



Young People's Choice and Interest in Tourism Studies

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Introduction

Tourism is a growing and dynamic field with global opportunities. Young people are increasingly considering tourism studies for their education and careers.

Today, I'll share why youth are interested in this field, based on our recent survey.



Objectives

- Identify the main reasons young people choose to study tourism.
 - Understand what attracts them to this sector.
 - Highlight key factors influencing their decisions.
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Objectives

Why Young people tourism studies



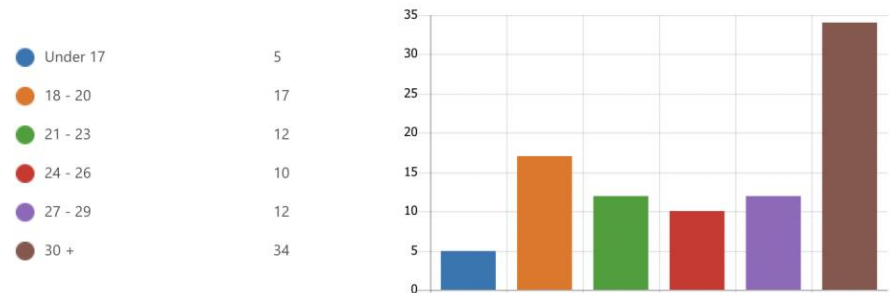
Methodology

"We are currently conducting a brief online survey among students at Riga Management College as well as students from other parts of the world. The survey questions focus on their interests, motivations, and concerns regarding tourism studies."

Survey - Young People's Choice and Interest in Tourism Studies

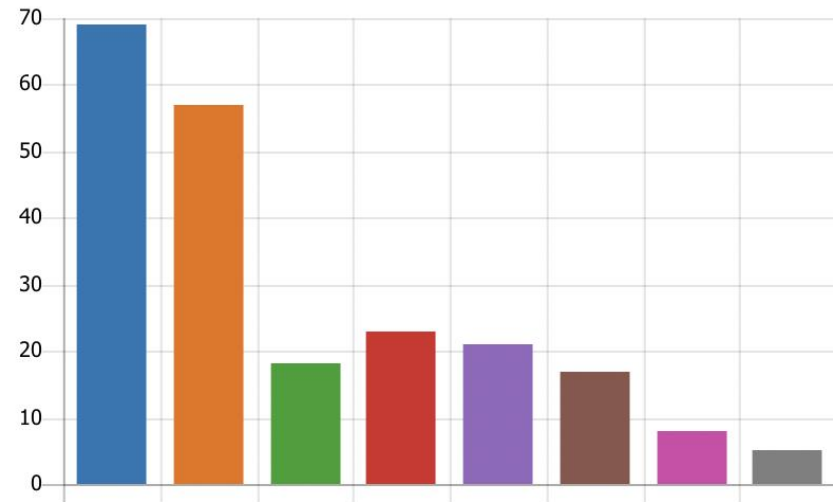
90 Responses 08:05 Average time to complete Active Status

1. Your age



9. What factors would most influence your decision to study tourism? *(select up to 3)*

Interest in travel and cultures	69
Career opportunities	57
Internship options	18
Quality of education and lectu...	23
Study costs	21
Location of studies	17
Influence of family/friends	8
Another factor	5



Key Findings – factors influencing choices

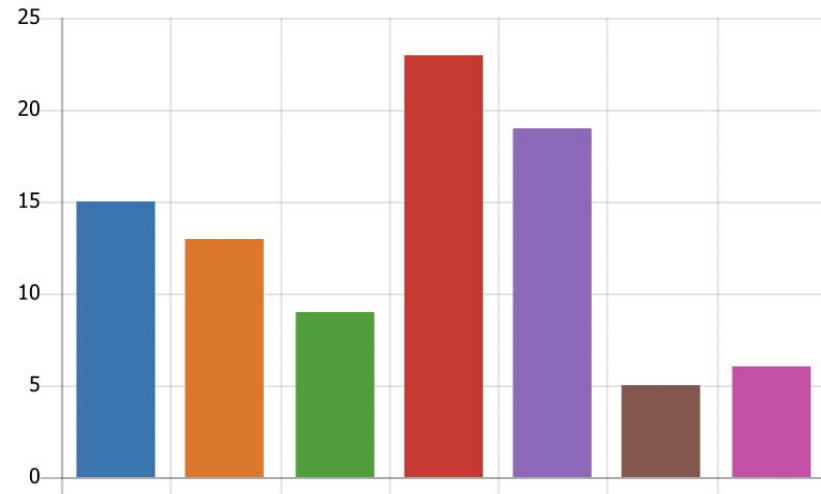
- Interest in travel and cultures is the top factor, chosen by the majority of respondents (69), indicating strong personal motivation.
- Career opportunities are also highly influential (57), reflecting practical considerations in students' decision-making.
- Other factors such as internship options (18), quality of education and lecturers (23), and study costs (21) are less influential but still noteworthy.
- Location of studies, influence of family/friends, and other factors play a minor role in comparison (all below 20).
- Personal interest and career prospects dominate decision-making in choosing to study tourism, while external influences and logistical concerns are less significant.

Challenges Faced

- Concerns about job stability and salary prospects.
- Perception that tourism jobs can be seasonal or demanding.
- Need for more practical experiences during studies.

16. What would be your main reason *not to choose* tourism studies?

● Low salary levels	15
● Limited career opportunities	13
● Lack of personal interest	9
● Financial difficulties	23
● I would be happy to study, bu...	19
● Another reason	5
● I'm already studying tourism, t...	6



Recommendations

- Increase exposure to real-world tourism experiences (internships, field trips).
- Promote career growth and job security in tourism.
- Encourage more scholarships and support programs for students.

World Tourism Experience



Career Growth in Tourism



Scholarships and Support



Conclusion

- "Ultimately, the interest is there. The students want to be in tourism. We just need to show them that the career is stable."
- Tourism studies attract young people because of the exciting and diverse opportunities they offer.



Thank You / Q&A

- Thank you!
- Any questions?

Thank you!

