth travellers for staying in the cities of the Republic of Serbia, where the research is based on push & pull motivation theory. In this paper, authors examined the factors that encourage young people to travel as well as the factors that attract young people to the cities of the Republic of Serbia. Based on the analysis of similar theoretical and empirical studies, the authors created a survey questionnaire for the purposes of this research. The results of the research represent the basis for drawing conclusions about the key push and pull factors, which motivate young people to stay in the cities of the Republic of Serbia.

Literature review

Motivation in tourism has been the subject of research, to which considerable attention has been paid in academic circles since the 1960s (Wong, 2013; Allan & Shavanddasht, 2019). Since then, a significant number of studies have been published with the aim of answering the question of why people travel and what drives them to make a decision about tourist travel, with the intensity of publishing papers on this topic increasing during the 1970s and 1980s. (Mercer, 1971; Dann, 1977; Neuman et al., 1980; Epperson, 1983; Pearce & Caltabiano, 1983; Chon, 1989). The concept of motivation is interpreted in different ways in the literature. Motivation is a continuous process (Goudas et al., 1994; Khuntia, 2010), which is defined as an internal state, which initiates and maintains behavior aimed at achieving the goal (Mayer, 2011; Singh, 2011). Motivation occurs in the moment when an individual wants to satisfy his/her needs (Mehmetoglu & Normann, 2013). In fact, motivation stimulates people to undertake all those activities that will contribute to meeting their needs or achieving defined goals. From the aspect of tourism and travel, motivation includes all those needs, which affect the individual to travel (Pizam et al., 1997).

Motivation in tourism is a complex subject of research given the existence of a wide range of needs and reasons why people travel. Motives for people to travel can be related to entertainment, sightseeing, visiting friends and relatives, enjoying free time, business, and professional activities, attending events, educational activities, getting to know other cultures and the like. (Kinley et al., 2012). Given that it is important to examine what are the main motivators, which stimulate people to travel (Wijaya et al., 2018), in the literature, motivation theory most often relies on Maslow's hierarchy of needs and the model of motivation, which he developed by Iso-Hola (Šimková & Holzner, 2014). However, in travel motivation studies, many authors apply push & pull theory in order to determine the reasons that motivate people to get involved in tourist flows. The application of this theory in travel motivation research was suggested by Dann (1977), who by push factors considers the factors

that move the tourist to travel, while the pull factors are those that attract the tourist to the destination. The key difference between these factors relates to the fact that push factors are actually internal forces that move and lead a person to travel outside the place of residence, and these would actually be the needs and desires of a person to escape from daily obligations, rest and relaxation, adventure, socializing, etc. Pull factors are the characteristics, attractions, and attributes of the destination itself, such as the sun, beaches, sports facilities, cheap airline tickets, etc. (Klenosky, 2002). In his study, which analyzes travel motivations, Crompton (1979) defined nine motives for travel, seven of which he classified as socio-psychological motives that encourage people to travel: escape, self-exploration, relaxation, prestige, regression, strengthening family relationships and facilitating social interaction. The remaining two motives are novelty and education, which are defined as cultural motives or motives of attraction. Jang et al. (2009) point out that push factors are socio-psychological needs, which predispose a person to travel and establish the desire to travel, while pull factors act after motivation is initiated and are aroused by the attractions of the destination. Tourist offer carriers must analyze the push factors in order to understand them and respond to them in the best possible way. On the other hand, pull factors are located in the destination and they can act as a trigger for push factors. Therefore, destinations must meet the expectations of tourists in terms of prices, content, and level of service quality (Yousaf et al., 2018).

When it comes to young people as actors in tourist travel, there are various motives for them to travel, among which stand out education, rest and recreation, learning foreign languages and playing sports (Moisă, 2010). Çakar & Seyitoğlu (2016) single out educational trips, i.e. the desire to acquire knowledge and exchange programs as the primary motives for youth travel. According to the WYSE Travel Confederation (2021b), about 50% of the total number of young tourists opt for travel for a holiday, while the other 50% opt for travel, which will enable them to gain experience by working abroad, learning foreign languages, education, volunteering, meeting other people, etc.

A significant number of studies deal with the research of young people's motivation when it comes to tourist trips, which are based on push & pull motivational theory. Dealing with the analysis of push and pull factors, which motivate young people to stay in Belgrade, Todorović and Jovićić (2016) concluded that young people stay in this city for fun, desire to visit interesting places and to get away from everyday life and to feel the excitement. The authors also identified the main factors that attract young people to stay in Belgrade, namely contact with the local population and visits to cultural attractions. Mohamed and Kayat (2018) in their study, which examined the motivation for travel of students at the Malaysian University of Utara, found that the key factors that drive young people to travel are mental relaxation, spending time with friends, discovering new places and cultures, physical relaxation and knowledge acquisition. The authors identified the main factors that attract young people to travel, and they are: the availability of the destination in terms of prices, beautiful natural environment, local gastronomy, safety, coast and beaches, and accessibility of the destination. Kim et al. (2006) defined seven push and six pull factors in their study, which aimed to examine the motivation of American university students for international travel. The authors found that young people are encouraged to travel by the following factors: escape, meet and learn, adventure and excitement, visiting relatives and friends, enjoyment, nature and fun. Sun and beaches, time and costs, sports, attractions, family and the natural environment were identified as pull factors. Kim et al. (2007) in another study examined push motivational factors also on a sample of American university students and singled out the most important: knowledge, sports, adventure, relaxation, lifestyle, praise for traveling to others and family.

Researching the factors that influence the decision to travel of students at the University of Hong Kong, Heung and Leong (2006) concluded that the primary factors encouraging travel are the need to experience something new and different, relaxation, exploring new places and extraordinary landscapes. The study, on which the research conducted in this paper is largely based (Podovac & Jovanović-Tončev, 2020), found that the primary push factors for young people living in Serbian cities are: spending time with friends, fun, rest and relaxation, new experiences and escape from stress and

daily routines. On the other hand, as the most important pull factors in the study of the mentioned authors, the following factors stood out: orderliness and cleanliness of the city, value for money, cultural and historical heritage, rich gastronomic offer and additional contents. Researching students' motivation and behavior during travel, Richards and Wilson (2004) concluded that young people's travel is motivated by a desire to learn about new cultures, to experience excitement and gain new knowledge, while young people are interested in staying in destinations, seeing historical sights, participate in sports activities (hiking, hiking), and visit shopping malls, cafes and restaurants. A recent study, which analyzed the decision-making process for students' recreational travel, found that this population was encouraged to travel due to the desire to learn and explore and escape, while push factors for visiting relatives and friends and travel were the least important because of prestige. Regarding the pull factor, in this research it was concluded that quality-atmosphere, cultural and historical heritage act on students as attraction factors, while the authenticity of the destination is not highly ranked (Özdemir, 2020). Previous research indicates that there are differences in the motivation of young people to travel compared to other types of tourists. The primary motives of young people's travels are not related to rest and recreation but are related to the desire to improve their personality in the educational, cultural, and social sense. In addition, young tourists experience travel as an opportunity to learn, get to know the culture of other nations and make new acquaintances, that will contribute to their personal development.

Research methodology

The research of the youth travel motivation to stay in the cities of the Republic of Serbia was realized from November 20, 2019, to January 20, 2020. The research was preceded by the design of a questionnaire, which is based on previous empirical research, in which the authors dealt with the same topic (Todorović & Jovićić, 2016; Preko et al., 2019; Podovac & Jovanović Tončev, 2020). The survey questionnaire included 13 questions, which were divided into 3 parts. Questions about the socio-demographic characteristics of the respondents were asked in the first part of the questionnaire. In this research it was very important to collect data about the respondents' stay in the cities of the Republic of Serbia. In this part of the questionnaire, respondents answered questions about the type and length of stay, type of accommodation, city, where they stayed as well as previous visits and future intentions when it comes to visits to the Serbian cities. The third part of the questionnaire is the most extensive and contained questions about push factors, which move young tourists to travel and stay in the cities of the Republic of Serbia, pull factors that attract them to visit and stay in cities, as well as the question of satisfaction with their stay in Serbian cities. Respondents were offered 13 motives for which they stated how important they were for their stay (1-completely not important; 5-the most important). When it comes to the elements of the tourist offer, the respondents also gave answers to the extent to which each of the 11 elements was important for their stay (1-completely not important-5-the most important). The questions about the satisfaction with the staying in the Serbian cities included the respondents expressing the degree of agreement with 4 statements with grades from 1-I do not agree at all to 5-I completely agree. In this part of questionnaire, respondents gave answers using a five-point Likert scale. Cronbach's coefficient was used for the analysis of the measurement scale. In the case of the push factors, the value of Cronbach's coefficient is .933, or .930 when it comes to the elements of the tourist offer of the cities of the Republic of Serbia. The obtained values, which are higher than 0.8 (Pallant, 2009), indicate a very high reliability of the measuring scale. The research sample included 220 respondents aged 18 to 29 years. SPSS 26 was used to analyze the collected data.

Research results

220 respondents participated in the research, among which 145 were female and 75 were male. Regarding the age, the most represented respondents in the sample are aged 22-25 (106 respondents or

48.2%). When asked about their level of education, 102 respondents (46.4% of the total number of respondents) answered that they had graduated from college. Out of the total number of respondents, 178 respondents or 80.9% have a residence in the Republic of Serbia, while 42 respondents (19.1%) are from abroad (Netherlands, Montenegro, Argentina, USA, UK, Greece, Bosnia and Herzegovina, Croatia).

Table 1. Socio-demographic characteristics of the respondents

Variable		n	%	AM	SD
Gender	Male	75	34,1	1.66	.475
	Female	145	65,9		
Age	18-21	60	27,3	1.97	.721
	22-25	106	48,2		
	26-29	54	24,5		
Level of education	High school	67	30,5	3.25	1.578
	Professional school	5	2,3		
	Faculty	102	46,4		
	Master studies	46	20,9		
Country of origin	Republic of Serbia	178	80,9	1.19	.394
	Abroad	42	19,1		

Source: Authors' own research

Table 2 shows the characteristics of the tourists' stay in the cities of the Republic of Serbia; 165 respondents (75%) stated that their stay was of a residential nature, with the largest number of respondents (78 and 35.5%, respectively) staying in the cities of the Republic of Serbia for 2-3 nights. Regarding the type of accommodation, 125 respondents (56.8%) stayed in registered private accommodation facilities, while 70 respondents (31.8%) stayed in hotels. Under the Other option, 5 respondents stated that they were accommodated with relatives or friends. When asked in which city they stayed, 113 respondents, or 51.4%, answered that they stayed in Belgrade. Under the Other option, 42 respondents (19.1%) stated that they had stayed in Zaječar, Paraćin, Kruševac, Arandelovac and Jagodina. Regarding the question related to whether the respondents stayed in one of the cities of the Republic of Serbia for the first time, 144 respondents (65.5%) answered that they had stayed previously. When asked about future intentions, 96 respondents (43.6%) stated that they would stay in the cities of the Republic of Serbia again, and 72 respondents (32.7%) that they would share their positive impressions with other people.

Table 2. Characteristics of the respondents' stay in the cities of the Republic of Serbia

Variable		n	%	AM	SD
Type of stay	Residence character	165	75,0	1.25	.434
	Transit character	55	25,0		
Length of stay	1 overnight	63	28,6	2.35	1.162
	2-3 overnights	78	35,5		
	4-5 overnights	19	8,6		
	More than 5 overnights	60	27,3		
Type of accommodation	Hotel	70	31,8	2.30	.946
	Hostel	20	9,1		
	Registered private accommodation	125	56,8		

	Rest	5	2,3		
The city in which the respondents resided	Belgrade	113	51,4	1.68	.777
	Novi Sad	65	29,5		
	Rest	42	19,1		
First stay	Yes	76	34,5	1.65	.477
	No	144	65,5		
Future intentions	Visit again	96	43,6	1.89	.869
	Recommend other people to visit	52	23,6		
	Communicate positive impressions to other people	72	32,7		

Source: Authors' own research

Descriptive statistical analysis of the importance of push motives for the stay of respondents in the Serbian cities showed the highest average grades for the motives: Socializing with friends (AM = 3.92), I wanted to have fun (AM = 3.82) and I wanted to relax (AM = 3.75). On the other hand, the lowest average grades are present in the case of the following push motives: I wanted to visit a city in which my friends did not stay (2.81); I wanted to have an experience that I would be able to tell my friends about (AM = 3.15) and I wanted to make new friends during my stay in the city (AM = 3.17).

Table 3. Results of descriptive statistical analysis of the importance of push factors

Push (internal) factors	AM	SD
Socializing with friends	3.92	1.236
I wanted to have fun	3.82	1.151
I wanted to relax	3.75	1.097
I needed a break	3.57	1.150
I wanted a completely new experience	3.55	1.247
The need to escape from stress and daily routines	3.51	1.203
Rest and recreation	3.48	1.298
The desire to meet the culture and tradition about the city	3.33	1.247
Acquisition of new knowledge	3.32	1.198
Contact with nature	3.26	1.322
I wanted to make new friends during my stay in the city.	3.17	1.266
I wanted to have an experience that I could tell my friends about	3.15	1.344
I wanted to visit a city in which my friends did not stay	2.81	1.421

Source: Authors' own research

Out of 11 defined elements of the tourist offer of the cities of the Republic of Serbia, the highest average scores were calculated for the following pull factors: Cleanliness and orderliness of the city (AM = 3.81); Price-quality ratio of provided services (AM = 3.77); Cultural and historical heritage sites (AM = 3.68) and richness of gastronomic offer (AM = 3.57). The lowest average scores were calculated for the following pull motives, which attract respondents to stay in the cities of the Republic of Serbia: Organized city tours accompanied by a licensed tourist guide (AM = 3.15); Additional facilities (spa & wellness services, sports and recreational facilities, shopping centers, etc.) (AM = 3.32); Conditions for quality nightlife (AM = 3.35) and Natural Attractions (AM = 3.39).

Table 4. Results of descriptive statistical analysis of the importance of pull factors

Pull (external) factors	AM	SD
Cleanliness and orderliness of the city	3.81	1.205
The ratio of price and quality of services provided	3.77	1.083
Cultural and historical heritage sites localities	3.68	1.213
Richness of gastronomic offer	3.57	1.146
Quality and diversity of accommodation offer	3.50	1.168
Attitude and behavior of the local population towards tourists	3.50	1.184
Traffic accessibility and development of traffic infrastructure	3.45	1.311
Natural attractions	3.39	1.194
Conditions for quality nightlife	3.35	1.220
Additional facilities (spa & wellness services, sports and recreational facilities, shopping centers, etc.)	3.32	1.216
Organized city tours accompanied by a licensed tourist guide	3.15	1.309

Source: Authors' own research

In this research, respondents were asked to express the degree of agreement with the statements, which relate to their satisfaction with their stay in the Serbian cities. Regarding the statement I am satisfied with this trip, 42.7% of respondents stated that they agree, while 29.5% of respondents fully agree with this statement. 38.6% of respondents said they agreed with the statement I enjoyed this trip, while 35% of respondents fully agree. Of the total number of respondents, 31.8% stated that they agree with this statement about belonging in the city which they visited and 28.6% do not have a clearly defined position on it. 39.5% of respondents agree with the statement that they were emotionally fulfilled during the trip while 25.9% fully agree.

Table 5. Analysis of the respondents' answers on the degree of agreement with the statements about their satisfaction with the stay in the Serbian cities

Questions about respondents' satisfaction	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	AM	SD
I enjoyed this trip	6.4	3.2	16.8	38.6	35	3.93	1.104
I am satisfied with this trip	5.5	5.0	17.3	42.7	29.5	3.86	1.070
I was emotionally fulfilled	5.9	6.8	21.8	39.5	25.9	3.73	1.101
I had a sense of belonging in the city where I was staying	6.4	12.3	28.6	31.8	20.9	3.49	1.141

Legend: 1-I completely disagree; 2-I disagree; 3-I do not have a clearly defined position on this; 4-I agree; 5-I totally agree.

Source: Authors' own research

Conclusion

The subject of research of this paper was the examination of push and pull factors, which motivate the youth to stay in the Serbian cities. Out of the total number of respondents, the most represented are respondents stayed in Belgrade and Novi Sad, which are the main administrative centers of the Republic of Serbia and recognizable destinations for urban tourism. In terms of to the motives of staying in the cities of the Republic of Serbia, the results of this study showed that young people visit them for socializing with friends, having fun and relaxing. The cleanliness and orderliness of the city, the price-quality ratio of the services provided, cultural and historical heritage sites localities and the

richness of gastronomic offer are the elements of the tourist offer of the cities of the Republic of Serbia that are rated as the most important by young tourists. Average scores for satisfaction in the cities of the Republic of Serbia showed that young tourists are satisfied with the same. Based on the research findings, authors have defined the guidelines that can contribute to greater interest of young people to stay in the cities of the Serbian cities:

- organization of a wide range of manifestations with entertaining, sport and cultural content;
- harmonization of the tourist offer of the cities of the Serbian cities with the needs of youth travellers;
- creating a strategy for improving the living conditions of young people in the Republic of Serbia;
- more intensive promotion of the offer of youth tourism through social networks;
- completing the offer of youth tourism in cities through better conditions for entertainment of young people, getting to know the cultural and historical heritage, opportunities for sports, etc.;
- improving the quality of accommodation through the opening of a larger number of hostels and other affordable forms of accommodation;
- A larger number of exchange programs with the aim of attracting a larger number of young people of foreign origin to the Republic of Serbia for the purpose of education, but also for the use of various tourist facilities.

Is is obvious that the improvement of the offer of the cities of the Republic of Serbia can attract young people to stay in them. The limitation of the conducted research is the small number of respondents in the sample as well as the significantly smaller number of international respondents in relation to the number of respondents from the Republic of Serbia. Therefore, one of the main recommendations for future research would be to repeat the research on a larger number of young tourists. In addition, the conducted research can be the basis for researching the youth travel motivation to stay in other destinations of the Republic of Serbia, such as spas and climatic places, mountain centers, villages, etc.

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