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How Attractive Can Cultural Landscapes Be for Generation Y?

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ABSTRACT

The economic significance of Generation Y has been improving. The members of this segment are the so called *Internet aboriginals*, those who have high needs regarding technological solutions in their ordinary life and on their trips as well. Further on, they have greater focus on their special interests, the authenticity and the so called edutainment activities during their travels. Creating the best experiences fitting their needs is rather challenging. According to the propositions, cultural sites and landscapes must change their traditional perspectives regarding raising awareness and interpretation so as to catch the Generation Y and open up for technology, mobile applications, location-based services, interactive solutions and exciting interpretation. The main aim of the paper is to give a valid picture of the special needs of Generation Y to support the better understanding of their lifestyle and travel needs. Further on, the newest technological solutions are described in the area of online sales and communication, and interpretation tools could be useful for cultural landscapes. Finally, based on the results of a quantitative survey, recommendations are given for the two Hungarian cultural landscape, Tokaj Wine Region Historic Cultural Landscape and Fertö / Neusiedlersee Cultural Landscape so as to improve their attractiveness for Generation Y, by developing their online and mobile presence and interpretation through the newest technological solutions.

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Keywords: Cultural landscapes; Generation Y; Cultural tourism; World heritage

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Introduction

Cultural landscapes are those areas, which possess "the combined works of nature and man' of 'out- standing universal value' (UNESCO, 2002). These are important entities regarding heritage protection, as well as tourism, with the objective of interpreting and showing the universal values for the visitors in a sustainable measure.

Basically, these entities can be named as tourism destinations, as they are geographical areas and as to be an end of a journey for different type of tourists, they should possess the basic services and characteristics of a destination. In our article first of all, we discuss the changing trends in cultural tourism, then cultural landscapes as complex destinations, while focus on the experiences and requirements of a special segment, the Generation Y, and based on the results of our international research find out how known and interesting are cultural landscapes for these young travellers and what kind of developments are needed to meet their requirements, particularly in the case of Hungarian cultural landscapes[1].

The main objective of the research was to identify how the Cultural Landscapes can attract tourists from the Generation Y segment. That is why the highlighted questions were to analyse their awareness of Cultural Landscapes, their general needs regarding the tourism services and the tourism experiences, and their attitude toward the communication channels, particularly the nowadays important mobile applications so as to be able to recommend development needs for the Cultural Landscapes.

1. Trends effecting tourism and cultural tourism

During the development of the touristic market, two well-determined era can be seen, based on the changes in the demands' requirements and in the supply elements. The first era was the so called mass tourism, lasted from the 1960's to the 1980's, which was followed by the "new tourism and the era of the internet.

In the so called "New tourism", the emphasize is laid to tailor-made packages and the individually organized trips, meanwhile the participants take more care to the environmental, social and economic interests of the destinations (Sziva, I., 2010) The new tourism can be characterized as follows (Crouch&Ritchie, 2000):

1. flexible demand-driven packages;
2. the efforts of the touristic suppliers to meet the need of the individual requirements, and the touristic marketing can be characterized with high segmenting efforts;
3. the touristic activity still be crowded but the individually organized trips become more and more popular;
4. new, alternative destinations make the competition more fierce.

The new tourist is motivated by higher-level motivations, driven by post-materialistic values and consciously seeks the experiences important for him. Instead of passive observation, the new tourists seek for active, involving experiences. (MacLeod, N., 2006. In: Smith, M. - K. Robinson, M., 2006)

Further significant changes were held by ICT (information communication technology). The internet revolution and the information communication technology (ICT) have driven to fundamental changes in the tourism industry. The Internet has strengthened the impact of individualization on tourists: it empowered them with personalized solutions, raised the demand for higher quality, complex packages and very importantly generated shorter lead-times, often requiring instantaneous replies to customer requests. According to earlier findings, Internet has dynamited and re-structured the traditionally hierarchical distribution process in tourism (Buhalis, D, 2003).

The most apparent influence of internet and ICT on tourism is the dynamic trend of online sales due to the two parallel processes of dis-, and re-intermediation. Dis-intermediation empowered touristic service suppliers (hotels, airlines, attractions) to reach the end-costumers directly without travel agents, while re-intermediation refers to the appearance of new, click-to-click online brokers (OTA – online touristic agents) and click-and-mortar distributors.

In the traditional touristic sales chain the tour operators played the center role, meanwhile in the online sales chain dynamically transparent borders came to alive: the touristic package could be put together by any player, even by the tourist himself.

According to the newest researches the online sale of tourism trade gave the 65% of the total touristic market (including all travel services purchased on the web, or mobile internet, not including corporate travel booking) globally in 2014. (Phocuswright, 2015.) Smartphones are one of the most important platforms regarding travel information gathering, and booking: in 2014. the 20,52% of the tourism destination's website-visits were initiated by mobile devices (WWWmetrics, 2014 In: Kiss, F. Horváth, A. Török, M. Szanyi, I. ,2015) Regarding social media, it must be mentioned that basically it used for posting experiences while traveling (35% of the UK travelers do that) and for looking for tourism deals on social networks (around 30%) (Phocuswright, 2014).

Regarding cultural tourism, one of the most important trend is the so called creative tourism defined by the UNESCO (2006). "Creative Tourism" is considered to be a new generation of tourism. (…) The first generation was "beach tourism," (…) the second was "cultural tourism," oriented toward museums and cultural tours. "Creative Tourism" involves more interaction, in which the visitor has an educational, emotional, social and participative interaction with the place, its living culture and the people who live there. They feel like a citizen." (UNESCO, 2006.p.2.) The memorable experience in creative tourism is connected to the involvement of all senses, and to the contact with local people, so as to gain a real, authentic picture and feeling of the site.

ICT reached the cultural tourism as well: the heritage sites, as well as other cultural attractions must be seen on the internet, and social media, mobile applications, as well as digital technology should be involved in the interpretation of the museums (through interactive models, audio-guides, 3D videos) (Kiss, F. Horváth, A. Bassa, L. Benkő, Zs.- Szanyi, I. ,2015). The innovative technological solutions (web appearance, mobile applications, digital interpretation) can enhance the experience during and after visit of the cultural attraction (Strielkowski et al., 2012), particularly in the case of young tourists. It must be highlighted that UNESCO Vancouver Declaration supports all the

digitalization activities, which broadcast information digitally, and help the authentic, reliable preservation of the heritage. (UNESCO, 2012)

2. Cultural landscapes as destinations

"The World Heritage Committee adopted categories of World Heritage cultural landscapes and revised the cultural criteria used to justify inscription of properties on the World Heritage List to ensure the recognition of 'the combined works of nature and man' of 'out- standing universal value' referred to in the definition of cultural heritage in Article 1 of the Convention." (UNESCO, 2002)

Cultural landscapes can be defined as destinations, as they are areas with very special attractions (cultural and natural), and could be the end of the journey. From a geographic point of view the destination could be a continent, a country, a region or any kind of a place, and its border is determined by the distance of the home country of the tourists. It is important to highlight that in an optimal case, the borders of the destination should be defined by natural borders (e.g. Alps, or Lake Balaton), instead of political borders, or the frequently changing borders of economic development.

The definition of Flagestad (2002, p. 4.) is the closest to my interpretation, as he handles destinations as an entire entity of area : "A geographical, economic and social unit consisting of all those firms, organizations, areas and installations which when combined are intended to serve the specific needs of the visitors." Based on the experience-oriented view of new tourism Kaspar (1992) defined destinations as the crystallizing point of the touristic demand, so as the place for touristic stay, and experiences. Crouch-Ritchie (2000) place even more emphasis on the importance of the experiences: the main product of the touristic competition is the experience gained in the destination in their approach.

Regarding the market success of the destination the objectives are to attract new and returning guests, in a sustainable, manageable volume. From this point of view the destination marketing get a special focus. Piskóti et al. (2002) finds the traditional 4P of marketing not suitable for destinations, since on destination-level no influence can be made on the prices neither the sales channels of the service suppliers. That is why authors named two main competencies serving the success: 1. Supply-competency: packing creatively the touristic products of a given destination; 2. Communication-competency: harmonizing the communication and image building of the destination In this meaning the success of the destination is particularly determined by its image, based on the market communicational activity of the destination, which should handle and make appear the destination as an entity, by creating such a corporate (or destination) identity, behind what all the players of the destination can line up (Horkay, N., 2003). Regarding the supply-competency the cultural landscapes from tourism perspective should be managed as destinations, and handled through the theoretical framework of the so called destination-mix, the 6A (Buhalis, 2000.):

1. Attraction: The definition of Mill-Morrison (1992) can be unambiguous, as in his meaning the attractions play the main role in the destinations: that is an ability that attracts people to a certain area. It should be highlighted that among

attractions, all those activities, programs should be included which are highly important for the new tourists, demanding for involving, authentic, local experiences.

2. Available packages: The individual travellers do have the determined requirement to put together the touristic package on their own, and to choose out particularly the programs within the destination. That is why there is a need for complex, module-built packages, which are flexible, and meet the heterogeneous and colourful needs, and increase the length of stay in the area.

3. Activities: All those leisure, educational facilities, and programs what the tourist can his time with during his visit. The programs should be differentiated based on the interactivity assured. We can point out active programs (e.g. hiking, artisan activities) and about passive programs (e.g. visiting theatre).

4. Access: Mainly the transporting conditions are in the focus of this element, as the air-, rail-, road-, water accessibility of the destination. Further on it contains the accessibility of the attractions within destinations (e.g. biking-, hiking paths) and the entering rules (e.g. visa requirements) of the destinations (Crouch-Ritchie ,2000).

5. Amenities: The element contains all the services needed for the touristic stay (e.g. lodging, restaurants), and those services which are used by the tourists as well as the locals (e.g. recreation services).

6. Ancillary services: All the basic infrastructural elements are included in this category, which appear as basic requirements. This element contains the health care-, hygiene-, public safety services, as well as the high quality touristic education, and the supporting private services (e.g. bank-, assurance activity) (Cooper, C., 1998).

Considering communication-competency, the aim of the tactical communication activity is to create a positive destination image and brand so as to reach the potential demand, and build loyalty among the returning visitors. Mainly the focus should be put on online and mobile sales, as well as social media, as these tools have a dynamically increasing relevance in the tourism market. Further on the innovative technological solutions (web appearance, mobile applications) can enhance the experience during and after the visit of the cultural site (Strielkowski et al., 2012).
Regarding the effectiveness of communication competency in UNESCO World Heritage Sites, it can be said that the designation of World Heritage Sites often can be seen as branding or labelling. It could be expected that this kind of strategy increase the marketing activities connected to branding in the sites, but according to some researches this process is usually not successful. According to Poria et al. (2012) surveying tourists in Israel, there is a lack of brand awareness of the World Heritage Sites. Cuccia et al. (2016, p.496) also highlights that "the effectiveness of WHL (World Heritage List) in promoting tourism and economic growth is an open and controversial question." That is why further analysis are required in the area of promotion, and

brand awareness of World Heritage Sites particularly in the case of Hungary and Hungarian Cultural Landscapes.

3. Hungarian Cultural Landscapes

Further on, brief analysis is introduced considering the Hungarian Cultural Landscapes, with a focus on the supply-, as well as the communication-competencies.

3.1 Tokaj Wine Region Historic Cultural Landscape - in Eastern-North Hungary

„The World Heritage property and its buffer zone together cover the administrative area of 27 settlements (13,245 ha and 74,879 ha, so 88,124 ha in total). The entire landscape, its organisation and its character are specially shaped in interaction with the millennial and still living tradition of wine production. Documented history of the wine region since 1561 attests that grape cultivation as well as the making of the 'aszú' wine (…) (UNESCO, 2016a. 2.paragraph)

Figure 1: Photo of Tokaj Wine Region Historic Cultural Landscape
Source: Tokaj.hu, 2016

Considering the supply-competency of the region, it can be said that there are very attractive and special endowed resources (mentioned above), though the activities and programs assuring really authentic experiences (e.g. wine tours, active tours) are rare, seasonal and harmonized. Promising improvement has been started in the area of amenities: new, high dining restaurants and wine cellars assuring creative tours have been established, though the quality of the lodging facilities needs further development. (based on Kraft. A. et al., 2014.)
The online communication of the destination is partly suitable. The territorial destination management organization's website (responsible for the tourism activity of the region; http://www.tokaj-turizmus.hu/) is well structured and informative (in English as well), though the experience-central viewpoint is problematic: there is a lack

of clear messages and tourism package offers. The Facebook communication of the organization in point meet the expectations with interesting posts, quizzes. The destination possesses mobile application, which provides great offers for thematic tours (in English as well) but further developments are needed (e.g. more offline maps, better navigation and augmented reality). (Gáspár, B., 2014; Stumpf, Zs., 2015)

3.2 Fertő/Neusiedlersee Cultural Landscape – In Western-Hungary and Eastern-Austria

"Fertő/Neusiedlersee Cultural Landscape incorporates the westernmost steppe lake in Eurasia. This is an area of outstanding natural values and landscape diversity created and sustained by the encounter of different landscape types. It is situated in the cross-section of different geographical flora and fauna zones as well as wetlands." (UNESCO, 2016b, 2.paragraph)
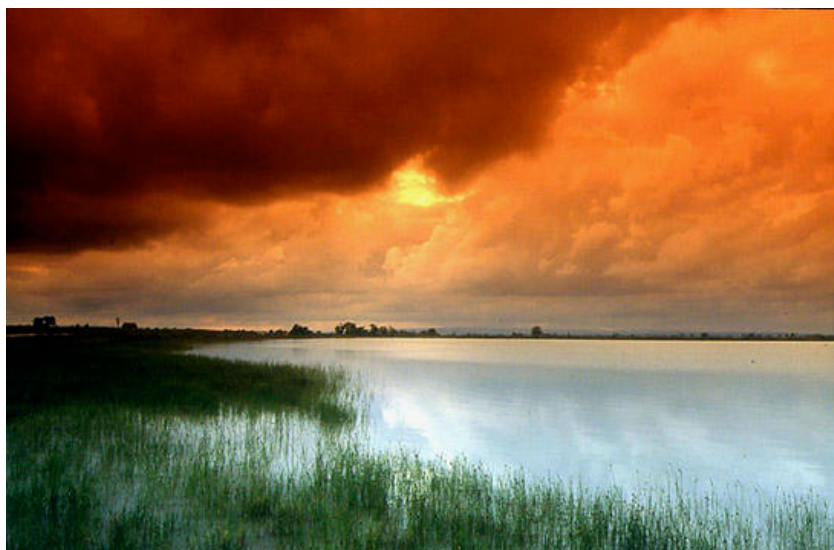
Figure 2: Photo of Fertő/Neusiedlersee Cultural Landscape

Source: Fertotaj.info, 2016

During our overall analysis we particularly focus on the situation-analysis of the area located in Hungary. Exceptional natural values (highlighted above), cultural attractions (e.g. Castle of Fertőd) are connected in the region, with active tourism and valuable local gastronomy. Among the lodging services B&B and apartments are regular, in a suitable quality. The development needs to appear in the improvement of infrastructure connected to active tourism and the package offers, which can market the attractions, programs and local gastronomy.

Considering the communication-competency the website of the tourism association of the Hungarian part is very informative (http://www.fertotaj.hu/) though it does not support the self-organized travels (there is a lack of maps, experience-focus offers, thematic and segmented tours.) The social media site of the organization is very informative again and operate as an event promoting channel.

4. Defining Generation Y and their needs

The term "generation" is defined as a combination of age, period and cohort. In this combination age refers to the age of an individual at which life events and transitions take place. Period means a section of time what within an individual's lifetime and the happenings under such section of time. While cohort is reflects on a group of individuals who have shared experiences and events in their formative years that could lead to similar attitudes and behaviors for their future lives. The exact age range of Generation Y still facing debates and dilemmas as it is difficult for social scientists to agree on a single starting and ending year of this period (Evangelu, 2015). In this paper, under the definition of Generation Y those individuals are meant who were born between 1982 and 2002 (Pendergast, 2010; Kruger & Saayman, 2016).

Pendergast also indicates that the mentioned age range may be further broken down to sub-ranges for those born between 1982 and 1985, 1985 and 1999, and 1999 and 2002. The demographic size of Generation Y exceeds the size of the baby boomers, making it the most significant generations of our times. The representatives of Generation Y are already largely economically active, however, their value system differs from the previous generations - such as generation X (Evangelu, 2015). The major influential factors on the value system of Generation Y are broad access to new technology, changes in family structure, decline of traditional religion, increasing complexity of working life with global opportunities, and constant problem-solving attitude (Dembkowski, 2009).

Moscardo and Benckendorff (2010) highlight four particular Generation Y traits, namely that Generation Y is fairly unique in its adoption and use of digital media (Glenn, 2006; Davidson, 2008); it demonstrates very positive views on cultural diversity and social issues in part driven by their higher levels of education; it is strongly oriented towards family and social groups; and it experiences a longer period of adolescence than previous generations with the need for 'instant gratification' becoming one of the behavioral outcomes (Fountain and Charters, 2010). Also, Generation Y members are considered as digital natives with a tendency of immediately sharing their ideas through social network (Prensky, 2001).

In order to fulfill the needs of Generation Y in tourism and traveling, retaining a core sense of authenticity and constantly offering a range of different levels of experience is essential (Mintel Oxygen, 2009). Generation Y tends to spend less on recreation and travel than do previous generations although with the desire for experiential consumption experiences (Leask, Fyall & Barron, 2013). Also, this generation demonstrates less interest in any educational or interpretive aspect of traveling, while greater interest in obtaining value from the physical engagement, and co-creation component of it (Morgan et al ., 2009). Furthermore, having fun is seen as one of the most important aspects of travel experiences (Jennings et al., 2010).

According to recent international studies, members of Generation Y tend to take shorter vacations but more frequently than the representatives of prior generations

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However, the number of travels are greatly influenced by the stage of life of the Generation Y members; a more senior representative of this generation tends to travel more frequently. Also, in order to ensure that they receive the expected outstanding experiences when traveling, Generation Y researches on the destination prior to departure and on average reviews three source of information available (Franzidis & Hirtz, 2014).

5. Quantitative research and results
5.1 Methodology

Generation Y with improving economic and tourism potential were in the focus of our research, as they are a potential target group of Cultural Landscapes. The research had three objectives:

- to identify their awareness of Cultural Landscapes;
- to create picture about their needs regarding the tourism services and the tourism experiences;
- to survey their attitude toward the communication channels, particularly the nowadays important mobile applications.

To analyse all these aspects quantitative research, online questionnaire were used with questions regarding demography and basic travel habits, ICT using habits and awareness of Cultural Landscapes, attitude statements measured on 1-5 Likert scale toward tourism services and experiences and communication channels.

Regarding the sample we had the following requirements: 1. Hungarian members of Generation Y were in the limelight (because of the implications for the Hungarian cultural landscapes) but international control group was needed as well; 2. as the definition of Generation Y is debated, we focused on one age-group, with presumed travel potential in the present and the future. The students of Corvinus University of Budapest (CUB) and the students of the Erasmus partners of the CUB were chosen, as the mobility of these students (e.g. Erasmus exchange programs, and travel around the chosen destination during Erasmus semester) is relatively high. The objective was to carry out an exploratory survey firstly in Hungary (instead of reaching representative level). That is why, the self-selection and snow-ball sampling were used during our survey from 01.03. – 10.04.2016. Data processing was carried out by SPSS Statistics.

5.2 The results

The sample contained 438 answers, with 412 valid ones (from 14-33 years old defined as Generation Y above), from 45 countries.

The 75,47 % of the answerers were European (including a high rate – 54% - of Hungarians); but answers were frequent from Asia (11%), North (3%) and South (9%) America, and rare from Africa (1%). The rate of genders are balanced (rate of males 51%). The average age of the answerers was 23,6 while the most frequent age -range was 19-25 years. Students gave the biggest part of the sample (65,4%), and those who have an average earning of 501-1000 Euro (15,8%).

The rest of the answerers (58,3%) travel 2-5 times yearly, while there is a segment (17,14%), who does it 6-10 times in a year. Leisure and recreation is the most important motivation for travelling (26% of the answers); the second is adventure (17%) followed by culture (17%).

5.3 Awareness of Cultural Landscapes

The attitude toward Cultural Landscapes varies a lot: 36% of the answerers have already visited more, and further 16,7% have visited one, but there is 22,8% who have never heard about these entities. It should be highlighted that 22 of the answerers have never been to a Cultural Landscape but show positive attitude towards it.

**Figure 3:** Awareness of Cultural Landscapes
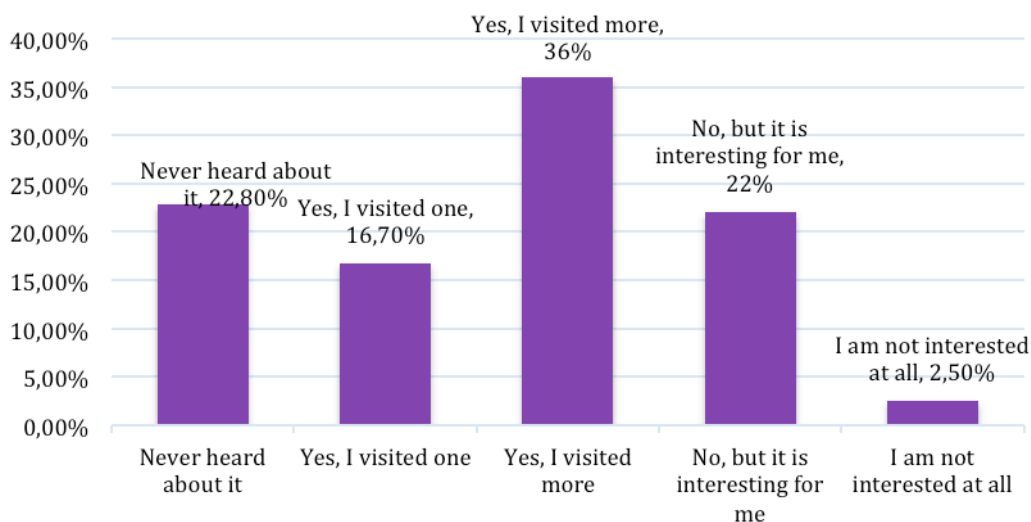
Source: elaboration by authors

5.4 Supply-competency

It was proofed that one the most important factor at deciding about tourism attractions is the social media with travelers' reviews for Generation Y (reaching an

average of 3,89 on a scale of 1-5). It was followed by the local, authentic experience (3,65), but healthy, local gastronomy (3,655), as well as green, environmentally friendly services are important experience-elements for them . Surprisingly buying attractions' tickets online is moderately crucial (3,4) and they are impassive regarding dynamic packaging (to select the hotel, the flight, the programs at one website) (3,1).

Figure 4: Attitude toward the supply and communication competencies (Likert scale: 1-5)
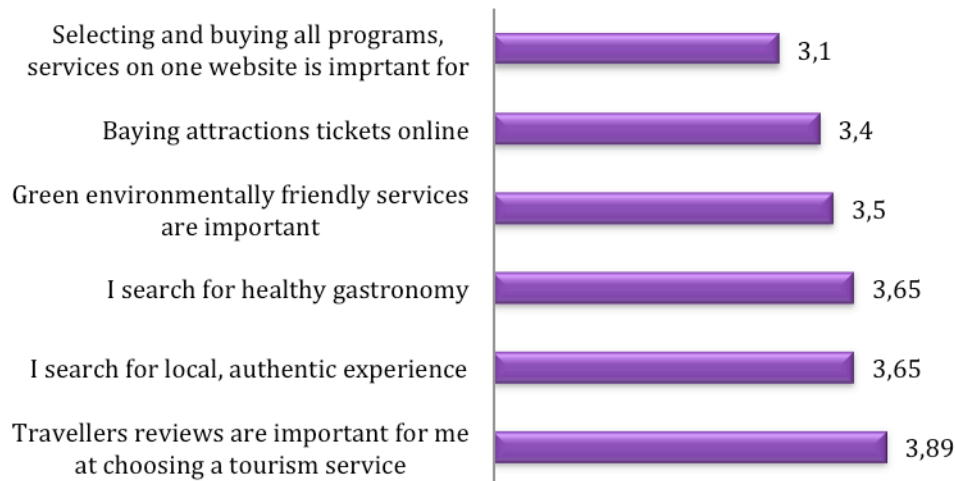
Source: elaboration by authors

Regarding the accommodations, medium stars hotel is the most popular category (52% of the answerers choose this type as well at the multiple choice question), while hostels (38%), and premium hotels (33%) are demanded, interestingly Airbnb, and Couchsurfing are not so much (23%; 7%)

**Figure 5:** Chosen hotel type in the latest one year (multiple answer, %)
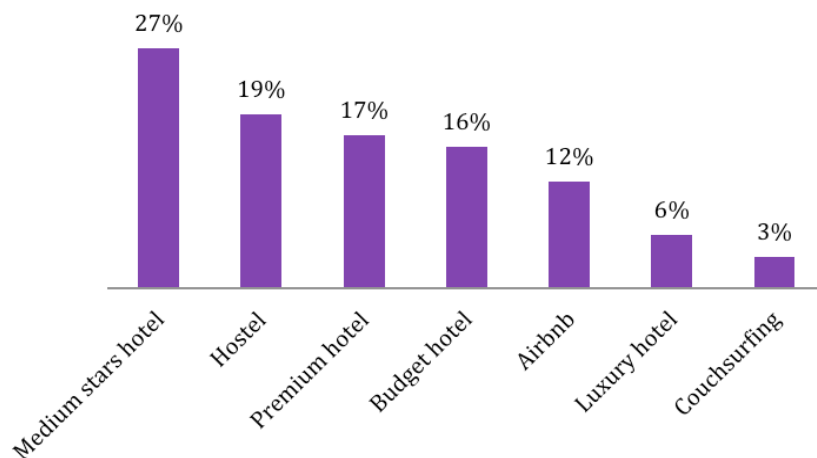
Source: elaboration by authors

5.5 Communication-competency

It could have been seen that Tripadvisor is one of the most important channels at making a decision (reaching an average of 3,89 on a scale of 1-5). It should be highlighted, that smartphone is the most important gadget (for 69,05%) followed by laptop and GPS what the answerers would carry for a trip.

Regarding the question, what kind of devices would they prefer at travelling to Cultural Landscapes, the answers varied: mobile-application for all the Cultural Landscapes in the region seemed to be the most popular (for 38,6% of the answerers), which can be explained the trend, that one does not want to download too much application, so complex apps (inc. more destinations, themes) are the appropriate ones. It was followed by mobile-optimized websites (31,1%), and mobile-application for one single destination (24,3%).

Figure 6: Chosen hotel type in the latest one year (multiple answer, %)
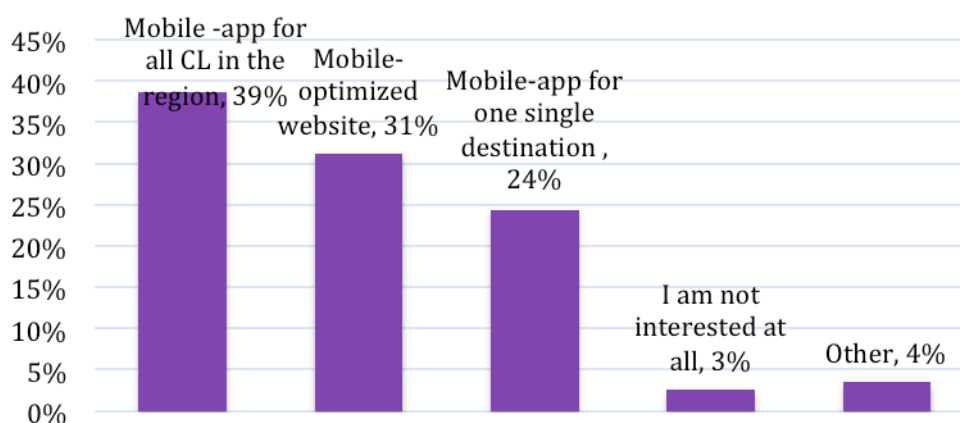
Source: elaboration by authors

6. Summary: implications for Hungarian Cultural Landscapes

The Cultural Landscapes as destinations, can be appealing for the members of Generation Y, though the rate of unawareness is critically high, that is why active communication campaign shall be started by the Landscapes as well as by the UNESCO, mainly through social media channels.

It must be highlighted that the Generation Y keeps searching new things, and new approaches. They want fun, creative, "cool" services, in an interesting way, so interesting interpretation is crucial for them. They are economical tourists and technology-savvy decision makers. The accommodation type or comfort is not so important for them, but they spend a lot on gastronomy, as well as creative, involving programs, and local services. Local, healthy food are really attractive for them, as well as high-dining options. It was a presumption that Generation Y need smart applications

on site as well, but it seems that wifi and social media is the most important solutions for them, and smart applications (eg. hotel and restaurant application) are not interesting for them. However the social media and the opinions of the peers are focused by them, they are not so involved in sharing economy (Airbnb, Couchsurfing).

Regarding the implications for Hungarian Cultural Landscapes the importance of authentic experiences and gastronomy is crucial and both destinations in point possess great endowed resources.

Considering Tokaj Wine Region, the aszú (sweet), as well as the Furmint (dry) wine should be popularized mainly in Budapest and other Hungarian cities by opening the nowadays popular wine-bars with Tokaji wines. To appeal the Generation Y further complementary products (sweets by and with wine) and the improved local fine dining should be improved and advertised mainly through social media (e.g. gastronomy blogs). Considering Fertő/Neusiedlersee local products, food specialities with local ingredients should be improved.

The destination is the paradise for biking tourism: the biking infrastructure of the Hungarian side of the region should be improved (the maintenance of the paths, biking services). Complex offers should be created including active programs, gastronomy, and baths. From the perspective of both regions, the crucial point is to enhance the lodging services, as there is a lack of medium category hotels, and hostels, and to create authentic lodgings with the character of the destination. Further on it is important to assure activities (e.g. guided tours, guaranteed programs) creating involving, authentic, local experiences with high-tech interpretative solutions (e.g. augmented reality).

Regarding communication great efforts should be laid to the online and social media communication. There is a particular question of developing application for both Hungarian regions, or in the UNESCO network a complex application should be improved for Cultural Landscapes in Europe or parts of Europe (e.g. Central-Eastern Europe). The latest solution is supported by economies of scale, and the knowledge and strategic thinking of the network of UNESCO.

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