

13th Baltic Sea Tourism Forum

Youth Networking for Sustainable Tourism Development in the BSR STENetY

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Sustainable Tourism Excellence Network for Youth

Youth Networking

„Networking” describe **intangible linkages social structure and cooperation between entities**, such as individuals, government organizations, non-government organizations (NGOs) and businesses (Tolkach & King, 2014).

The encouragement for sustainable tourism in the region it is important not only to outsiders such as tourists, but rather to locals – **the youths of the region**– themselves who need to see the attractiveness of the region; then, they may realize that the tourism development can take place in a sustainable way and be part of it (Sirimonbhorn Thipsingh, 2015; Cassel, 2008).



Research Problem

- Attitudes of the youth toward the development of sustainable tourism,
- Expression/Behaviour in sustainable tourism,
- The importance of developing a network of youth as the key to sustainable tourism development.

Taking case of BSR – as region with great resources of blue water, green nature, white sandy beaches and historical monuments

Aim of the presentation

The aim of this presentation is to disclose the demand for the Youth Networking for Sustainable Tourism Development in the BSR, based on **cross-countries research** on the youth sustainable behavior expression and attitudes toward the sustainable tourism and its development.

Countries-participants

Total Number of Participants: N = 965

Country	N	%
Lithuania	301	31,2
Latvia	365	37,8
Estonia	24	2,49
Russia	203	21,04
Poland	28	2,9
Other	44	4,6

Socio-demographic characteristics

Total Number of Participants: N = 965

Gender	Female	78,8%
	Male	21,2%
Age	16-25	47,8%
	25-30	17,9%
	>=30	34,3%
Education level	High school	20,6%
	College	15,0%
	University degree	62,0%
	Other	2,4%

Occupation	Working population	51,4%
	Students	42,8%
	Other	5,9 %
Field of studies/job	Tourism related job	17,4%
	Tourism related studies	15,2%
	Non - tourism related job/studies	61,9%
	Not employed or studying	5,5 %

Research methodology

Research based on:

- Sustainable Tourism Attitude Scale (SUS-TAS) (Sirakaya-Turk, Gursoy, 2013);
- Sustainable Tourism Development Insights (Moscardo, 2018; Bramwell & Lane, 2012).

Research strategy and method: Quantitative research, using internet survey method, Mentimeter.com programme.



Research data analysis: SPSS (*Statistical Program for Social Sciences*), Excel software.

Key findings and conclusions

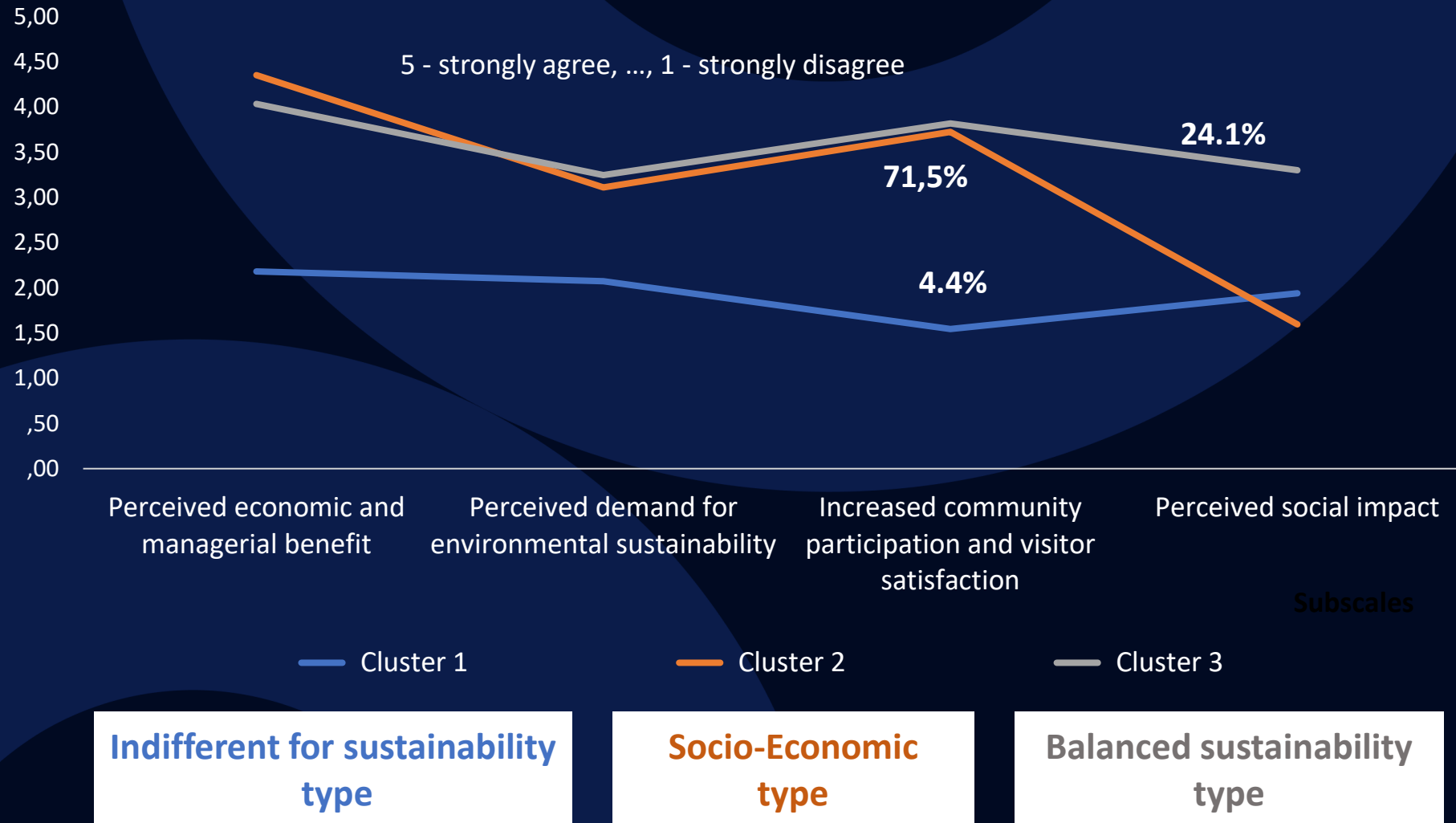


ATTITUDES TOWARD SUSTAINABLE TOURISM (SUS-TAS scale, 23 statements)

The results of Factor analysis, KMO = 0.91, total explained variation 63.3%

<i>Name of Factor</i>	<i>N_{Item}</i>	<i>L</i>	<i>Cronbach α coefficient</i>	<i>Factor descriptive variation (%)</i>
Perceived economic and managerial benefit (Tourism development needs well-coordinated planning, The tourism industry should contribute economically to a country improvement, Tourism is good for our community's economy, Successful management of tourism requires advanced planning, etc.)	12	0.84 – 0.52	0.93	28.0%
Perceived demand for environmental sustainability (Our country diversity of nature is valued and protected by the tourism industry, Tourism in our country is improving the environment for future generations, etc.)	5	0.81 – 0.75	0.86	14.5%
Increased community participation and visitor satisfaction (Tourism decisions should be made by everyone equally regardless of a person's background, Country attractiveness is a core element of ecological "appeal" for visitors, etc.)	3	0.80 – 0.60	0.76	11.3%
Perceived social impact (Tourists in our country disrupt my quality of life, My quality of life has deteriorated because of tourism in our country, etc.)	3	0.89 – 0.78	0.79	9.5%

Typology of Respondents' by their Attitudes toward Sustainable Tourism (a three - cluster model) (N=965)



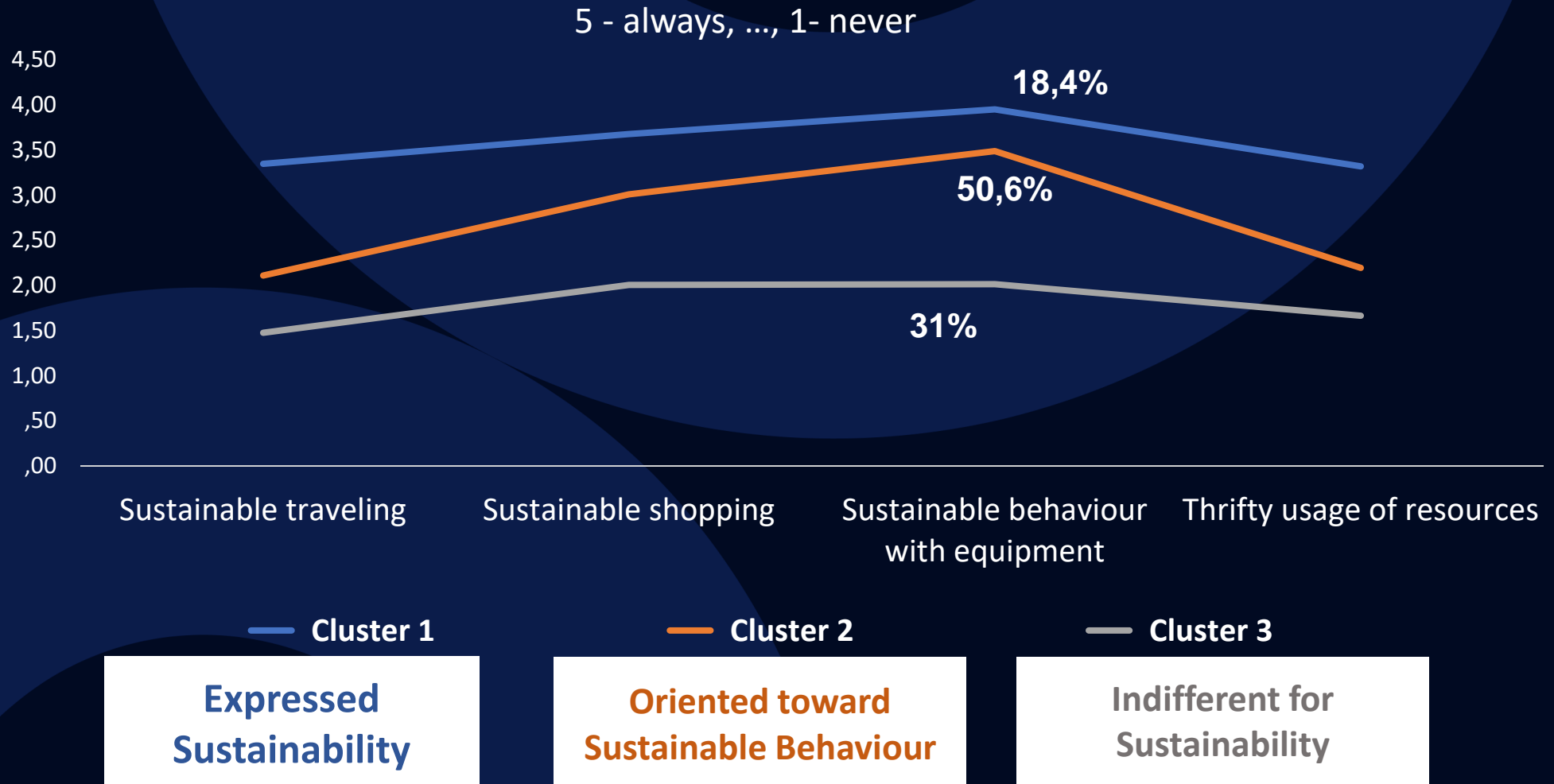
EXPRESSION OF SUSTAINABILITY / HOW I AM SUSTAINABLE?

The results of Factor analysis, KMO = 0.90, total explained variation 58.2%

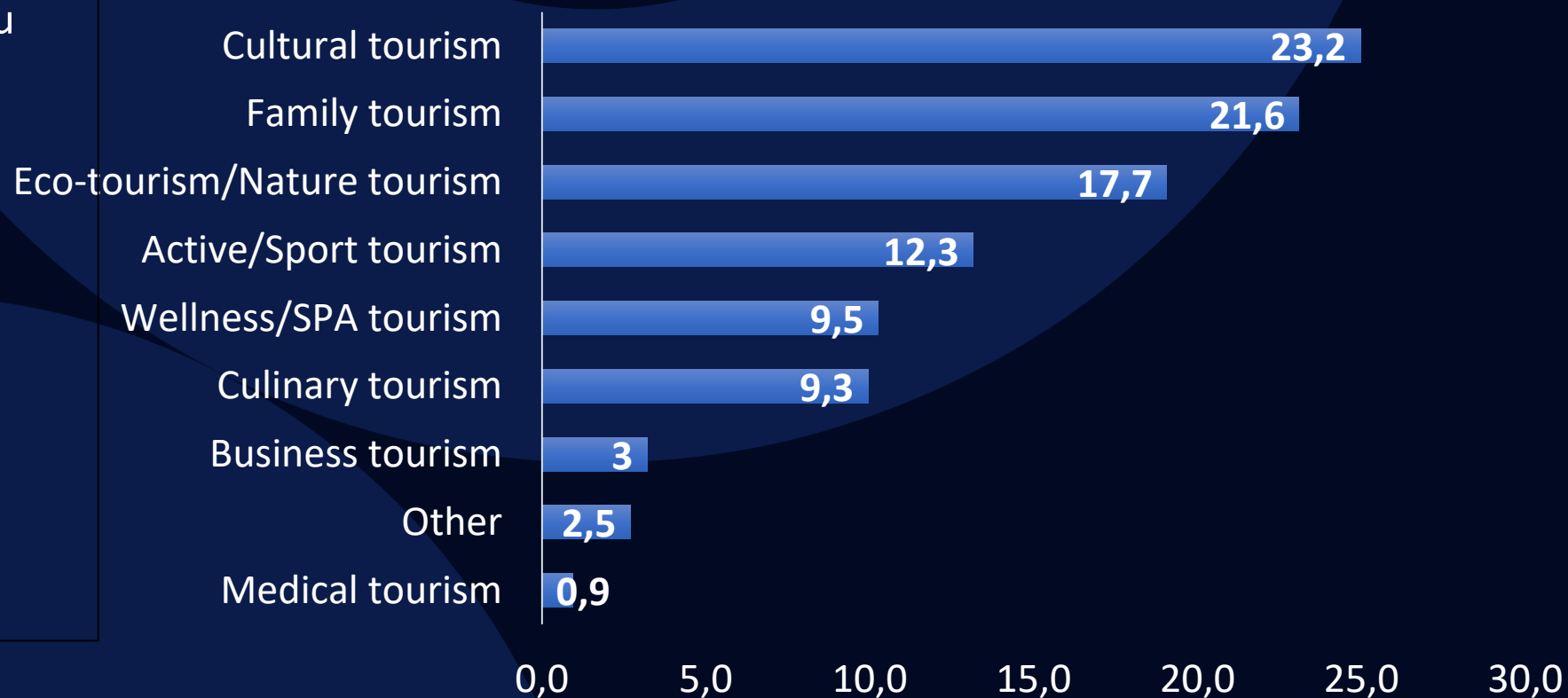
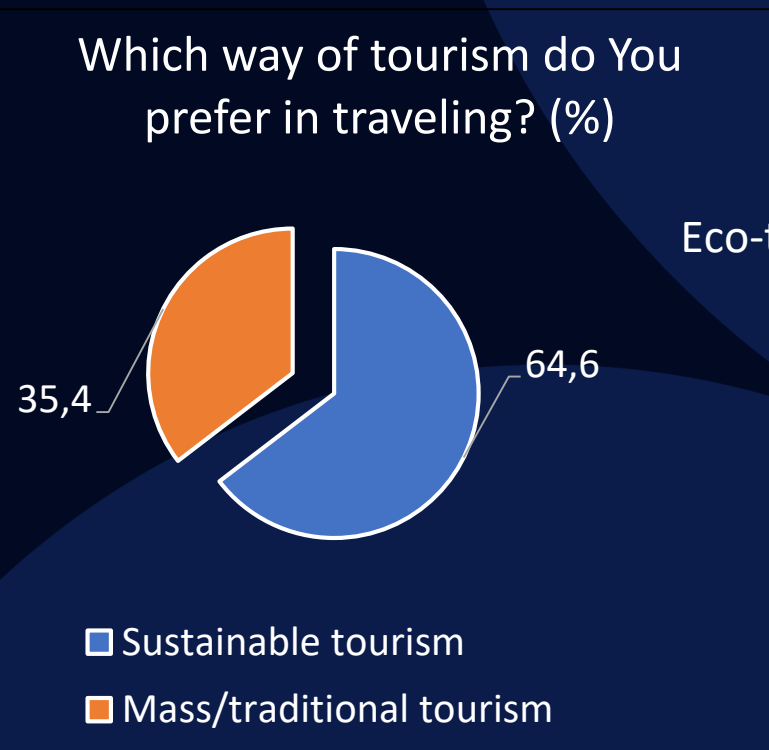
Name of Factor	N_{item}	L	Cronbach α coefficient	Factor descriptive variation (%)
Sustainable shopping (When buying clothes, I consciously select those which are marked as environmentally friendly, I bought consciously predominantly bio products, etc.)	8	0.79 – 0.49	0.88	21.8%
Sustainable behaviour with equipment (I consciously adjust my heater on a lower level, I consciously switch off my electronic devices if I do not use them for a longer time, etc.)	4	0.79 – 0.57	0.77	13.0%
Thrifty usage of resources (If possible, I buy my clothes second hand, I repair or let my electronic devices repair rather than buying new ones, etc.)	4	0.80 – 0.30	0.64	12.3%
Sustainable traveling (I consciously renounced on a journey by car, etc.)	3	0.79 – 0.64	0.72	11.1%



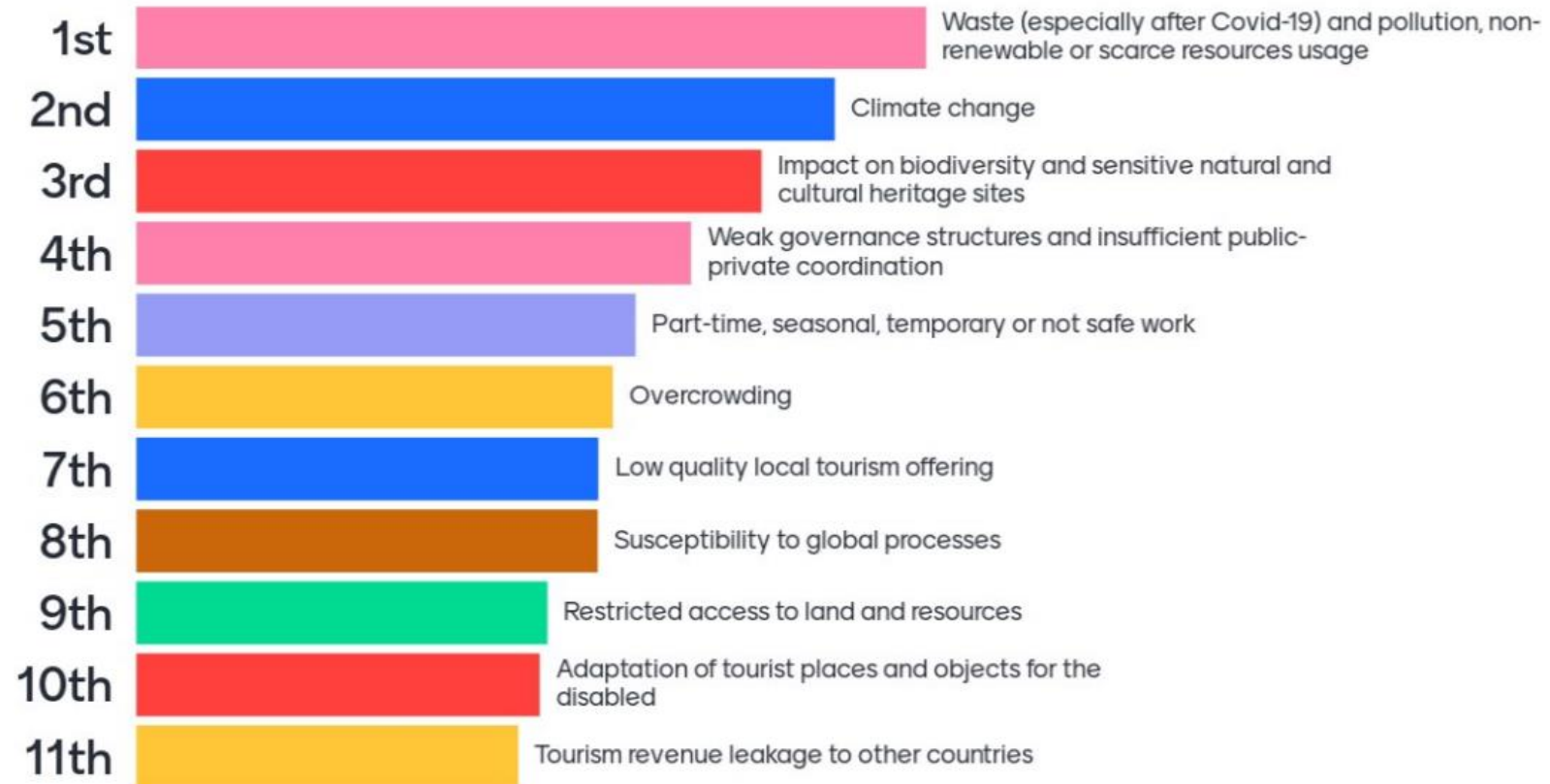
Typology of respondents' by **Expression of sustainability** / How I am sustainable? (a three - cluster model) (N=965)



Which kind of tourism do you like most? (N=930, %)

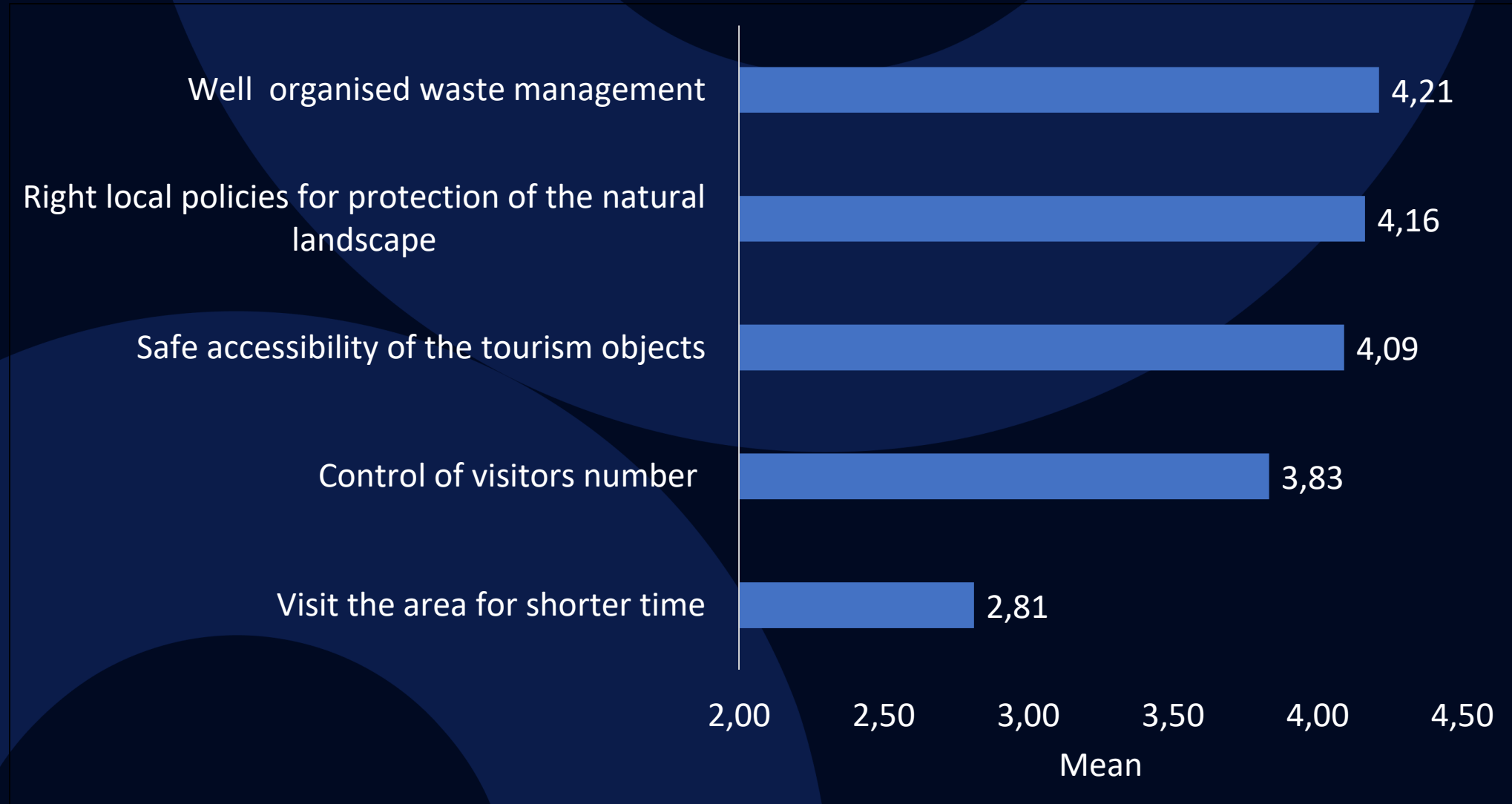


The main challenges of sustainable tourism in nowadays (*rating*, N=965)



Factors, influencing development of sustainable tourism, N-965

(5 - very important, 1 - not at all important)



Welcome to join!

<https://stenety.com/>



Sustainable Tourism Excellence Network for Youth

The STENetY aims:

- to strengthen BSR community of youth by empowering to cross-border collaboration and capacity building in sustainable tourism development;
- to raise youth awareness of sustainability and improving their networking skills for establishing new sustainability initiatives.
- to elaborate the international dialogue of youth in creation Tourism vision 2030 for BSR.



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THANK YOU

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