CHARACTERIZING ACTIVE SPORT TOURISTS: MILLENNIALS VERSUS BABY BOOMERS

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ABSTRACT

Considering the extensive growth of both the millennial and baby boomers generation in the active sport tourism market, large-scale economic potentials for tourism practitioners exist in this market. Limited understanding of the characteristics, needs and motives have however contradicted the enormous growth in the market. To be able to market the segment better, there has been a clear need for a better understanding of the factors representing these travellers.

The main aim of current research was to investigate the factors representing the baby boomer and millennial active sport tourists and to get to know their differences regarding their characteristics, needs and motives. From the results shown in current research, it has become clear that a great amount of differences exist between the millennial and the baby boomer active sport tourists. Differences were hereby found for several social-economic characteristics (gender, education level, marital status and income), however also concerning 11 of the 18 motivations tested. Most important significant different motivations hereby are found for the following motivations: 'escaping from daily routine of home or work'', 'thrill & sensation', 'overcoming certain challenges', 'adrenalin' and 'keeping or improving health'. The first four of these motivations are hereby significantly more important for the millennials whereby the last motivation showed to be more important for the baby boomer active sport tourists.

Not only differences were however visible between the two groups, also similarities in motivations were shown. This suspects that a similar interest of the two groups in the same type of holiday trips, may also provide similarities in their motivations. The similarities were shown by the high importance mentioned by both groups for the following motivations: 'fun & enjoyment', 'enjoying the beauty of nature', 'social reasons' and 'relieve from stress and tension/to relax and refresh'.

The results of this study has contributed to a better understanding of the complex active sport tourism market. Due to the great amount of differences found between the millennial and the baby boomer active sport tourists, these two groups may be seen as two different market segments. Whereby the concluding recommendation for the professionals working in the branch of active sport tourism may be to make a clear differentiation between products and services offered to the baby boomer active sport tourist and to the millennial active sport tourist.

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1. INTRODUCTION

1.1 BACKGROUND AND RATIONALE

With a number of 1.186 billion international tourist arrivals worldwide in 2015, the tourism industry is considered one of the world´s biggest market industry nowadays, leading to extensive economic potentials for tourism practitioners (Muller & Cleaver, 2000, UNWTO Statista, 2016). Within the big tourism industry an extensive differentiation into different types of holiday trips can however be made. To divide the broad (consumer and business) market into different market segments, one may for example consider different age groups, different gender groups and different preferred activities (Osterwalder & Peigner, 2010). To be able to play well in the tourism market as a practitioner it is important to decide which specific market segment you want to target, to know the activities most popular within this segment and to know all the characteristics and motives of the travellers of that segment (Mahika, 2011).

Considering age as a differentiation method in the tourism industry, two different age groups have shown a significant growth in the tourism market in the last few decennia's: the millennial and the baby boomer generation (Patterson 2012, UNWTO Statista, 2016, MDG advertising, 2015). The millennial generation, people with an age of 20-35 years, are hereby said to be more interested in traveling abroad than generations before were at the same age of 20-35 years old, shown by an average growth of 5% annually in the last ten years (UNWTO Statista, 2016). The 90 million post-war baby-boomer generation on the other hand, being healthier, wealthier, better educated and more independent than older generations were at the age of 52-70 years. Also making them keener to travel and to do things they have never done before (Muller & Cleaver, 2000, Naidoo et al. 2015 & Patterson, 2012). The growth seen for both age groups makes the two groups potential interesting market segments to target for tourism practitioners, considering that growth increases the economic potential of a market (Mahika, 2011).

Now knowing that the millennial and the baby boomer travellers are interesting market segments to target (UNWTO Statista, 2016), it is also important to get to know the specific characteristics, motives and the preferred type of holidays of the two groups. This will help

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practitioner to understand what the two groups value most. (Osterwalder & Peigner, 2010). In general it has been mentioned in literature that motivational determinants of different age groups may differ for many things. This is due to the fact that different stages in life and different social, economic and health related characteristics show to have specific effects on a person's wishes in life (Kurtzman & Zauhar, 2005; Mahika, 2011). Similar interest in the same type of activities on the other hand however may increases the similarities in the motivations, not matter what the age is (Crompton, 1979).

Looking more specific to the wishes concerning the preferred types of holidays of the baby boomer and the millennial travellers, an interesting change in interests has been mentioned in literature (Mahika, 2011). According to the literature, both the millennial and the baby boomer travellers are showing a shift in interests, with less interest shown for the traditional sun, sea and sand, sightseeing and shopping holiday trips and more interest shown for beautiful, healthy, intellectual, active and adventurous traveling types (Mahika, 2011; Patterson & Pan, 2007). The young travellers hereby show to be more developed and keen to discover, to be more adventurous and looking for new, never done before kind of trips (Machado, 2015). The Baby Boomers on the other hand have become healthier and wealthier, making their travel preferences change to a more adventures type of tourism as well (Muller & Cleaver, 2000, Naidoo et al. 2015 & Patterson, 2012). In conclusion it may not be surprising that the active and adventure tourism industry (tourists traveling with the specific purpose of participating in a certain sport and adventurous activity out of their home town) has mentioned to be one of the fastest growing leisure tourism industry segment nowadays (being an €231 billion industry already) (Hungenberg et al., 2016; Mahika, 2011; Midland & Kington, 2013; Muller & Cleaver, 2000).

Contradicting this clear growth of the millennial and the baby boomer active and adventure sport tourism market, a deeper understanding of the factors representing the active sport travellers has clearly stated to be lacking in literature (Goodnow, 2005; Hungenberg et al., 2016; Pomfret & Bramwell, 2016, Weed, 2014). Understanding the characteristics, needs and motives of the active sport tourism segment is important for tourist practitioners, considering that it can help them to prepare for future demands and it can help to better match products with these specific demands

(Hungenberg et al., 2016). Next to the tourist practitioners, understanding can also help companies to organize their propagation, their design elements, their process and their marketing and communication content (Collins, 1999). Researching on active sport tourist is however mentioned to be complicated due to the wide range of tourists. A further clarification and differentiation of the active sport tourism is thereby said to be needed (Kaplanidou & Gibson, 2010; Pomfret & Bramwell, 2016; Naidoo, 2015).

1.2 THE PROBLEM STATEMENT

Considering the extensive growth of the active and adventurous sport tourism market, large-scale economic potentials for tourism practitioners in this market exist. Limited understanding of the characteristics, needs and motives in literature however contradicts the enormous growth of the market. To be able to target the active sport tourism segment better, there is a need for better understanding of the factors representing these travellers (Goodnow, 2005; Pomfret & Bramwell, 2016) and a need for further classification and differentiation of the market (Kaplanidou & Gibson, 2010; Pomfret & Bramwell, 2016; Naidoo, 2015).

As mentioned in the background section, the growth of the active sport tourism market is seen for both the millennial and the baby boomers travellers. Although the similar interest of the two groups in a same type of holiday may provide similarities in their motivations (Crompton, 1979), the difference in age (and corresponding life style) may also induce some clear differences between the two groups (Kurtzman & Zauhar, 2005). When differences do exist, age may be used as a differentiation method in the diverse active sport tourism market, making research easier and making it easier for tourism practitioners deciding on their target strategies for the two groups in future.

For this reason, purpose of current study is to investigate on the characteristics needs and motives of both the millennial and the baby boomer active sport tourists and to investigate on the differences between the two groups.

The research question of the current study therefor is as follow:

What are the factors differentiating the baby boomer and millennial active sport tourists?

1.3 RESEARCH AIM & OBJECTIVES

The main aim of this research paper is to characterise the baby boomer and millennial active sport tourists and to get to know their differences regarding characteristics, needs and motives.

Objectives of this research are:

1. To review the existing knowledge regarding sport tourism in general and active sport tourism specifically.

2. To review the existing knowledge regarding millennials and baby boomers and sport tourism.

3. To conduct quantitative research to be able to describe and understand the characteristics, needs and motives of millennial and baby boomer active sport tourists.

4. To conduct quantitative research to be able to differentiate baby boomer and millennial active sport tourists in their characteristics and motives.

5. To draw conclusions and make recommendations in the end for professionals working in the branch of active sport tourism.

6. To draw conclusions and make recommendations in the end for future research in the branch of active sport tourism.

1.4 ORIGINALITY AND CONTRIBUTION TO KNOWLEDGE

The tourism industry in general, being a 7.6 trillion U.S. dollars industry in 2014 (Statistik-Portal, S. D., 2014), captures a big range of traveller's activities. To be able to have a good share within the tourism market it is important to know the tourist behaviour and to know about the latest trends. This knowledge will help tourism practitioners to make decisions about their production and to decide how to market their goods and services. Within the tourism management it has therefor always been important to investigate on the specific tourist characteristics, needs and motivations (Gibson, 2004; Hungenberg et al., 2016; Mahika, 2011).

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Looking at the latest trends at the moment, one of the biggest trends within the tourism industry are the adventurous and active sport related holidays (Hungenberg et al., 2016; Mahika, 2011; Midland & Kington, 2013). Although a clear growth in interest has been mentioned in this types of holidays, knowledge about the consumers of active sport tourism is said to be lacking (Goodnow, 2005; Pomfret & Bramwell, 2016, Weed, 2014).

When looking at the literature written about the active sport tourism, it becomes clear that the active sport tourism industry is part of a more general sport tourism industry (Gammon & Robison, 1997; Gibson, 1998a). This general sport tourism industry has already started growing in the 1990s (Gammon & Robison, 1997; Gibson, 1998a). At the beginning of this growth, much of the attention of academic writings has been on how to actually define and dividing the overarching sport tourism industry and many researchers have been debating for many years to come to some sort of consensus (Gibson, 1998a). Questions like: is the sport limited to competitive activities, or can also non-competitive activities be included, how far from home and for how many days does someone have to travel to be considered a tourist, does sport has to be the primarily reason of travelling or can it also be a secondary reason, does the traveller has to participate actively in a sport or can he or she also be a passive admirer, are examples of just some of the questions that were debated on (Gibson, 1998a).

The debate about dividing and defining sport tourism went on for a couple of years and many conceptual papers have been published (Bouchet, Lebrun, & Auvergne, 2004; Harrison-Hill & Chalip, 2005; Hinch & Higham, 2001; Kaplanidou & Gibson, 2010). Main conclusion was that the sport tourism market in general captures a big range of traveller's activities, with the most popular used subdivision of sport tourism seen in literature being a division into the three subgroups: the event sport tourism, the active sport tourism and the nostalgia sport tourism (Gibson, 1998a; Huggins, 2013; Ross, 2001).

Going deeper into the market, analysing the actual sport tourism markets, main empirical focus has been on the sport event tourism group: tourist travelling away from home to be a spectator of certain (bigger) sport events like the Olympic games and Wimbledon for example

(Huggins, 2013; Weed, 2014). The reason for the main focus on this sport event tourism subdivision was mainly due to the big financial impact of the bigger sport events (Solberg, & Preuss, 2007; Weed, 2014) and due to the positive image created of a city organizing a mega event (Huggins, 2013). Important topics in the literature have for example been, the impact of mega sport events on the specific destination on one side and about the experience, behaviour, characteristics and motivations of the visitors at those big events on the other side (Weed, 2014).

Analysing the sport tourism industry, the market captures however a much bigger range of traveller's activities than the sport event visitors alone. Considerably less focus of empirical research has been conducted on the other two categories, the active sport tourism and the nostalgia sport tourism (Deery, Jago, & Fredline, 2004; Hungenberg et al., 2016). Whereby the actual sport participants in the tourism market are said to be neglected in the market (Hungenberg et al., 2016).

This lack in research may be surprising considering the fact that the adventure and active sport tourism market is an € 231 billion industry already and is expected to show an annual growth of 20% in the coming years (Hungenberg et al., 2016; Mahika, 2011; Midland & Kington, 2013). Taking this growth in mind it is not surprising that researchers and practitioners have stated about the importance of getting to know more about the active sport tourism market and specifically the active sport tourists consumers (Hungenberg et al., 2016; Mahika, 2011; Midland & Kington, 2013). As mentioned by Weed (2014) in the Journal of Sport & Tourism, specifically asking for more research on a few sport tourism related topics, one of the biggest questions remaining in the sport tourism industry is about: how the actual participating active sport tourists make their decisions and what their specific motives are to go on this kind of trips (Weed, 2014).

For the research that is being performed on the business of active sport tourism, the complexity of the different types of consumers is said to challenge the research (Robinson & Gammon, 2004). To be able to make research easier and to go deeper into the consumers profile, segmenting a certain consumer market is considered to be an effective tool (Chen, 2003; Park & Yoon, 2009). To consider two groups as two different segments these two groups each have to have a clear group identity, easily observable and similar within one group, but different from the clear identity of the other group (Wilkie, 1994).Traditionally, two groups are hereby often

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segmented based on some differences in specific objective variables like social-economic or demographic data (age, gender, income etc.) (Wilkie, 1994). However also subjective measurements like feelings and rationalities may be used. Reasoning behind the use of subjective measurements, is that they may be more useful when exploring specific motives and consumer behaviour and they may be more highly linked to a person satisfaction of the goods (Gibson, 2004; Weed, 2006).

The subdivision of sport tourism into event, active and nostalgia sport tourism can be considered as segmentation based on a behavioural subjective measurement. However now trying to go deeper, looking at one of the three segments, these groups of consumers are still said to be a very diverse groups of people (Kaplanidou & Gibson, 2010; Naidoo, 2015). To further clarify one of the three segments, a further segmentation based on social-economic or demographic data like age for example may therefore be useful.

Looking at the active sport tourism segment, both the millennial and the baby boomer travellers show an increased interest in the active sport related trips (Hungenberg et al., 2016; Midland & Kington, 2013; Muller & Cleaver, 2000; Patterson & Pan, 2007). Generally speaking, a similar interest often increases the amount of shared motivations to perform that certain interest. However, when looking at the characteristics and motives from different age groups, also often big differences between different age groups exist (Kurtzman & Zauhar, 2005; Wilkie, 1994).

Differences mentioned in characteristics and motives between different age or generation groups in general may also influence the motives to go on an active sport trip. Going back to the rule of segmentation: to consider two groups as two different segments these two groups each have to have a clear group identity, easily observable and similar within one group, but different from the clear identity of the other group (Wilkie, 1994). When indeed two different profiles are shown for the millennial and the baby boomer active sport tourist, they may be considered as two different market segments, what would help to clarify the market, to perform more research and to target the active sport tourists as a tourist practitioner.

Looking at the studies performed on the active sport tourism consumer, only a very few studies have made a separation focussing on one of the two age groups. Comparing the different

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age groups on their motivations to go on an active sport related trip has only been done in a little amount of studies focussing on one specific sport like skiing or kayaking for example (O'Connell, 2010). Comparing different age groups in their characteristics, needs and motivations to go on an active sport trip in general has however never been done before.

An example of a study focussing on the young adult active sport tourists is the study of Pizam et al. (2004), looking at the relationship between risk-taking, sensation-seeking, and the tourist behaviour of young adults. More popular in recent years however is the research on the motives of the older 'baby boomer' participants aged over 55 years to go on active sport related holidays, with some examples of authors being Muller & Cleaver, 2000; Naidoo, 2015; Patterson & Pan, 2007 and Pomfret & Bramwell, 2016.

As stated by many studies however, there is a need for more knowledge and understanding of the characteristics and motives of active sport tourists in general (Kurtzman & Zauhar, 2005), for baby boomer and young adult active sport tourists specifically (Naidoo, 2015; Pizam et al., 2004) and for comparisons between the two groups (Pomfret & Bramwell, 2016).

For this reason, current study will investigate on the characteristics, needs and motives of the millennial and baby boomer active sport tourist, with main focus on the differentiating characteristics between the two groups. The study will thereby contribute to an increase in knowledge of the active sport tourists in general and will be the first to compare the millennial and the baby boomer generation in the overarching active sport tourism market. Outcome of this study will thereby hopefully help tourism practitioners to market their product better and help simplify the complexity of the active sport tourism consumer market for future research.

2. LITERATURE REVIEW

2.1 SPORT TOURISM - DEFINITION

Reviewing the literature written about the active sport tourism industry, it becomes clear that this tourism market is part of the more general overarching sport tourism industry (Gammon & Robison, 1997; Gibson, 1998a). Interestingly, this sport tourism industry is not new at all, what may be concluded due to the fact that the first Olympics is already dated at 776 before Christ. During this time individuals already travelled to be able to participate or to be a spectator of the athletic competitions. Travelling was hereby made possible by the Olympic Truce ("truce" meaning: "laying down of arms"), making sure that the athletes and spectators were able to travel safely to the specific host city (Gibson, 2010).

Starting around the mid-1990s, the interest and opportunities in the sport tourism market was however clearly increasing and diversifying (Kurtzman, & Zauhar, 1993; Gibson 2004; Weed, 2014). Thereby also more researchers turned their focus to the study of sport tourism and to be able to study the market well a clear definition was first needed. Many attempts were made to define and categorize sport tourism and many researchers have debated for many years to come to a sort of consensus (Bouchet, Lebrun, & Auvergne, 2004; Harrison-Hill & Chalip, 2005; Hinch & Higham, 2001; Gibson 1998; Kaplanidou & Gibson, 2010; Robison & Gammon, 1997). Table 1 is hereby providing an overview of some definitions used in the literature together with their sources.

Table 1 A selected of definitions for sport tourism and their sources.

A selection of definitions for sport tourism	
Source	**Definition**
Hall, 1992	Travel for non-commercial reasons to participate or observe sporting activities away from the home range.
Weed & Bull, 1997	Holidays involving sporting activity either as a spectator or participant.

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Gibson, 1998a	Leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activity
Knop, de, & Standeven, 1999	All forms of active and passive involvement in sporting activity, participated in casually or in an organized way for non-commercial or business/commercial reasons, that or in an organized way for non-commercial or business/commercial reasons, that necessitate travel away from home and work locality.
Ross, 2001	sport tourism encloses all forms of active and passive involvement in sporting activities while traveling away from home
Gibson & Yiannakis, 2002	Broadly speaking, sport tourism includes travel away from one's primary residence to participate in a sport activity for recreation or competition, travel to observe sport at the grassroots or elite level, and travel to visit a sport attraction such as a sports hall of fame or water park.
Bouchet, Lebrun, & Auvergne, 2004	The sport tourism product can be defined as the association of a tourist stay at a certain destination, complemented or determined by at least one type of sport or physical activity. Five characteristic elements of this are: (a) that actual physical involvement is essential; (b) the duration of the visit must be equal to or greater than two days and one night in order to differentiate it from a recreational stay; (c) the stay may or may not be organized by the client; (d) housing may be at a set location or itinerant; and (e) the sport tourism product is comprised of a group of services which are often intangible.
Gibson & Fairley, 2011	Leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities

In current study the latest dated definition of Gibson & Fairley (2011) for the overarching sport tourism industry will be used: "Leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities" (Gibson & Fairley, 2011, p.171). Next to this

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general definition, a further look at categorizing sport tourism will however also be provided in the attempt to give a clearer picture of the concept. The different categorizations can be helpful to clarify a more specific study direction.

It may however not be surprising after the many definitions seen above, categorizing sport tourism has also been done on a number of ways in literature (Gibson, 1998a). The most popular used subdivision of sport tourism seen in literature is hereby the division started by Gibson (1998a), into the three subgroups: the event sport tourism, the active sport tourism and the nostalgia sport tourism (Gibson, 1998a; Huggins, 2013; Ross, 2001). However also the division started by Robison & Gammon (1997) is seen more often and will be explained in the following section.

2.2 SPORT TOURISM – CLASSIFICATION

Starting with the classification of Robison & Gammon (1997) (figure 1), a categorization of sport tourism into four groups was proposed. Within their framework a first division was made between the 'sport tourists' and the 'tourism sport', separating tourist travelling with sport being their primary reason of travelling from the tourists using sport as a secondary reinforcement of the trip: <u>Sport tourists</u> are hereby considered as the ones that travel primarily for a certain sport. The travellers can either actively participate in a particular sport or passively watch the sport, as long as the sport is the main reason of travelling. <u>Tourism sport</u>: consists of the travellers that travel for another reason than sport in particular, however they use sport related activities as secondary reinforcements of their trip. The sport related activities can again both involve active and passive participation, as long as the sport related activities done are done as a secondary purpose of their trip (Gibson, 2004; Gammon & Robison, 1997).

After the first division a second sub deviations was made, separating both the sport tourists and the tourism sport group in a 'hard' and a 'soft' group. The <u>hard</u> definition hereby refers to the more competitive activities, activities that are considered to be of higher risk and whereby more advanced skills are needed. The hard definition is also sometimes used to refer to a higher degree of commitment to a specific sport. The <u>soft</u> definition on the other hand refers to activities with lower risks, whereby less advanced skills are needed and with a lower level of commitment. The soft definition hereby considers more recreational concerns instead of competitive ones (Patterson

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& Pan, 2007; Gammon & Robison, 1997). An example of a hard versus soft tourist can be an athletes vs. a recreant or a huge fan of a specific soccer team watching the world cup vs. a spectator of a children's tournament.
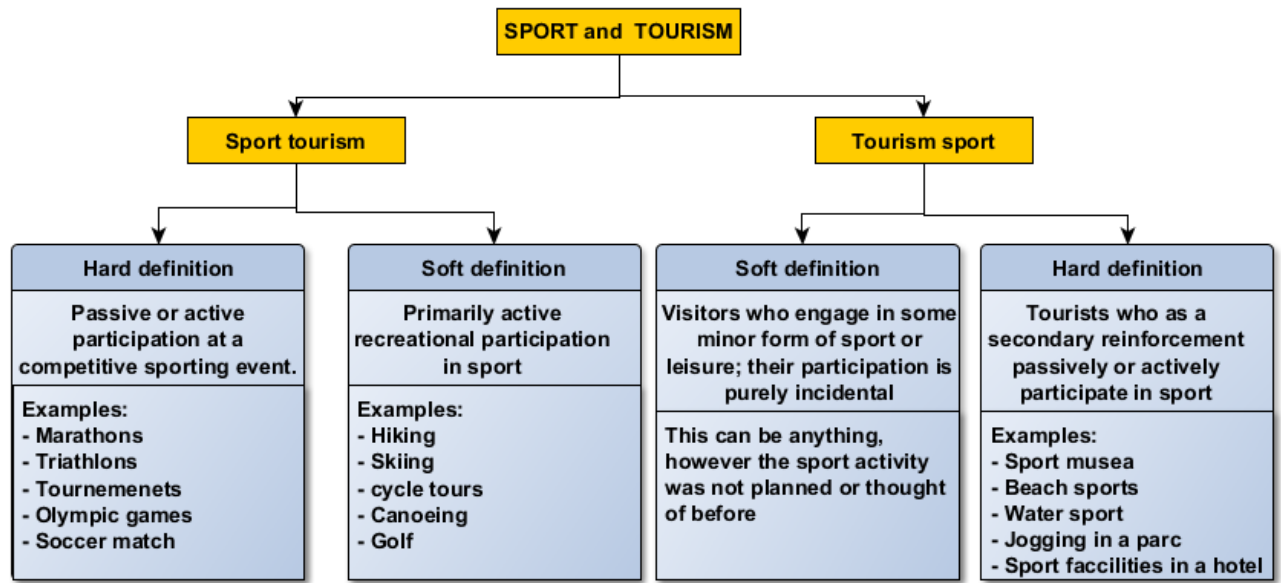
Figure 1 Modification of the consumer classification framework of sport and tourism (Gammon & Robinson, 2004).

A disadvantage of using the classification system of Gammon & Robinson (1997) is that some confusion may appear between the terms sport, tourism and sports tourism. This may be due to the fact that the tourism activities in this definitions are defined in terms of sport (with the term sport tourism), or sport activities in terms of tourism (within the term tourism sport), whereby a subordinate role for either of the two is created (Weed, 2005).

The second and most used example of dividing sport tourism was the one of Gibson (1998a). She divided sport tourists into three categories: 1) Sport event tourism, 2) Active sport tourism and 3) Nostalgia sport tourism (figure 2).

The first category of the sport event tourism hereby refers to the travellers travelling out of their home communities to watch a certain sport event (Robison, 1998). In general events have always been important motivators for travellers and they have often been used to promote a certain destination (Huggins, 2013). Events can exist on many levels: the lowest in demands and touristic value are the local events which can be periodic or one-time. Going back to the definition

of Robison & Gammon (1997), these events are often used as a secondary reinforcement of a trip, being more of the 'tourism sport' type. After the local events, there are the regional events which can also be periodic or one-time and are medium in tourist demand. As last there are the occasional mega events and periodic hallmark events, these have a high touristic values and demands for the specific destination (Getz, 2008).

Examples of certain mega events that attract a lot of tourists and that are therefore also mostly invested and investigated on, are the Olympic Games, the World Cup soccer championships and Wimbledon (Huggins, 2013; Weed, 2014). However also the amateur sport event tourism should not be overlooked considering that many people do also travel to watch amateur sporting events such as children's championships and tournaments for example (Gibson, 1998b; Ross, 2001). Much of the research on sport event tourism has focused on the economic values of the mega sport events (Huggins, 2013; Solberg, & Preuss, 2007; Weed, 2014). Considering spending patterns of the visitors on one hand and the economic impact of specific events for the local community on the other hand (Gibson, 1998a). Many warns have been given for the direct and indirect impact of hosting a mega sport event like the Olympic Games, saying that many problems, like empty hotels and unemployment can easily happen after the event is over (Preuss, 2004).
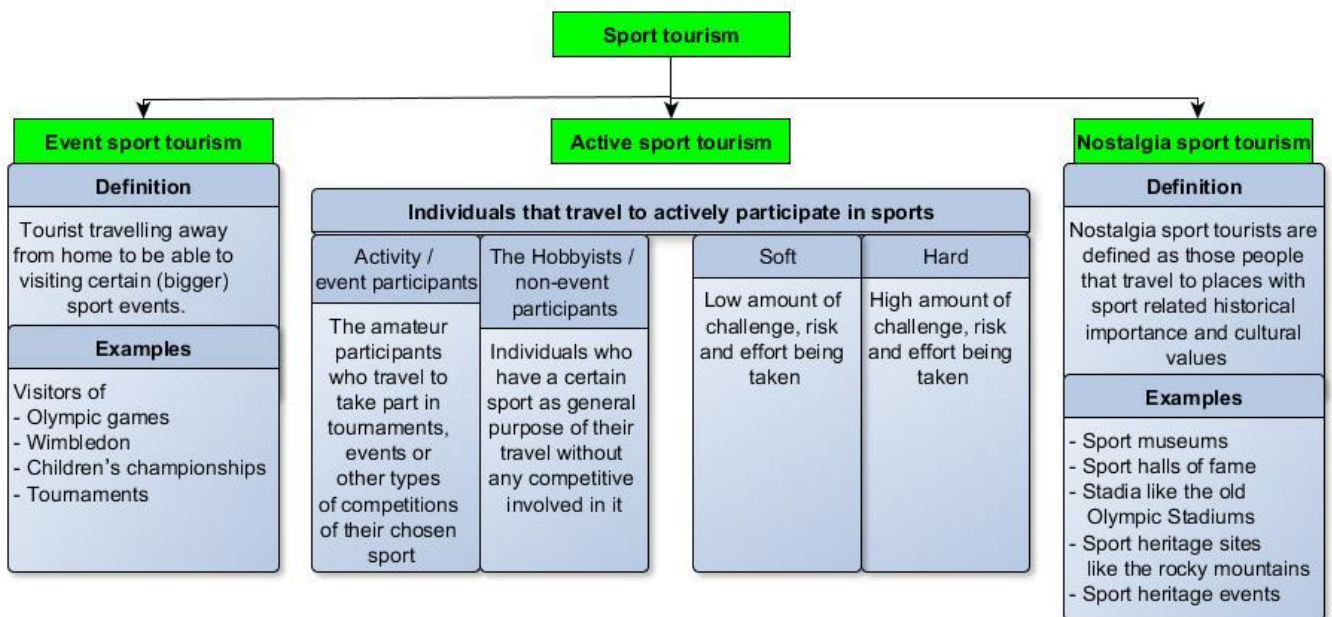
Figure 2 Classification of sport tourism introduced by Gibson (1998a).

Regarding the characteristics and motives of the sport event travellers, it has been mentioned that many types of fans exist, considering the huge amount of different types of sports, considering the different locations of the events and considering the different sizes of the events (Gibson, 2002, 2003; Ritchie, 2000; Weed, 2014). For the mega event specifically, the sport event travellers have been mentioned to be real "sport junkies" who have their singular focus on the sport event activities and often do not participate much in other non-event activities (Gibson, 2004).

The second category of Gibson (1998a), is the active sport tourism group. In contrary to the sport event tourists, who only come to watch, active sport tourists are the individuals that travel to actually participate in sports. In a later moment in time, these active participators have however been subdivided on two different manners again.

One subdivision of the active sport tourists have been into the "non-event" or "hobbyists" versus the "event" or "activity" participants (Kaplanidou & Gibson, 2010). The activity or event participants are hereby the amateur participants who travel to take part in tournaments, events or other types of competitions of their chosen sport with examples like soccer, hockey and tennis tournaments, marathons or triathlons. The hobbyists or non-event participants on the other hand are individuals who have a certain sport as general purpose of their travel without any competition involved in it, examples of this kind of sports are hiking, skiing, snowboarding, scuba diving, rafting, surfing, playing golf and going on survival (mountain climbing, abseiling, canoeing) (Kaplanidou & Gibson, 2010; Naidoo et al. 2015; Ross, 2001).

The second way of subdividing active sport tourists uses the "soft" and "hard" terms which were also used by Robison & Gammon (1997) earlier mentioned. Although other than Robison & Gammon (1997) uses these terms, here the "soft" and "hard" terms are not about being competitive or recreational, but purely about the amount of challenge, risk and effort that is being taken. Hiking and golfing, are hereby two examples of the "soft" active sport activities and mountain biking or for example kite surfing on the other hand are examples of the "hard" active sport activities (Naidoo, 2015).

Important to consider is the fact that much overlap of the active sport tourism market is seen with a slightly other tourism market, namely the adventure tourism market (Pomfret & Bramwell, 2016). In table 2, an overview of adventurous travel activities is given, whereby the active sport tourism market activities are made yellow to see the overlap (Adventure travel trade association and the George Washington University, 2013).

Just as the active sport tourism industry, the adventure tourism industry also contains many physical demanding activities, however it also includes many short term activities like bungee jumping and skydiving which are not part of the active sport tourism industry (Pomfret & Bramwell, 2016). Next to the little differences in certain activities, adventure tourism as a general rule has to involve a certain amount of risk taking and thereby adrenaline increasing, what is not necessary for the active sport tourism market (Giddy & Webb, 2016). When investigating on active sport tourism it may however also be important to look at studies investigating on the adventure tourism market, considering that it partly consists of the same activities (surfing or mountain biking for example).

Table 2 An overview of adventurous travel activities with overlapping of the active sport tourism market activities made yellow (modified from: Adventure travel trade association and the George Washington University, 2013)

Adventurous travel activity	Type	Adventurous travel activity	Type
Archaeological expeditions	Soft	Sea or white-water kayaking	Soft
Backpacking	Soft	Kite surfing	Hard
Birdwatching	Soft	Motorized sports	Soft
bungee jumping	Hard	Paragliding	Hard
Camping	Soft	Rafting	Soft
Canoeing	Soft	Research expedition	Soft
Caving	Hard	Safari	Soft
Climbing (mountain/rock/ice)	Hard	Sand boarding	Soft
Cycling	Soft	Sailing	Soft
Eco-tourism	Soft	Scuba diving	Soft
Environmental sustainable activities	Soft	skydiving	
Fishing/fly fishing	Soft	Snorkelling	Soft

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(Heli)-skiing or snowboarding	Hard	Stand-up paddling	Soft
Hiking	Soft	Surfing	Soft
Horse riding	Soft	Trekking	Hard
Hunting	Soft	Volunteer tourism	Soft

Regarding the characteristics and motives of the active sport travellers, as may be seen from the subdivisions mentioned above, the group of active sport tourism entails again a wide range of tourists. Some sports however have always been more popular than others. For Europeans, most popular physical activities mentioned have always been hiking, bicycling, skiing and golfing (Gibson, 1998b; Weed, 2014). Although this all-time popularity exists, also new sports like kite-surfing and snowboarding have become more popular and have shown a significant growth in latest years (Holt & McCole, 2012).

Describing the characteristics of active sport tourist travellers, Schreiber (1976) has been one of the first researcher, investigating on golfers, tennis players and skiers. Characteristics mentioned by Schreiber (1976) were mostly male, affluent, well-educated and more active individuals in general and were later on also confirmed by Gibson (1998b). The characterises have however said to be changed in latest years, considering that later in time also different economic classes and different races became more interested in active sport tourism trips (Gibson, 2004) and as latest trend also more female have become interested. For gender a more equal split of 57% males vs. 43 % females is seen nowadays (ATTA, 2013). One of the reasons mentioned for the latest trend of female active sport travellers is because of the increasing amount of women-only adventure holidays being offered (Pomfret & Bramwell, 2016).

As last category Gibson (1998a) has identified the nostalgia sport tourism market. This Nostalgia sport tourism division of sport tourism is the least researched domain of the three (Ramshaw, 2011). In general nostalgia means a desire to return or to revive a certain happenings or period in time. Nostalgia has been mentioned to be important in a big range of branches, as among others in the psychology, sociology, anthropology and history. When looking at the choices consumers make, nostalgia has mentioned as an important marketing and sales strategy, using nostalgic advertisements to create an emotional value to a product or service (Havlena & Holak,

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1991; Holak & Havlena, 1998). Selling sport goods, products are for example linked to and promoted by a certain team and star player.

Nostalgia sport tourists are defined as those people that travel to places with sport related historical importance and cultural values, examples are sport museums, sport halls of fame, stadia like the old Olympic Stadiums, certain heritage sites like the rocky mountains and certain sport heritage events (Fairley, 2003; Gibson, 1998a; Ross, 2001). Focus of the nostalgia sport tourism is hereby mostly on the physical entities that are associated with sport and offer one or more special meanings to society (Gibson, 1998a). Looking at the nostalgia sport tourist motivations, not much is known. What is known however is that nostalgia sport travellers are seeking for and want to discover a certain heritage. They want to re-experience a specific event or happening because they are somehow connected to it and their trip is often meant to get historical, cultural and/or spiritual enrichment (Gibson, 1998a)

Although the Nostalgia sport tourism division of sport tourism is the least researched domain of the three, it can still offer clear cultural and economic values (Ramshaw, 2011). Suggestions have been made that nostalgia sport tourism is highly linked to the other two subdivisions of sport tourism, saying that actively or passively participating in a specific sport event can engender memories which on its self can become very meaningful. The memories can turn into motivations to go back to a certain place offering certain nostalgia sport attractions, reviving the social experiences of the earlier trips or events (Fairley, 2003).

The last point is compatible with the theory of Chalip (2001) who suggests that all three types of sport tourism identified by Gibson (1998a) are highly connected and correlated, saying that participants of all three sub-categories can overlap and that the offer of the three markets can highly strengthen and facilitate each other's.

2.3 THE CONSUMER DECISION MAKING PROCESS

The relevance of studying travel behaviour, needs and motivations has been clearly stated within the tourism and hospitality industry. Knowing the tourist's needs and motivations can help to segment the travel industry and can help to obtain loyal and satisfied guests (Pizam, & Mansfeld,

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1999). Motivations are hereby defined as reasons for people to act in a certain way and to desire certain things. Needs of people on the other hand are more concerning the necessities of people to live a healthy and happy life (Boon, & Hendrickx, 2015). Together with the characteristics (defined as the traits, qualities and feature that distinguishes or identifies a person (Boon, & Hendrickx, 2015), needs and motivations can very well explain a person's behaviour and thereby explain the decisions a certain person makes (Gibson, 2004).

In the following sections the importance of motivations and needs are furthermore described. Many theories could have been used hereby, however two of the most often used theories within leisure, sport and tourism studies are: 1) The Hierarchical Theory of Needs and of Maslow's (1943) and 2) the concept of optimal level of stimulation described by Berlyne's (1960) (Gibson, 2004).

After the needs and motives, also a section on characteristics of a person is given as it is also mentioned to be important for the consumer's decision making process.

2.3.1 A PERSONS NEEDS & MOTIVATIONS

Starting with the Hierarchical Theory of Needs of Maslow's (1943)**.** According to Maslow (1943), to be able to understand the customer decision making process we first have to look at the general needs of a specific person. This theory is usually made visual using the pyramid as depicted in figure 3. Shown in this pyramid, the most basic need are situated at the bottom and some less urgent needs at the top. The theory is saying that the needs of a person will increase when the most basic needs are fulfilled. A person will only go up the pyramid and start to fulfil the other needs when the basic needs are for 100% secured. Going up the pyramid the process is also said to go easier, explaining that earlier needs (accept for the basic needs) do not have to be fulfilled for a total 100% to move further up the pyramid (Maslow et al. 1970). The theory behind this pyramid is saying that human behaviour is determined by some basic physiological and socio-psychological demands and wishes of people. The way people act and think will be determined by to way the needs are organized for that person (Gibson, 2004).
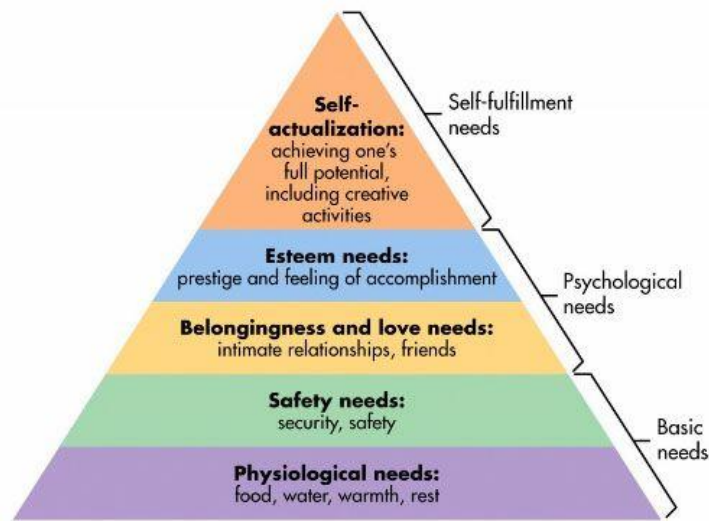
Figure 3 Maslow's (1943) Hierarchical Theory of Needs pyramid.

Using the Hierarchical Theory of Needs of Maslow's (1943) in the tourism industry, a differentiation has been mentioned between travellers with a positive and travellers with a negative experience. Travellers with a positive experience hereby stated about a fulfilment of the needs mentioned in the top three layers, while the travellers with a negative experience on the other hand stated about a negative experience concerning the need of safety and security (Pearce & Caltabiano, 1983). Next to the differences mentioned for the travellers with a positive and negative experience, Pearce (2012) also differentiated experienced travellers and unexperienced travellers, with experienced travellers most often fulfilling a higher need than the unexperienced travellers. Fulfilling different needs would hereby also influence the decision making process about travel destination and activities chosen (Pearce, 2012). As last differentiation, people from different ages (having different life stage), genders, social classes, races, and ethnicities etc. may all have different needs inducing different motivations. As an example, for people that are getting older, the need for love and belonginess is said to become more and more important, being the most important need in the end to assume primacy above all others (Pinto, 2000; Romsa, Bondy, & Blenman 1985).

Looking specifically at the sport tourism market, Holden (1999) investigated the needs of people going on winter sports holiday, showing that more experienced skiers and snowboarders had a higher need fulfilment of the esteem needs while less experienced ones for the belongingness and love needs.

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Going from needs to motivations, a little explanation of the Yerkes-Dodson law may be useful (Yerkes & Dodson, 1908). This law explains that there is a relationship between the strength of a certain stimulus and the performance of a certain behavioural task. The relationship is drawn by a reversed U-shaped function, which is made visible in figure 4.
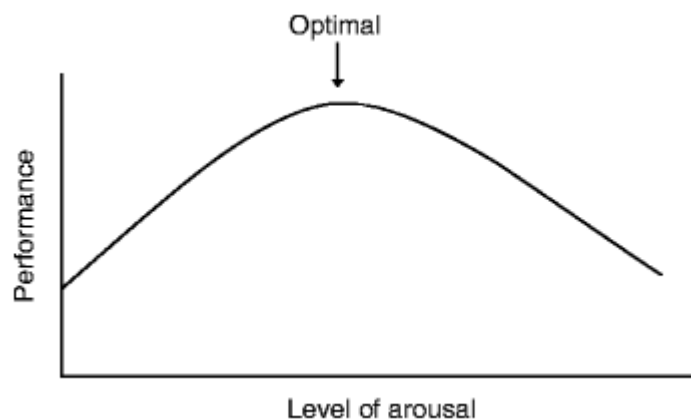
Figure 4 Yerkes–Dodson (Law Cohen, 2011).

The arousal level of a person is said to be a good indicator for this person's motivation to perform a certain behavioural task (Cohen, 2011). Shown by the reversed U-shape bell, the optimal level of arousal is somewhere in the middle and a certain task can increase or lower the arousal level of a person (Cohen, 2011).

In the concept of optimal level of stimulation described by Berlyne's (1960), Berlyne (1960) uses this Yerkes-Dodson law to explain a person's curiosity: A person is always trying to reach an optimal level of arousal in whatever he or she is doing. If the level of arousal therefore drops under a moderate level, that person will go looking for more stimulation and new things to do, to be able to increase his or her arousal level again. When the arousal level gets too high, the specific person will becoming more nervous, actious or scared and he or she will less likely enjoy the task he or she is performing. How a specific task influences a specific person will differ between people (Hebb & Thompson, 1954). The differences in seeking or escaping a certain arousal level can determine the differences in motivations for leisure, sport and tourism choices (Gibson, 2004).

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Now looking at specific motivations of people to perform a certain task, a wide range of motivations have been mentioned in literature. Investing the specific motivations for leisure travel behaviour, the concept of Crompton (1979), dividing the range of motivations into push and pull factor is often used (Crompton, 1979; Dann 1977; Pyo, Mihalik & Uysal, 1989, Uysal & Hagen, 1993; Uysal & Hagen, 1994). The meaning of a <u>push factor</u> hereby is: a personal and emotional motivation that pushes a person into making a certain decision (also called internal or socio-psychological motives). The <u>pull factors</u> on the other hand are the motivations coming from external factors that pulls the specific person toward a certain destination or activity (also called external or cultural motives) (Uysal & Hagen, 1994).

Crompton (1979) has identified a total of nine motives being important for leisure travelling consisting of seven push factors: "escape, self-exploration, relaxation, prestige, regression, enhancement of kinship relations, and social interaction" and two pull factors: "novelty and education". As may be clear, the push factors hereby mostly determines why a person want to go on a holiday, while the pull factors determine more the destination and the type of activities the person will be able to do at the specific destination and thereby on the specific trip (Gibson, 2004). Going back to the Hierarchical Theory of Needs pyramid of Maslow's (1943) seen above, it can be seen that there is a high correlation between a persons need and motivation, both mentioning factors like achievement, prestige, social interaction etc.

Although both push and pull factors may be interesting to use in research, studies may also just use one of the two categories, depending on an interest for one's specific inner motivation or for an interest in the attractiveness of a certain destination for example (Robinson & Gammon, 2004).

2.3.2 PERSONAL CHARACTERISTICS

Differences in needs and motivations of people are often also linked to the characteristics of a person (Murray's 1938). Considering this relation between the motivations and needs of a person and his or hers characteristics exist, investigating a person's characteristics may also be important for explaining a person's behaviour and a person's decision making process.

Looking at the link between needs and characteristics, next to the Hierarchical Theory of Needs of Maslow's (1943) also another theory about needs is often used within the leisure, sport and tourism studies: the Needs Theory of Personality of Murray's (1938). This theory is saying that there is a certain amount of universal needs in the world and a person's character is determined by how the combination of universal needs are organised for a specific person. Simply said, some needs will be more important than others for a certain person at a specific moment in time and this will determine the characteristics of that specific person. For this reason, a person's characteristics are also changing over time when the needs of that person are changing. According to Murray, personality is hereby determined by a person role in life, his or hers group memberships, the specific situations happening in that person's life and the genes of a person (Flett, 2008).

The link between needs, motives and personality can however also be looked at from the other way around. Saying that different persons with different characteristics are generally targeting other needs (Gibson, 2004). Allen (1982) for example defined four useful personality types which can explain different needs and motives of different sport tourism travellers : 1) "The dominant athlete", for this type the physical demands are more important than mental stimulations and competition, challenges, rewards and prestige are very valuable; 2) "The self-assured, independent person", this person likes to do things alone and on its own way; 3) "The cautious individual", this person tends to be less interested in leisure in general and prevents new and unfamiliar activities and 4) "The well-educated, confident, and self-motivated individual", for who mostly social, cultural and mental stimulation is very important (Allen, 1982; Gibson, 2004).

To help clarify and define the dynamic interrelations between personal characteristics and environmental factors and to be able to questionnaire about personal characteristics, socio-ecological models have been developed in literature (Bronfenbrenner, 2000). Socio-economic characteristics hereby most often include characteristics like age, gender, nationality, education level, income, marital status and health/fitness status and are said to be important determinants for the different choices a person makes (Horner & Swarbrooke, 2016; Jönsson, & Devonish, 2008; Mahika, 2011; Mazilu, & Mitroi, 2010).

Looking more in depth at the socio-economic characteristics and the travel decisions people make. Reasons tourists travel may for example depend on the age of the traveller. Different age

segments like teenagers, students, parents, elderly etc. often have different considerations and different motivations when going on holiday. The marital status of a person is hereby often highly linked to the age of a person (Mahika, 2011). Next to age and marital status, also differences in gender are mentioned, with female travellers putting for example more emphasis on emotional relaxation in a trip (Horner & Swarbrooke, 2016). As fourth socio-economic characteristic, the education level of a person seems important, whereby more highly educated travellers show to have more interest in the nature-based and cultural holidays and the low educated travellers having a higher preference for more new and unfamiliar activities that are different from their daily life activities (Horner & Swarbrooke, 2016). The fifth characteristic, the income level, is considered to be important, whereby lower income travellers are mentioned to want to get away from their daily monotony life and they want to do activities that increase their self-esteem, while higher income travellers on the other hand want to be intellectually stimulated, they want to increase their knowledge and they want to have a certain amount of excitement (Horner & Swarbrooke, 2016). Lastly some cultural and nationality differences influence the choices tourists make regarding their holiday. Different religious, habits and different climates make that people from different cultures and nationalities prefer different locations for their holidays (Mahika, 2011).

2.3.3 MOTIVES OF THE ACTIVE SPORT TOURISM TRAVELLERS

Before looking at the motives of active sport tourists it may be useful to state that sport related motives in general are often linked to prestige and specific rewards, to recognition, to having a temporary escape and/or to the feeling or desire for involvement (Kurtzman & Zauhar, 2005). However when looking at sport tourism motives, it has been said that one should not only look at the sport or travel related motives on its own, considering that sport tourism can include and combine many more or other motives to be important than sport or travel motives alone. Doing sports away from home means something different than doing sports at home and traveling in general may not be comparable to sport travellers considering some of the motives (Hungenberg et al., 2016).

Investigating the specific motivations of active sport travellers, not a lot of research has been performed so far, however when looking at the overlapping market of adventure tourism

much more research is shown. The recent review of Buckley (2012) hereby indicated 14 motivators that were mentioned to be significant in earlier studies, going about thrill & sensation, fear, control, skills, achieve, fitness, risk, nature, art, spirit, friends, image, escape and compete. The motivations about risk and competition were hereby however debated on according to Buckley (2012).

One study in favour of the motivation of risk is the study of Pizam et al. (2004). Pizam et al. (2004) specifically looked at the connection between risk-taking and sensation-seeking scores and adventure tourist activities. They conclude that some people are more risk takers than others in general, enjoying mostly the adrenaline that comes with it (Pizam et al. 2004). Concerning that adventurous sports also often contains a certain amount of risk and sensation, increasing a person's adrenaline (Giddy & Webb, 2016), these were the tourist activities most often chosen by the persons having a higher score in study of Pizam et al. (2004). The study of Pizam et al. (2004) may suggest that risk-taking and sensation-seeking can be important motivator for the young travellers to participate in adventurous sport tourism. The study needs however to be validated and more psychological characteristic should be tested to give a more complete conclusion about the psychological characteristics of active and adventurous sport tourists (Abraham, et al. 2004).

Opposite to the young travellers, some studies specifically looked at the baby boomer adventures sport tourists as for example the study of Naidoo et al., (2015). Naidoo et al., (2015) stating that the specific motivations mentioned for the baby boomer adventures sport tourists were fun and enjoyment, relieve from stress and tension, escapism, relaxation, change, novelty, the attractiveness of the physical environment and getting a better health (Naidoo et al., 2015).

Comparing baby boomer and millennial active sport tourist in a kayaking trip, differences between the two groups were found for achievement and stimulation. The younger participants hereby more often went on a kayaking trip to achieve certain goals and to stimulate themselves compared to the older participants (O'Connell's, 2010). Next to achievement and stimulation motivations, O'Connell's (2010) also showed that escaping personal and social pressures and relieving from stress and tension was different between the two groups, with again higher scores for the younger participants.

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2.4 DIFFERENT GENERATIONS

As mentioned within the originality and contribution section above, to be able to go deeper into the consumers behaviour, segmenting a certain consumer market is considered as an effective tool to describe a consumer's profile (Chen, 2003; Park & Yoon, 2009). The subdivision of sport tourism into event, active and nostalgia sport tourism was hereby already considered as segmentation based on a behavioural subjective measurement. However now trying to go deeper, looking at the active sort tourism segment, this group of consumers are still said to be a very diverse groups of people (Kaplanidou & Gibson, 2010; Naidoo, 2015). To further clarify this segment, a further segmentation based on social-economic or demographic data may therefore be useful. In this study millennial and baby boomer active sport tourist are compared, trying to segment the active sport tourists deeper based on age and generation criteria.

As seen in the consumer decision making process, the needs and motives (and thereby also the personality and behaviour) are influenced by a person's age. However when looking at the preferences of certain age groups, also the generation people are part of is said to be important (Wong et al. 2008). In the generation theory of Strauss and Howe (Strauss & Howe, 1991), Strauss and Howe define a generation as a group of people sharing the same birth years with a span of around twenty years (Glass, 2007). In the generation theory of Strauss and Howe (1991) most important criteria mentioned for being part of a generation is: to be a member of a generation, you have a so called shared "age location in history". This age location in history means that some shared formative experiences, social trends or historical events, like growing up after the second world war or growing up in a new technical advanced environment, is said to have lasting influence on the habits and preferences of people (Wong et al. 2008). Due to the shared experiences, the people that are being part of the same generation often also feel like being part of the same group. Getting insight in the needs, motivators and the overall culture of the members of a generation can help managers in any market to target this group of people better (Pendergast, 2010).

The four generations living in today's marketplace are the "Veterans", the "Baby Boomers", the "Gen Xers" and the "Millennials" (Catlett, 2015). Considering that mostly the millennial and baby boomer generations show a remarkable increase in the interest for active and adventurous sport tourism (Hungenberg et al., 2016; Midland & Kington, 2013; Muller & Cleaver, 2000;

Patterson & Pan, 2007), these are the two generations looked at in current study and will be explained in more depth here.

2.4.1 MILLENNIALS

Although the exact start and end date of the Millennial generation is being debated on, authors writing about this generation often refer to a group of people born between the early 1980s and the mid 1990's, saying they are between ±20-35 years old now (college students, young adults and professionals) (Catlett, 2015). Other ways millennials have been referred to are Generation Y, Generation Me or Echo Boomers.

Millennials are said to be the "digital natives", they are described as the generation growing up in a constantly connected world surrounded by many technical innovations. Internet, computers and mobile phones have changed the way of living and strongly influenced characteristics and preferences of this group of people. In general Millennials have a more positive attitudes toward technology than other generations saying that it makes life easier and more efficient. Many things that millennials do in their daily living is thereby also tech-related (Berry, 2001; Prensky, 2001).

The characteristics of millennials have been described in many different ways, both positive and negative. On the negative side they have been described as lazy, impatient, self-centred and prone to jump from job to job. On the positive side they are noted for being more open-minded, confident, liberal, practical and results-oriented and entrepreneurial (Deal et al., 2010; DeBard, 2004).

Considering travelling behaviour, the millennials are described as having a huge desire to see the world and thereby being more global-oriented than other generations. This is shown by an 23% higher interest in going abroad than other generations (Barton et al. 2013). Biggest reason mentioned for the annual growth of millennials travelling has been the increased possibilities of low budget travelling and the increase of peer-to-peer businesses tools like Airbnb, Couchsurfing and BlaBlaCar (Osterwalder & Pigneur, 2010). These peer-to-peer businesses not only make it cheaper to travel, but also adds a social value to the travel and can increase the cultural experience with more opportunities for different types of stays for example (Godelnik, 2017).

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Next to the higher interest, the millennials are also said to view travelling differently. Where older consumers tend to see travelling more as a luxury, the millennials often see their international trips as an important life experience, fundamental for their personal development (Barton et al. 2013). They use travelling to develop themselves, considering that going abroad often offers new opportunities and experiences like learning about other cultures. Having cultural knowledge and experience has therefore also became an important marker of affluence (Barton et al. 2013; Swartz, 2016).

Another important issue concerning travellers behaviour is that millennials also see themselves as more adventurous and more receptive to new ideas (Deal et al., 2010; DeBard, 2004; Millennial marketing, 2016). The sports and outdoors adventure tourism industry is there for mentioned as one of the important new activities of the millennial travellers (Cain, 2016). Looking at specific psychological characteristics of these millennial adventure travellers, a connection between high risk-taking and sensation-seeking scores and adventure tourist activities is found (Pizam et al. 2004).

2.4.2 BABY BOOMERS

Baby boomers are the generation born between 1946 and 1964, being between 52 and 70 years old now. The baby boom definition stance for a remarkable rise in the birth rate after the Second World War. Baby boomers have seen both poverty and wealth, poverty while growing up after the world war when recourses were scares, and wealth since lots of financial aid was given by the government for post-war housing and education and because of the general economic was highly expanding after the world war, also called the Golden Age of Capitalism (Jones, 2015; Marglin & Schor, 2015; Owram, 1997). Although baby boomers have both seen poverty and wealth, for the most baby boomers grew up during a time of high economic growth, whereby they were also the first to grow up with technical appliances like refrigerators, washing machines, televisions, and automobiles (Deal, Stawiski, Gentry, & Cullen, 2014). They most often grew up in a family with parents still staying together (two-parent families), having a high degree of safety, secured jobs and confidence in the future. Both men and women were getting more highly educated, getting also both independent sources of income (Seeberger, Schwarting, & Meiners, 2010). However also

many social changes happened when the baby boomers grew up, they rebelled against the morals of that time and the baby boomers are said to have redefined the traditional values (Owram, 1997). Religion became less important and there arose a more free mentality considering relationships and sex. Marriages where not the only type of relationships anymore and also gay relationships became more open. It was a time of more freedom considering making own choices, self-expression and having more autonomy about someone's own lifestyle (Gilleard & Higgs, 2008).

Describing the group of baby boomers, they are considered to have a strong work ethic. They work hard and they work long and their self-worth is many times linked to their professional successes. They are mentally strong, baby boomers are better at keeping their minds focused on one particular subject or topic and they show high attention spans. Next to that they show to be really disciplined, independent and self-assured. They are goal-centric, setting goals and achieving goals is very important for their own value and competition is one of their biggest motivators (Jorgensen, 2003; Gillon, 2010).

Considering travelling behaviour, while getting at an age of retirement they have more free time to spend and getting older in general they have less social and family obligations than younger people (Patterson, 2012). Next to that, the baby boomers are healthier, wealthier, better educated, more affluent and more independent than older generations were at the age of 52-70 years (Muller & Cleaver, 2000, Naidoo et al. 2015 & Patterson, 2012). Differences with previous generations at the age of 52-70 years are also visible by different attitudes and lifestyles mentioned in literature and by the fact that they also see themselves as younger than they actually are (Patterson, Balderas-Cejudo, & Rivera-Hernaez, 2017). Together the baby boomers are said to be keen to travel and to do things they have never done before (Muller & Cleaver, 2000, Naidoo et al. 2015 & Patterson, 2012).

Looking at the specific travel preferences, high climate destinations and traditional sightseeing and cultural trips are still popular under the baby boomer travellers, however experiencing adventure, culture and having authentic learning experiences have become more and more important (World Tourism Organization, 2001). Trips that have become less popular under this new retirement cohort group are the beach holidays which have their main focus on relaxation

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(Patterson, Balderas-Cejudo, & Rivera-Hernaez, 2017; World Tourism Organization, 2001). The baby boomers want to have a richer feeling of experiencing by discovering new things, getting new knowledge, learning new skills and being involved in new and adventures activities (Conceição & Skibba, 2008; Harwood, 2007). Some differences between men and women have however been mentioned, whereby men are said to be more interested in action and adventure types of holiday and women are more interested in getting new cultural and educational experiences (Chiang & Jogaratnam, 2006).

Looking at the active sport tourism market, it has mentioned that baby boomers are nowadays starting to get more interested in actively participating in new activities like hiking, diving, surfing, mountain climbing and riding while being on holiday (Naidoo et al., 2015). Their specific motivations mentioned for this type of holidays thereby are because of fun and enjoyment, relieve from stress and tension, escapism, relaxation, change, novelty, the attractiveness of the physical environment and getting a better health (Naidoo et al., 2015). However this study also states about the importance of more research on the motivations of baby boomer active sport tourists that needs to be done (Naidoo et al. 2015). Already one consideration for example is that although escaping and relief from stress and tension was mentioned as one of the most important factors for baby boomer to go on an active sport tourism trip, comparing baby boomer and millennial active sport tourist participating in a kayaking trip it was seen that for the younger age groups escaping from personal and social pressures was significant more important than for the older age group (O'Connell's, 2010).

2.5 LITERATURE MAP
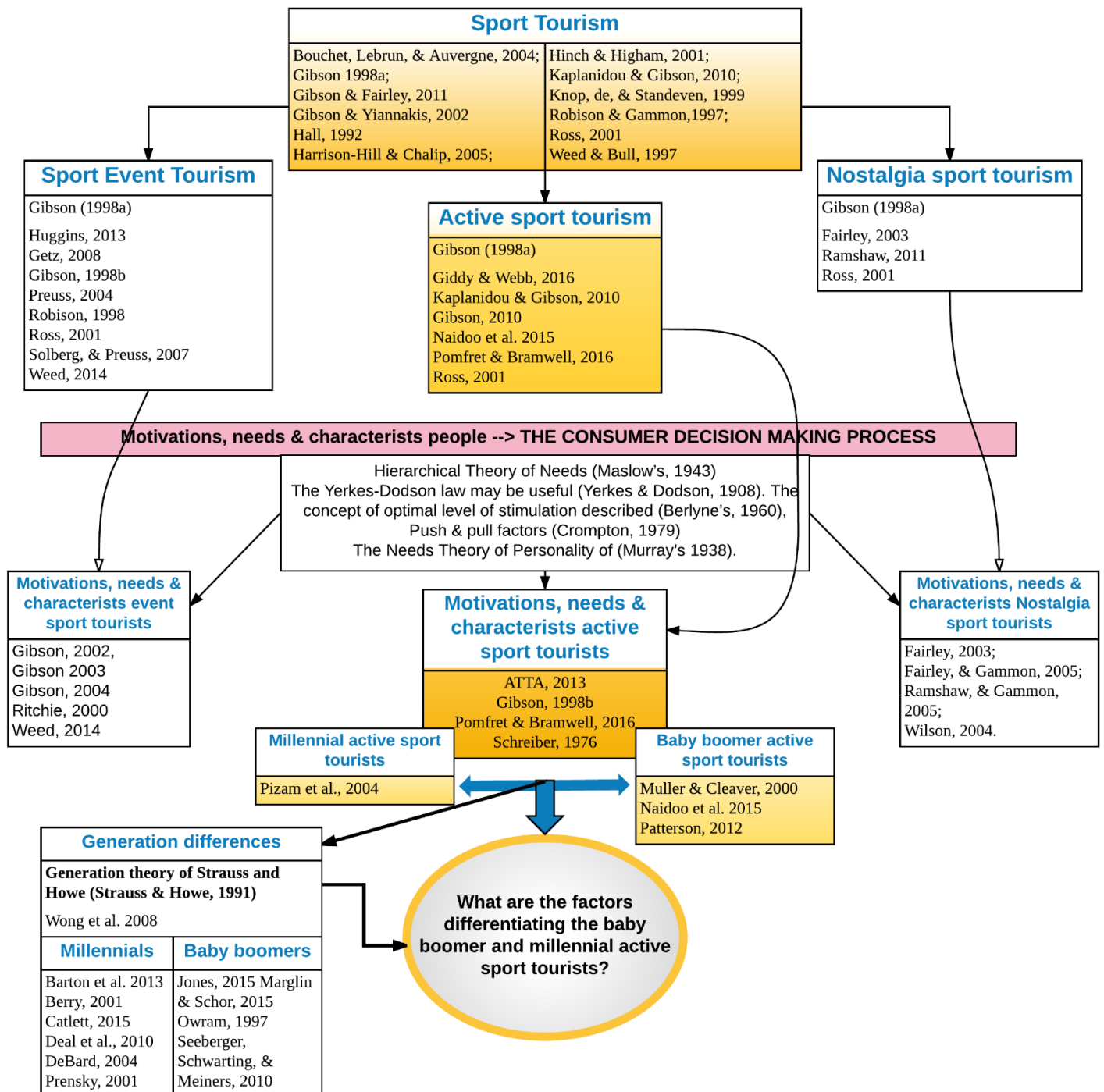
Figure 5 Literature map of the literature review performed and described in section 2.

3. CONCEPTUAL FRAMEWORK

Sport Tourism				
Sport Event Tourism		**Active sport tourism**		**Nostalgia sport tourism**
Motivations, needs & characterists people --> the consumer decision making process				
Hierarchical Theory of Needs (Maslow's, 1943)	The Yerkes-Dodson law (Yerkes & Dodson, 1908).	Push & pull factors (Crompton, 1979)	The concept of optimal level of stimulation (Berlyne's, 1960),	The Needs Theory of Personality (Murray's 1938).
Motivations, needs & characterists event sport tourists				**Motivations, needs & characterists Nostalgia sport tourists**

Motivations, needs & characterists active sport tourists

Millennial active sport tourists   **Baby boomer active sport tourists**

the generation theory of Strauss and Howe (Strauss & Howe, 1991)

What are the factors differentiating the baby boomer and millennial active sport tourists?

Figure 6 Conceptual framework with depicted research gap.

The literature review in section 2 has given an rough overview of the research done so far around the topic of sport tourism. It has looked at the general theories used to describe the motivations, needs and characteristics of people and more specifically of (sport) travellers. At last is has given a rough description about the habits and preferences of two specific generations, the millennials and baby boomers.

The conceptual framework in figure 6 above is hereby showing how the bulk of information is leading towards the concept of current research. It starts with the overarching sport tourism market, capturing a big market with a big range of tourists. To be able to get a better overview of this big sport tourism market, often the division of Gibson (1998a) has therefore been used. Gibson (1998a) divided the sport tourism market into three main categories of sport tourism: sport event tourism, active sport tourism and nostalgia sport tourism.

Considering the tourism market, most valuable knowledge for travel practitioners may hereby be the knowledge about needs, motivations and characteristics of travellers. Having a good understanding of these factors representing travellers can for example help to increase the value of travellers given to a specific products and services offered (Mahika, 2011). Within the leisure tourism market 5 theories about needs, motives and characteristics are therefor often described: 1) the Hierarchical Theory of Needs (Maslow's, 1943), 2) The Yerkes-Dodson law (Yerkes & Dodson, 1908), 3) The concept of optimal level of stimulation (Berlyne's, 1960), 4) Push & pull factors (Crompton, 1979) and The Needs Theory of Personality of (Murray's 1938).

Going down the conceptual framework (figure 6), for all three segments the same theories about needs, motives and characteristics may apply and they can all be used to describe the specific motivations, needs and characteristics of the travellers within these three segments.

Considering the three groups, most research done so far has been devoted to the event sport tourism market, with less interest for the nostalgia and active sport tourism market. Especially for the active sport tourism market however, an extensive growth has been mentioned in the latest decades, increasing also the market potential of this market. The limited research done so far on this group of travellers is hereby contradicting this enormous growth in the market (Goodnow, 2005; Hungenberg et al., 2016; Pomfret & Bramwell, 2016, Weed, 2014).

Looking at the research that has been done, it has become clear that the active sport tourism market is still a very broad and complex market, making it hard for practitioners and other researchers to capture a clear picture of the group (Kaplanidou & Gibson, 2010; Naidoo, 2015). A further segmentation of the market may therefore be helpful to clarify the market. One segmentation method often used is a segmentation based on social-economic or demographic data like age for example. As explained earlier, this method is also considered to be a useful option in current research, whereby both the millennial and the baby boomer travellers have shown a clear increase in interest for the active sport tourism market (Hungenberg et al., 2016; Midland & Kington, 2013; Muller & Cleaver, 2000; Patterson & Pan, 2007).

The analogue interest of the two groups in the same type of holiday may have induced some similarities in the motivations, needs and characteristics of these travellers (Crompton, 1979). In general however it has been mentioned in literature that motivational determinants are often different for different age groups (Kurtzman & Zauhar, 2005; Mahika, 2011).

Coming back to the problem seen so far, a better understanding of the active sport tourism market is needed and a further segmentation of the broad and complex market can thereby be very useful. Two interesting markets to investigating hereby are the millennial and the baby boomer active sport tourist. Some studies so far have focused their research on one of the two markets, however none of them has actually compared the two within the total active sport tourism market. Knowing whether these two generation groups can be considered as two distinctive segments can significantly help further clarify the big active sport tourism market and is considered here to be an important research gap to devote more research on.

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4. METHODOLOGY

4.1 OVERALL RESEARCH DESIGN

Purpose of this study is to investigate and compare the characteristics, needs and motives of baby boomer and millennial active sport tourists, thereby trying to find out which factors differentiate the two groups. Of course many subjective opinions may exist about why a certain person decides to go on an active sport trip, however this study tries to overlook the overarching groups to be able to give more general recommendations.

The research design used in current study is based on the positivism philosophy. The positivism philosophy is stating that only empirical research can be used to get to know the truth and to be able to explain and predict a certain phenomenon on the proper way (Collins, 2010). Empirical science means that the science comes from observations and/or sensations of natural phenomena, which may afterwards only be interpreted by using reason and logic. Emotions, feelings and intuitions are thereby specifically rejected (Crossan, 2003). Empirical observations are seen as hard facts and the relationships between the empirical observations are formulated as scientific laws. Since knowledge can only be true when it is based on specific general properties and relationships, our world is said to be operating through coherent rules. Since only empirical research can obtain the truth, research should be done on an experimentally, whereby results should always be observable, measurable and objective (Crossan, 2003; Saunder, Lewis & Thornhill, 2009).

When research is based on the positivism philosophy some general implications should be considered (Crossan, 2003; Hughes & Sharrock, 1997):
- Methodology: as a general rule, quantitative research should be performed. In this quantitative research sampling techniques like surveys are most often used. The quantitative research sampling technique will be discussed in more detail in the data collection techniques and research instruments section.
- Reductionism: reducing data to the simplest smallest element makes that problems are more easily understood. Data collected is therefore usually expressed numerically.

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Advantage of reductionism is that by reducing data to the simpler, smaller element, the hypothesis and theories can be tested using statistics which can help generalize the findings. A second advantage of reductionism is that complex problem of defining motives and characteristics are simplified and restructured to a limited number of variables, what makes them easier to be understood (Creswell, 2013; Walle, 1997).

- Causality: the aim of research should be finding certain causal relationships between empirical observations, which can be described as scientific laws. The numerical expressed data can be easily modulated mathematical, whereby models and theories can be built. Due to the fact that data is mathematical, the relationship between independent and dependent variable can be studied in detail, cause and effect can thereby searched for in a controlled manner. With the mathematic models and theories future events or quantities may be predicted (Saunder, Lewis & Thomhill (2009).

- Value-free and independent: the role of the researcher should be independent. Deciding what to study should be based on objective criteria, leaving out all subjective emotions, feelings and interests. An advantage of this value-free and independent research is that conclusions made will be more reliable and objective (Creswell, 2013; Walle, 1997).

The last point of value-free and independent research is a clear advantage of using the positivism philosophy, considering that the researcher is independent and the data collected is collected value free, the data should always show the truth. However although the data collected represent the truth, as criticists are saying, it may not always present the whole truth. Social and historical backgrounds for example, which are also said to influence behaviour and motives, may not be hardly measurable and are thereby left behind (Johnson, Onwuegbuzie & Turner, 2007).

In the positivism philosophy most often a hypotheses is formulated based on an existing theory. By considering the existing theory, the researcher is trying to find specific causes and relationships. As discussed, to be able to find this specific causes and relationships, numerical data is collected and modulated mathematical by the researcher. This approach is called a deductive approach. In a deductive approach at first one or more hypotheses are formulated based on an

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existing theory, second the research strategy is built around it and as last the formulated hypotheses are tested (Gauch, 2012).

The deductive approach is opposite to the inductive approach, whereby the deductive approach works from the more general to more specific (theory – hypothesis – observation – conformation) and the inductive approach the other way around from the more specific observations to more broader generalizations and theories (observations – pattern – tentative hypothesis – theory) (Gauch, 2012).

The hypotheses of current study are based on prior studies explaining how certain social-economic characteristic and motivations of a person are generally influencing the decision making process of a person. As explained in the literature review above, often a clear link is seen between a person's characteristic, needs and motivations, also influencing a person's behaviour (Berlyne's, 1960; Gibson, 2004; Maslow's, 1943). The hypotheses are based on the theory that on one hand a similar interest of people in the same type of holiday can provide similarities in their motivations, however on the other hand some difference in age (and corresponding life style) may induce some clear differences in their motivations and behaviour (Goodnow, 2005; Kurtzman & Zauhar, 2005 Wong et al. 2008).

At last, the hypotheses of this study are formed on the little research done before on active sport tourists and based on the literature concerning other sport tourism types and overlapping fields like adventure tourism (Pomfret & Bramwell, 2016). Hypothesis of current study hereby is that some differences between baby boomer and millennial active sport tourist exist, however which specific factors differentiate the baby boomer and millennial active sport tourists is investigated in current study.

4.2 DATA COLLECTION TECHNIQUES AND RESEARCH INSTRUMENTS

For current study surveys were used to collect data about the characteristics, needs and motivations of baby boomer and millennial active sport tourists. By using surveys a large sample size can be more easily collected (Creswell, 2013; Walle, 1997). This is important for current

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research, considering that for testing whether the millennial and baby boomer active sport tourist can be considered as two different segments, data of many variables is needed. Only with a big enough sample size the specific sample may be used as representative for a certain population (Creswell, 2013; Walle, 1997).

Due to the fact that the same data (by using the same surveys) for the baby boomers and the millennials active sport tourists are collected, the findings can easily be compared. The survey data will therefore be transformed to numerical data, making mathematical calculations for comparing the two groups possible (Creswell, 2013; Walle, 1997). By using the surveys to collect the data, there will be minimal interaction between the researcher and the participant, keeping the researcher as independent of the research as possible (Wilson, 2010). This is important to be able to give reliable recommendations, whereby data should only be collected and interpreted on an objective manner, being based on logic and being value free.

Although there are many advantages of using quantitative research as mentioned above, also some disadvantages exist. The point that a big sample can be used as representative for a certain population is for example an advantage, however it may also be considered as a disadvantage. The sample taken is assumed to be represent the characteristics, motives and opinions of the total population. However you will never know for sure if the sample taken is a truly good representative of the total population (Creswell, 2013; Field, 2009; Walle, 1997). Another disadvantage of quantitative research and using surveys is that the outcomes gathered by quantitative research may be easier to understand due to the reductionism, however it will thereby also be less detailed compared to qualitative research. The data collected may thereby miss some desired answers (Crossan, 2003). A last disadvantages of using surveys, is that the meanings of questions cannot be discussed. Questions can be misinterpreted or misunderstood. Together these disadvantages can sometimes lead to unintended bias and wrong conclusions (Creswell, 2013; Walle, 1997).

The surveys of current study are distributed online by using Google forms (Google Forms, n.d.). Using an online survey platforms has some advantages above traditional pen and paper surveys (Fricker, 2008). The first advantage being that a big amount of people situated a different

locations can be easily reached. Secondly, the handling time of online surveys are much faster since there is no time needed for giving or sending back and forward between the many participants and the researcher. Third, the data that comes out of the platform can easily and directly be used for statistical testing and comparison, considering that the output data can be directly transformed in the preferred output file as an excel sheet for example (Fricker, 2008). The output file is hereby directly made by the program together with some overviewing graphics (Google Forms, n.d.). Last, comparing Google forms with other online platforms, this platform is for free (Google Forms, n.d.).

A disadvantage of online surveys however is that not all groups of people in a population may have access to a computer or internet. This is however not very common anymore in The Netherlands, the country where current study has taken place, shown by a percentage of 93.7 % of the population using internet in Holland nowadays (Internet Live Stats, 2016).

The questionnaire used in current study consists of a few active sport tourism related questions, like how often someone goes on an active sport tourism holiday, what type of sport he or she performs on these holidays, if he or she is a hobbyist or event tourist (Kaplanidou & Gibson, 2010), if the travel holidays are competition related or not and if the trips are self-organised or organised by an organisation (Naidoo et al., 2015). Next to the active sport tourism related questions, also questions considering social economic characteristics where included, asking about: age, gender, nationality, education level, income, marital status and health/fitness status (Horner & Swarbrooke, 2016; Jönsson, & Devonish, 2008; Mahika, 2011; Mazilu, & Mitroi, 2010).

At last, questions considering a person's motivations to go on an active sport tourism trip were included. To know which motives should asked for in current study, earlier studies investigating on the motivations of active sport tourist were being overlooked. Considering that not many studies have looked at active sport tourism motivations before, also studies looking at adventure tourism were used, considering the big overlap seen between the two types of tourism (Pomfret & Bramwell, 2016). The review of Buckley (2012) was hereby considered as most useful, considering that Buckley was the most recent review looking at 50 earlier studies on participant motivations in adventure tourism and recreation. Buckley indicated 14 motivators in his study which were mentioned to be significant in earlier studies, summarised in table 3.

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Table 3 Table derived from Buckley (2012), showing the 14 motivations mentioned to be significant for adventure activity travellers together with four added motivations (coloured blue) and derived from Crompton (1979), Naidoo et al., (2015) and Pizam et al. (2004). Motivations are categorised in the right section and the coding name used in SPSS and a little explanation about the motivations are also given.

Internal, performance of activity		
Motivation	*Coding SPSS*	*Explanation*
Thrill & Sensation	[ThrillSensation]	Adrenalin, excitement
Fear	[OvercomeFears]	Overcomming fear
Control	[PhysicalMentalControl]	Maintaining physical and mental control of one's body
Skills	[EnhanceSkills]	Using expertise to perform very difficult tasks
Achieve	[Challenge]	Overcoming challenges to reach difficult goals
Fitness	[ImproveHealth]	Activity simply as a way to keep physically fit
Risk	*[Risk]*	[Danger as a direct motivation]
Adrenalin	[Adrenalin]	Enjoying the adrenalin that comes with this activities
New	[New]	Trying new things
Fun & Enjoyment	[Fun]	Enjoying the specific activities
Internal/external, place in nature		
Nature	[BeautyNature]	Appreciation of beauty
Art	[Artistic]	Perception of activity as artistic
Spirit	[Spiritual]	Activity as spiritual experience
External, social position		
Friends	[Social]	Enjoyment in sharing and activity with others
Image	[Image]	Enhancing how one is perceived by others
Escape	[Escape]	Change from routine of home or work
Compete	*[Compete]*	[Competition against others]

Relieve/Refresh	[Relieve]	Relieve from stress and tension/to relax and refresh.

After comparing these 14 motives with other studies, like studies looking at the often used push and pull factors of Crompton (1979), four more motives were added: The first was about adrenalin, which was added considering that a connection between high risk-taking and sensation-seeking scores and adventure tourist activities were found for young travellers in the study of Pizam et al. (2004). Pizam et al. (2004) concluded that some people are more risk takers than others in general, enjoying mostly the adrenalin that comes with it.

The other three motives were: trying new things, fun and enjoyment and relief from stress and tension/to relax and refresh. These three motives were added after looking at the study of Naidoo et al., (2015) investigating the specific motivations mentioned for the baby boomer adventures sport tourists. Although some overlap was seen with the motivations mentioned by Buckley (2012), these three were not yet included. Investigating escapism and to relieve from stress and tension was thought to be especially important to ask considering that in the study of O'Connell's (2010), comparing baby boomer and millennial active sport tourist participating in a kayaking trip, a difference between the two groups was found for escaping personal and social pressures (O'Connell's, 2010).

The questions considering motives are asked using a 5 item Likert scale (Likert, 1932). With this scale participants can indicate to what extent they agree or disagree with a certain question asked about a specific motive. The 5 items are ranged as follow: strongly disagree – degree – neutral – agree – strongly agree. Considering that current study was mostly performed in The Netherlands, the questionnaire was made in both Dutch and English, whereby people could choose their own preferred language. For the complete questionnaire see appendix A&B.

4.3 RESEARCH CONTEXT AND PARTICIPANTS

As mentioned at the start of the literature review, many definitions for the overarching sport tourism industry exist in literature (table 1). For current study it was decided to use the latest dated definition of Gibson & Fairley (2011): "Leisure-based travel that takes individuals temporarily

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outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities" (Gibson & Fairley, 2011, p.171). Considering however that current study only investigated on the active sport tourism subdivision of sport tourism, only the first part of the definition is important: "Leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities" (Gibson & Fairley, 2011, p.171). No distinction in current study was being made between the "non-event" or "hobbyists" versus the "event" or "activity" participants proposed by Kaplanidou & Gibson (2010) or between the "soft" and "hard" activities proposed by Naidoo (2015). Current study did however apply a differentiation of the active sport tourism market into the millennial and the baby boomer active sport tourist.

To find out what the characteristics and motives of baby boomer and millennial active sport tourist travellers are in current study, the following group of people were asked to fill in the questionnaire: the baby boomers and millennials that go at least ones a year on an trip outside of their home communities with the purpose to actively participate in sports. Since the characteristics of baby boomers and millennials are compared, the participating group was divided into two different groups: the first group being the millennial travellers and the second group the baby boomer travellers, this made the inclusion criteria as follow: Age: Group one = 20 ≤ & ≥35 years old, group two = 52 ≤ & ≥ 70 years old (Catlett, 2015; Strauss & Howe, 1991).

Mentioned in the research design section, current study is based on the In the positivism philosophy and quantitative research is therefore performed. In quantitative research, as a rule, a big randomly selected group of people should be selected to get reliable insights and to make the sample representative for a certain population (Creswell, 2013; Crossan, 2003; Hughes & Sharrock, 1997; Walle, 1997). Random sampling hereby means that each individual of the entire population invested can be chosen with a same probability of chance. Since each individual can be chosen by the same chance percentages, the sample hopefully shows the same distribution of characteristics as the real population (Field, 2009). To ensure that the sample size is a good representative of the entire population invested on, a saturation point of the amount of people in the sample should be calculated and reached (Starnes, Yates & Moore, 2010).

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The sample size of current research was set on at least 100 participants per group, with a total sample size of 200 participants. As described, to reach this number of participants an online survey was used for current research. the online survey is distributed by using mail and online platforms, like Facebook and LinkedIn and is shared by many friends, family members and other students. Considering that 1,227 million people use Facebook worldwide and 467 million people use LinkedIn worldwide nowadays (UNWTO Statista, 2016) many people could have accessed the questionnaire. However because the survey was distributed by many people living in The Netherlands, the population invested on in this study mostly consists of the Dutch millennial and baby boomer active sport tourists from the Netherlands. By using the online platforms, a random selection of the total population of millennial and baby boomer active sport tourist in The Netherlands filled in the questionnaire, making them a good representative of the entire population invested on.

4.4 DATA ANALYSIS

Looking at the survey in Appendix A, it can be seen that most variables measured in this study are categorical (binary and polytomies) measures, with the only exception being age, being an numerical value. The different variables asked using the online survey were coded in SPSS as follow:

Age: The specific age of the participant, measured with an open question = a numerical (scale) variable.

Generation: Measured with a dichotomous closed question. Value coding: 1 = Millennial, 2 = Baby Boomer.

TimesAYear: How often a year does the participant goes on an active sport trip, measured by a multiple choice question (Ordinal scale). Value coding: 1 = 1x a year, 2= 2-4x a year, 3 = 5-7x a year, 4 = 8-11x a year, 5 = 1x a month.

Organisation: The preference of the participant, measured with a dichotomous closed question. Value coding: 1 = Self organised, 2 = organised by an organisation / participating in an event.

Competition: The preference of the participant, measured with a dichotomous closed question. Value coding: 1 = Competition related, 2 = An active sport holiday without any form of competition.

EventHobbyist: The preference of the participant, measured by a multiple choice question (Nominal scale). Value coding: 1 = Event, 2 = Hobbyist, 3 = Both.

Gender: Measured with a dichotomous closed question. Value coding: 1 = Male, 2 = Female.

Education: The highest degree or level of school completed, measured by a multiple choice question (Ordinal scale). Value coding: 1 = Primary school, 2 = High school graduate, diploma or the equivalent (In the Netherlands this would be MAVO, HAVO or VWO), 3 = Trade/technical/vocational training / LBO, 4 = Intermediate vocational education / MBO, 5 = Higher vocational education / HBO, 6 = University Bachelor's degree, 7 = University Master's degree, 8 =PhD

MaritalStatus: Marital/home situation status, measured by a multiple choice question (Nominal scale). Value coding: 1 = Single, 2= Single with kids, 3 = Partner, not living together and without kids, 4 = Partner, not living together but with kids, 5 = Living together, without kids, 6 = Living together with kids, 7 = Married, without kids, 8 = Married, with kids (living at home), 9 = Married, with kids (not living at home), 10 = Widow

Income: Monthly spendable income, measured by a multiple choice question (Ordinal scale). Value coding: 1= < €500, 2 = €500 - €1000, 3 = €1000 - €1500, 4 = €1500 - €2000, 5 = €2000 - €2500, 6 = €2500 - €3000, 7 = €3000 - €3500, 8 = > €3500

FitnessStatus: Average times of doing sports (at least 30 minutes, higher intention workout) a week, measured by a multiple choice question (Ordinal scale). Value coding: 1 = 1-2 times a week, 2 = 3-4 times a week, 3 = 5-6 times a week, 4 = Every day

18 motivational questions: See table 3 for coding and an explanation, measured by a multiple choice question (Ordinal scale). Value coding: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

For the analyse of all variables, IBM SPSS version 24 was used in current research. Before starting to analyse, a preliminary examination of the data was performed to detect any missing data and outliers. After the preliminary examination was performed, an overview of the data was gathered using descriptive statistics, expressing the results by using graphs, frequencies, mean ± SD and median ± the interquartile range values. Both the , mean ± SD and median ± the interquartile

range values are shown in current study considering that ordinal data cannot be normally distributed, and the mean and SD are thereby not considered as appropriate (Field, 2009). However many discussion about the appropriateness of using mean and SD values does exist, whereby also many authors argue in favour. These authors argue that the Likert scale may be seen as a real scale, also published important papers in important magazines by using the mean and SD values (Carifio & Perla, 2008; Jamieson, 2004; Winter, de & Dodou, 2010).

To test whether the questionnaire of the 18 motivational variables were reliable, the Cronbach's Alpha was calculated, together with the Cronbach's Alpha when one of the item was deleted. A Cronbach's Alpha above 0.7 is hereby considered as acceptable, between 0.8 and 0.9 it is even seen as good an above 0.9 it is considered as excellent reliable (Field, 2009).

At last, to test whether any significant difference between the baby boomer and millennial active sport tourists exist, Pearson's Chi-square tests were used. For the Chi-square test no assumption of normally is needed. The independence chi square test may therefore be used to compare two independent groups for a variable measured on a ordinal or nominal scale (considering that the values cannot be normally distributed as they are not measured on a continuous scale, but on a categorical scale) (Field, 2009). Two assumptions that have to be met for the chi-square test are: 1) the first is about the sample size which should be big enough, whereby the sample sizes are considered as to be too small when more than 20% of the contingency cells have an expected values of less than 5. When this assumption is not met, one should look at the outcome of the Likelihood Ratio test (or the Fisher's exact test for a 2x2 table) instead of looking at the outcome of the Pearson's chi-square test and 2) The variables measured should be independent, so data may not be correlated as is the case by a repeated-measures design for example (Field, 2009). To make any conclusions about whether a significant difference exist for any variable measured in current study, the significance level was set at a p-value of 0.05 (5%). The null hypothesis in this study is as follow: characteristics and motives of baby boomer and millennial active sport tourists are similar, so rejecting the null hypothesis would mean that a difference is found between the baby boomer and millennial active sport tourist for a specific characteristic or motive.

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4.5 ETHICAL CONSIDERATIONS

While performing research it is always very important to consider the ethical risks the researchers are taking. Important topics concerning the ethics of a research thereby are concerning confidentiality, informed consent, quality of outcomes, reliability and replicability.

Starting with confidentiality and informed consent of current research, an extensive look at the online surveys used in current research to collect data was given. Before starting the research first an ethical form was completed and signed by both the researcher and the supervisor (see Appendix C). To make sure participants truly understood the purpose, use and meaning of current study, an explanation and clarification was given at the beginning of the questionnaire. It was mentioned that all data was going to be kept strictly confidential and anonymous and that the outcome would only be used for current study. All together this made it possible for the participants to have their own informed judgment about whether they do or do not wanted to participate in current study (Blumberg, B, Cooper, D. R. & Schindler, P. S., 2003). For any questions, problems or if someone wanted his or her data to be deleted (time and date of submission should have been remembered by the participant, considering the fact that all data is anonymous) the researcher's information was provided (see questionnaire in Appendix A&B).

Next, looking at the quality of the outcome of current study, the surveys used in current study were designed using earlier studies investigating on the motives of active and adventurous sport tourist. Considering that not many studies have looked at active sport tourism motivations before, also studies looking at adventure tourism were used, considering the big overlap seen between the two types of tourism (Pomfret & Bramwell, 2016). Although the two tourism industries show a big overlap, they are not the same, what could influence the measurements accuracy. Considering the sources and time available this was however considered as the most accurate option.

Next to looking at the design of the questionnaire it is also important to consider that only quantitative research was performed in current study. Using surveys, outcomes may be simplified and less detailed compared to when (also) qualitative research is performed. Although surveys are an objective way of collecting data that are said to always represent the truth, it may not always

present the whole truth. Detailed outcomes of social and historical backgrounds for example, which are also said to influence behaviour and motives, are not measurable using surveys and are thereby left behind in current study (Johnson, Onwuegbuzie & Turner, 2007).

Looking at the reliability of the outcomes is mentioned in literature that the outcomes of a study must be replicable, meaning that when another researcher is repeating the experiment, the outcome should be similar to the outcomes of this study (Donner & Eliasziw, 1987). To be able to ensure this, it was tried to reach a sample size as big as possible and sampling was tried to be done as randomly as possible. This was needed to give a good representation of the total group of active sport tourists and to make sure that the sample include people from both genders, people with different educational background, different race and nationalities, different incomes etc. (Donner & Eliasziw, 1987). Concerning the reliability of current study, at first it is important to note that the researcher was kept as independent from the research as possible, having a minimal interaction between the researcher and the participant (Wilson, 2010). This was done by using the online surveys. One consideration may however be about the fact that the surveys of currents study were distributed using mail and online platforms, like Facebook and LinkedIn. Participants were reached due to the sharing by friends, family members and other students. Although an enormous amount of people can be reached by using the online platforms (UNWTO Statista, 2016), whether a random selection of the total population of millennial and baby boomer active sport tourist was reached may be debated on. This may be due to the fact that first the connections of the researcher are targeted. By using online surveys it may however be easier to reach many people situated a different locations than when using traditional paper surveys (Fricker, 2008).

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5. RESULTS

5.1 DESCRIPTIVE STATISTICS

A total of 262 participants were tested in current study existing out of a total of 138 millennial active sport tourist (with an average age of 27,01 years) and 124 baby boomer active sort tourists (with an average age of 58,76).

All means, standard deviations (SD), medians and the interquartile range of the variables tested for this group of participants are shown in table 4, 5, 6 & 7. Table 4 & 6 hereby presents the values for the total group and in table 5 & 7 a distinction between the millennial and baby boomers active sport tourist is made. The first two tables (table 4 & 5), show the descriptives for the active sport tourism related questions, and the social economic characteristics. The last two tables (table 6 & 7) are concerning the 18 motivational questions.

Table 4

Descriptive Statistics

Millennials & Baby Boomers					
	N	Mean	SD	Median	IR
Generation	262	1,47	,500		
Age	262	42,04	16,336	2	1
TimesAYear	262	1,58	,612	2	1
Organisation	261	1,07	,247	1	0
Competition	261	1,93	,260	2	0
EventHobbyist	259	2,14	,430	2	0
Gender	261	1,50	,501	2	1
Education	261	5,74	1,618	6	2
MaritalStatus	262	5,03	3,016	5	6
Income	248	5,36	2,150	5	4
FitnessStatus	262	1,64	,691		

Table 5

Millennials						Baby Boomers					
	N	Mean	SD	Median	IR		N	Mean	SD	Median	IR
Generation	138	1,00	,000			Generation	124	2,00	,000		
Age	138	27,01	3,162			Age	124	58,76	4,480		
TimesAYear	138	1,63	,640	2	1	TimesAYear	124	1,53	,576	1	1
Organisation	137	1,08	,273	1	0	Organisation	124	1,05	,215	1	0
Competition	138	1,89	,312	2	0	Competition	123	1,97	,178	2	0
EventHobbyist	136	2,16	,490	2	0	EventHobbyist	123	2,12	,353	2	0
Gender	138	1,64	,482	2	1	Gender	123	1,35	,479	1	1
Education	137	5,93	1,471	7	2	Education	124	5,52	1,746	5	2
MaritalStatus	138	3,03	1,978	3	4	MaritalStatus	124	7,27	2,327	8	3
Income	126	4,01	1,773	4	2	Income	122	6,76	1,516	7,5	2
FitnessStatus	138	1,72	,702	2	1	FitnessStatus	124	1,54	,667	1	1

Table 4 & 5 Generation: 1 = Millennial, 2 = Baby Boomer. TimesAYear: 1 = 1x a year, 2= 2-4x a year, 3 = 5-7x a year, 4 = 8-11x a year, 5 = 1x a month.Organisation: 1 = Self organised, 2 = organised by an organisation / participating in an event. Competition: 1 = Competition related, 2 = An active sport holiday without any form of competition. EventHobbyist: 1 = Event, 2 = Hobbyist, 3 = Both. Gender: 1 = Male, 2 = Female. Education: 1 = Primary school, 2 = High school graduate, diploma or the equivalent (In the Netherlands this would be MAVO, HAVO or VWO), 3 = Trade/technical/vocational training / LBO, 4 = Intermediate vocational education / MBO, 5 = Higher vocational education / HBO, 6 = University Bachelor's degree, 7 = University Master's degree, 8 =PhD. MaritalStatus: 1 = Single, 2= Single with kids, 3 = Partner, not living together and without kids, 4 = Partner, not living together but with kids, 5 = Living together, without kids, 6 = Living together with kids, 7 = Married, without kids, 8 = Married, with kids (living at home), 9 = Married, with kids (not living at home), 10 = Widow Income: 1= < €500, 2 = €500 - €1000, 3 = €1000 - €1500, 4 = €1500 - €2000, 5 = €2000 - €2500, 6 = €2500 - €3000, 7 = €3000 - €3500, 8 = > €3500 FitnessStatus: 1 = 1-2 times a week, 2 = 3-4 times a week, 3 = 5-6 times a week, 4 = Every day

As shown in table 3, a mean value of 1.5 was given for the characteristic of gender (value of 1=male, value of 2=female), meaning that an equal amount of male and female participants was found for the total active sport tourist group. Looking at the two groups separately, no mean value of 1.5 was found however, with the millennials participants existed out of 50 male and 88 female, and the group of baby boomers of 80 male and 43 female. Trying to characterise the active sport tourists future it can be seen both the millennials and the baby boomers showed a mean fitness

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status of sporting between = 1-2 times a week and 3-4 times a week. Different mean, SD, median and IR values are however shown when looking at education level, marital status and income level (further discussed at the results of the chi-square tests comparing the two groups).

Looking at the active sport trips related questions, for the times a year the participants went on an active sport related trip, an mean value of 1.63 was found for the millennial participants and a mean value of 1.53 for the baby boomers, showing that both groups on average went between 1 to 4 times a year on an active sport related holiday trip. Concerning the competition is was shown that both groups preferred mostly the non- competition related active sport trips (median = 2, IR=0) and thereby also most often mentioned to be a hobbyists instead of event tourists (median = 2, IR=0).

Table 6

Descriptive Statistics

Millennials & Baby Boomers					
	N	Mean	SD	Median	IR
ThrillSensation	262	3,50	1,042	4	1
Adrenalin	262	3,13	1,195	3	2
OvercomeFears	262	1,52	,786	1	1
PhysicalMentalControl	262	3,03	1,100	3	2
EnhanceSkills	262	2,83	1,167	3	2
Challenge	262	3,48	1,096	4	1
ImproveHealth	262	3,44	1,125	4	1
Risk	261	2,19	1,099	2	2
BeautyNature	262	4,39	,759	5	1
Artistic	262	2,37	1,147	2	2
Spiritual	262	1,79	1,030	1	1
Social	262	4,14	,974	4	1
Image	262	1,55	,832	1	1
Escape	262	3,60	1,153	4	1
Compete	262	1,72	1,038	1	1
New	261	3,13	1,171	3	2

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	N	Mean	SD	Median	IR
Fun	262	4,74	,550	5	0
Relieve	262	3,93	1,039	4	2
Valid N (listwise)	261				

Table 7

	Millennials					Baby Boomers				
	N	Mean	SD	Median	IR		N	Mean	SD	Median	IR
ThrillSensation	138	3,88	,838	4	1	ThrillSensation	124	3,06	1,080	3	2
Adrenalin	138	3,57	,981	4	1	Adrenalin	124	2,63	1,220	3	2
OvercomeFears	138	1,77	,874	2	1	OvercomeFears	124	1,23	,557	1	0
PhysicalMentalControl	138	3,01	1,124	3	2	PhysicalMentalControl	124	3,06	1,077	3	2
EnhanceSkills	138	3,09	1,149	3	2	EnhanceSkills	124	2,54	1,122	3	1
Challenge	138	3,87	,919	4	1	Challenge	124	3,06	1,121	3	2
ImproveHealth	138	3,07	1,118	3	1	ImproveHealth	124	3,84	,991	4	2
Risk	137	2,58	1,082	3	2	Risk	124	1,75	,942	1	1
BeautyNature	138	4,39	,759	5	1	BeautyNature	124	4,39	,762	5	1
Artistic	138	2,47	1,154	2	1	Artistic	124	2,26	1,132	2	2
Spiritual	138	1,74	1,042	1	2	Spiritual	124	1,85	1,018	2	1
Social	138	4,26	,890	4	1	Social	124	4,01	1,048	4	2
Image	138	1,64	,870	1	2	Image	124	1,44	,779	1	1
Escape	138	3,88	1,021	4	1	Escape	124	3,29	1,215	4	2
Compete	138	1,89	1,105	2	2	Compete	124	1,52	,924	1	1
New	137	3,46	1,036	4	1	New	124	2,77	1,209	3	2
Fun	138	4,75	,541	5	02	Fun	124	4,73	,561	5	0
Relieve	138	4,04	,970	4	1	Relieve	124	3,81	1,102	4	2
Valid N (listwise)	137					Valid N (listwise)	124				

Table 6 & 7 18 motivational questions: See table 3 for coding and an explanation, measured by a multiple choice question (Ordinal scale). Value coding: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree.

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Concerning the 18 motivational questions shown in tables table 6 & 7, it can be seen that for the millennials, the most important motivations were: fun (4,75), beauty of nature (4,39), social (4,26), relieve (4,04), escape (3,88), thrill & sensation (3,88), challenge (3,87) and adrenalin (3,57) having a mean value above 3,5 whereby the 3 stands for neutral opinion about the motivation and 4 stands for agreeing on the motivation. To a less extend also the motivations new (3,46), enhance skills (3,09), improve health (3,07) and physical and mental control (3,01) show to more than neutral important having a value between 3 and 3,5.

Not important motivators for the millennials were shown to be the motivations of risk, (2,58), artistic (2,47), compete (1,89), overcoming fears (1,77), spiritual (1,74) and image (1,64)

For the baby boomers only 5 motivations had a value above 3,5, being Fun (4,73), beauty of nature (4,39), social (4,01), improve health (3,84) and relieve (3,81). To a less extend the motivations escape (3,29), physical and mental control (3,06), thrill & sensation (3,06) and challenge (3,06) show to more than neutral important having a value between 3 and 3,5.

Not important motivators for the baby boomers were shown to be the motivations of new (2,77), adrenalin (2,63), artistic (2,26), risk (1,75), enhance skills (2,54), compete (1,52), overcoming fears (1,23), spiritual (1,83) and image (1,44) .

5.2 RELIABILITY AND MULTILINEARITY

To test whether the questionnaire of 18 motivational variables was reliable, the Cronbach's Alpha was calculated (table 8), together with the Cronbach's Alpha when one of the item was deleted (table 9). As shown in table 8, the questionnaire of the 18 motivational questions had a reliability of $\alpha = 0.802$. As mentioned before, a Cronbach's Alpha above 0.7 is considered as acceptable, between 0.8 and 0.9 it is even seen as good an above 0.9 it is considered as excellent reliable (Field, 2009). Meaning that the questionnaire of current study can be considered as good reliable. Looking at table 9, the highest α possible, when the item 'ImproveHealth' was deleted was not much higher ($\alpha = 0.810$), concluding that the questionnaire would net get much more reliable when deleting one of the 18 motivational questions.

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Table 8 Cronbach's Alpha reliability test outcome

Reliability Statistics

Cronbach's Alpha	N of Items
,802	18

Table 9 Cronbach's Alpha reliability test outcome if any of the 18 motivational variables is deleted.

Item-Total Statistics	
	Cronbach's Alpha if Item Deleted
ThrillSensation	,787
Adrenalin	,780
OvercomeFears	,790
PhysicalMentalControl	,785
EnhanceSkills	,787
Challenge	,776
ImproveHealth	,810
Risk	,783
BeautyNature	,799
Artistic	,797
Spiritual	,802
Social	,802
Image	,793
Escape	,793
Compete	,803
New	,778
Fun	,804
Relieve	,797

5.3 CHI-SQUARE TESTS

At last, to test whether any significant difference between the Baby Boomer and Millennial active sport tourists exist, Chi-square tests were performed. These tests were performed for the active sport tourism related questions, the social-economic characteristics questions and the 18 motivational questions.

In some cases the first assumption of sample size was violated, showing more than 20% of the contingency cells with an expected values of less than 5. In case this assumption was violated, the outcome of the Likelihood Ratio test was used and in case the assumption was met the outcome of the Pearson Chi-Square test was used. Table 10 shows hereby a summary of the outcome for the active sport tourism related questions and the social economic characteristics questions. For the total outcome see appendix D. A significant difference between the millennial and baby boomer active sport tourists was found for the following variables: for the preference for competition related trips ($\alpha = 0.018$), for being more event or hobbyist active sport tourist ($\alpha = $

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0.015), for gender (α = 0.000), for education level (α = 0.000), for marital status (α = 0.000) and for income (α = 0.000). Analysing the crosstabs of these variables the factors representing the two groups can be described as follow:

- 10,9% of the millennials prefers a competition related trip, whereby only 3,3% of the baby boomers do. For both groups the highest preference is however for an active sport holiday without any form of competition (89,1%/96,7%)

- Event or hobbyist for the Millennials: 5,1% event, 73,5% hobbyist, 21,3% both.
  For the baby boomers: 0,8% events, 86,2% hobbyist, 13% both.
  Also here it can be seen that the highest preference is hobby related, however a significant different amount of millennials go on an event active sport trip (as well).

- For gender, as already mentioned above, the group of millennials existed of 50 male and 88 female, and the group of baby boomers of 80 male and 43 female. In percentage this is: Millennials = 36,2% male / 63,8% female; baby boomers: 65,0% male / 35% female.

- Looking at education , the median value for millennials was 7 = University Master's degree, with a interquartile range of 2 and a percentage of 48,2%. For the baby boomer the median value was 5 = Higher vocational education / HBO, with a interquartile range of 2 and a percentage of 40,3%

- Considering the marital status, the median value for millennials was 3 = Partner, not living together and without kids, with a interquartile range of 4 and a percentage of 20,3%. For the baby boomer the median value was 8 = married, with kids (not living at home), with a interquartile range of 3 and a percentage of 49,2%

- For income, percentages are more dispersed, whereby the income of the millennials were more on the lower end and for the baby boomers more on the higher end:

Income		Millennials	Baby boomers
< € 500	% within the Generation	10,30%	0,00%
€ 500 - € 1.000	% within the Generation	13,50%	1,60%
€ 1.000 - € 1.500	% within the Generation	14,30%	2,50%
€ 1.500 - € 2.000	% within the Generation	17,50%	3,30%
€ 2.000 - € 2.500	% within the Generation	23,80%	13,90%
€ 2.500 - € 3.000	% within the Generation	15,10%	18,00%
€ 3.000 - € 3.500	% within the Generation	3,20%	10,70%
> € 3.500	% within the Generation	2,40%	50,00%

Figure 7 income distribution with the percentages given per generation.

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No significant difference were found for the times a year millennials and baby boomers go on an active sport related trip, for the preference for self-organised or non-self-organised trips and for the fitness status. With 46,6% of the total amount of participants going ones a year and 49,6% of the participants going two to four times a year on an active sport related trip, almost all having a preference for the self-organised trips (93,5%). Concerning the fitness status, both the millennials and the baby boomers showed their highest percentages for the answer of performing sport 1-2 times a week (40,6% & 54,0%) and 3-4 times a week (47,8% & 39,5%)

Table 10 outcome of the Likelihood Ratio test & the Pearson Chi-Square test for the active sport tourism related questions and the social economic characteristics questions. The outcome for assumption 1 is also depicted to be able to understand which outcome should be looked at. The green values shown in the figure are the significant different values while the red values are not significant different.

Active sport tourism related questions & the social economic characteristics questions	Assumption 1 Chi-square test	Pearson Chi-Square	Likelihood Ratio
TimesAYear	6 cells (60,0%) have expected count less than 5. The minimum expected count is ,47.	,356	**,271**
Organisation	0 cells (,0%) have expected count less than 5. The minimum expected count is 8,08.	**,297**	,293
Competition	0 cells (,0%) have expected count less than 5. The minimum expected count is 8,95.	**,018**	,014
EventHobbyist	2 cells (33,3%) have expected count less than 5. The minimum expected count is 3,80.	,020	**,015**
Gender	0 cells (,0%) have expected count less than 5. The minimum expected count is 61,26.	**,000**	,000
Education	6 cells (37,5%) have expected count less than 5. The minimum expected count is ,48.	,000	**,000**

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MaritalStatus	2 cells (12,5%) have expected count less than 5. The minimum expected count is 4,26.	**,000**	,000
Income	0 cells (,0%) have expected count less than 5. The minimum expected count is 6,40.	**,000**	,000
FitnessStatus	2 cells (25,0%) have expected count less than 5. The minimum expected count is 1,89.	,113	**,109**

A summary of the Pearson Chi-square and the Likelihood Ratio outcome values for the 18 motivational questions are shown in table 11, for the total outcome see appendix E. A significant difference between the millennial and baby boomer active sport tourists was found for 11 of the 18 motivations: thrill & sensation (α = 0.000), adrenalin (α = 0.000), overcome fears = (α = 0.000), enhance skills (α = 0.003), challenge (α = 0.000), improve health (α = 0.000), risk (α = 0.000), image (α = 0.044), escape (α = 0.002), compete (α = 0.013) and new (α = 0.000). In table 12 a summary of all percentages of given answers within both generations is given to be able to compare both generations. The 11 variables shown in green are the variables with a significant difference between the two generations and the 7 variables shown in red the non-significant variables. To give a better overview a histogram of the mean values is given in figure 8.

Table 11 outcome of the Likelihood Ratio test & the Pearson Chi-Square test for the 18 motivational questions. The outcome for assumption 1 is also depicted to be able to understand which outcome should be looked at. The green values shown in the figure are the significant different values while the red values are not significant different.

Motivational variable	Assumption 1 Chi-square test	Pearson Chi-Square	Likelihood Ratio
ThrillSensation	0 cells (,0%) have expected count less than 5. The minimum expected count is 7,10.	**,000**	,000
Adrenalin	0 cells (,0%) have expected count less than 5. The minimum expected count is 13,73.	**,000**	,000
OvercomeFears	4 cells (40,0%) have expected count less than 5. The minimum expected count is ,47.	,000	**,000**
PhysicalMentalControl	0 cells (,0%) have expected count less than 5. The minimum expected count is 6,15.	**,554**	,552

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EnhanceSkills	1 cells (10,0%) have expected count less than 5. The minimum expected count is 4,73.	**,003**	,002
Challenge	0 cells (,0%) have expected count less than 5. The minimum expected count is 9,47.	**,000**	,000
ImproveHealth	0 cells (,0%) have expected count less than 5. The minimum expected count is 7,57.	**,000**	,000
Risk	2 cells (20,0%) have expected count less than 5. The minimum expected count is 1,43.	,000	**,000**
BeautyNature	4 cells (40,0%) have expected count less than 5. The minimum expected count is ,95.	,216	**,201**
Artistic	2 cells (20,0%) have expected count less than 5. The minimum expected count is 4,26	,624	**,621**
Spiritual	2 cells (20,0%) have expected count less than 5. The minimum expected count is 2,37.	,572	**,571**
Social	2 cells (20,0%) have expected count less than 5. The minimum expected count is 3,31.	,174	**,171**
Image	4 cells (40,0%) have expected count less than 5. The minimum expected count is ,95.	,062	**,044**
Escape	0 cells (,0%) have expected count less than 5. The minimum expected count is 8,52.	**,002**	,001
Compete	2 cells (20,0%) have expected count less than 5. The minimum expected count is 2,84.	,015	**,013**
New	0 cells (,0%) have expected count less than 5. The minimum expected count is 7,13.	**,000**	,000
Fun	6 cells (60,0%) have expected count less than 5. The minimum expected count is ,47.	,535	**,369**
Relieve	1 cells (10,0%) have expected count less than 5. The minimum expected count is 4,73.	**,231**	,230

	Millennials	Baby Boomers	Total		Millennials	Baby Boomers	Total
ThrillSensation				**PhysicalMentalControl**			
Strongly Disagree	1,40%	10,50%	5,70%	Strongly Disagree	11,60%	11,30%	11,50%
Disagree	4,30%	16,90%	10,30%	Disagree	22,50%	16,10%	19,50%
Neutral	19,60%	34,70%	26,70%	Neutral	24,60%	33,10%	28,60%
Agree	53,60%	31,50%	43,10%	Agree	36,20%	34,70%	35,50%
Strongly Agree	21,00%	6,50%	14,10%	Strongly Agree	5,10%	4,80%	5,00%
Adrenalin				**BeautyNature**			
Strongly Disagree	2,90%	21,00%	11,50%	Strongly Disagree	0,70%	0,80%	0,80%
Disagree	13,00%	28,20%	20,20%	Disagree	2,90%	0,80%	1,90%
Neutral	21,70%	25,80%	23,70%	Neutral	3,60%	9,70%	6,50%
Agree	48,60%	16,90%	33,60%	Agree	42,00%	36,30%	39,30%
Strongly Agree	13,80%	8,10%	11,10%	Strongly Agree	50,70%	52,40%	51,50%
OvercomeFears				**Artistic**			
Strongly Disagree	46,40%	82,30%	63,40%	Strongly Disagree	26,10%	33,10%	29,40%
Disagree	35,50%	12,90%	24,80%	Disagree	24,60%	25,80%	25,20%
Neutral	13,80%	4,00%	9,20%	Neutral	29,00%	26,60%	27,90%
Agree	3,60%	0,80%	2,30%	Agree	16,70%	11,30%	14,10%
Strongly Agree	0,70%	0,00%	0,40%	Strongly Agree	3,60%	3,20%	3,40%
EnhanceSkills				**Spiritual**			
Strongly Disagree	13,80%	24,20%	18,70%	Strongly Disagree	57,20%	47,60%	52,70%
Disagree	14,50%	21,80%	17,90%	Disagree	22,50%	29,80%	26,00%
Neutral	26,80%	31,50%	29,00%	Neutral	11,60%	13,70%	12,60%
Agree	39,10%	21,00%	30,50%	Agree	6,50%	7,30%	6,90%
Strongly Agree	5,80%	1,60%	3,80%	Strongly Agree	2,20%	1,60%	1,90%
Challenge				**Social**			

Strongly Disagree	2,90%	12,90%	7,60%	Strongly Disagree	2,20%	3,20%	2,70%
Disagree	4,30%	12,90%	8,40%	Disagree	2,90%	6,50%	4,60%
Neutral	18,80%	37,90%	27,90%	Neutral	8,00%	15,30%	11,50%
Agree	50,70%	28,20%	40,10%	Agree	40,60%	36,30%	38,50%
Strongly Agree	23,20%	8,10%	16,00%	Strongly Agree	46,40%	38,70%	42,70%

ImproveHealth				Fun			
Strongly Disagree	8,70%	3,20%	6,10%	Strongly Disagree	0,70%	0,00%	0,40%
Disagree	23,20%	5,60%	14,90%	Disagree	0,00%	1,60%	0,80%
Neutral	29,70%	21,80%	26,00%	Neutral	0,70%	0,80%	0,80%
Agree	29,00%	42,70%	35,50%	Agree	21,00%	21,00%	21,00%
Strongly Agree	9,40%	26,60%	17,60%	Strongly Agree	77,50%	76,60%	77,10%

Risk				Relieve			
Strongly Disagree	19,70%	51,60%	34,90%	Strongly Disagree	2,90%	4,80%	3,80%
Disagree	27,00%	29,00%	28,00%	Disagree	4,30%	6,50%	5,30%
Neutral	29,90%	12,90%	21,80%	Neutral	14,50%	23,40%	18,70%
Agree	21,90%	5,60%	14,20%	Agree	42,80%	33,90%	38,50%
Strongly Agree	1,50%	0,80%	1,10%	Strongly Agree	35,50%	31,50%	33,60%

Image			
Strongly Disagree	55,80%	70,20%	62,60%
Disagree	28,30%	18,50%	23,70%
Neutral	13,00%	8,10%	10,70%
Agree	1,40%	3,20%	2,30%
Strongly Agree	1,40%	0,00%	0,80%

Escape			
Strongly Disagree	2,90%	11,30%	6,90%
Disagree	8,70%	14,50%	11,50%
Neutral	15,20%	22,60%	18,70%
Agree	44,20%	37,10%	40,80%
Strongly Agree	29,00%	14,50%	22,10%

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Compete			
Strongly Disagree	49,30%	69,40%	58,80%
Disagree	26,80%	15,30%	21,40%
Neutral	12,30%	10,50%	11,50%
Agree	8,70%	3,20%	6,10%
Strongly Agree	2,90%	1,60%	2,30%
New			
Strongly Disagree	7,30%	23,40%	14,90%
Disagree	8,80%	15,30%	11,90%
Neutral	24,80%	22,60%	23,80%
Agree	48,90%	37,90%	43,70%
Strongly Agree	10,20%	0,80%	5,70%

To be able to visualise these outcomes better a histogram of the mean values is shown in figure 8. The histograms on the left side hereby show the values being significantly different between the two groups and the right side shows the values that are not significantly different between the two group. Most important to consider when interpretation the figure is that a value equal to 3 means that on average the participants are giving a neutral opinion toward the motivations mentioned. Higher score hereby mean a stronger agreement and lower scores stand for less stronger agreement on average towards the motivation mentioned.

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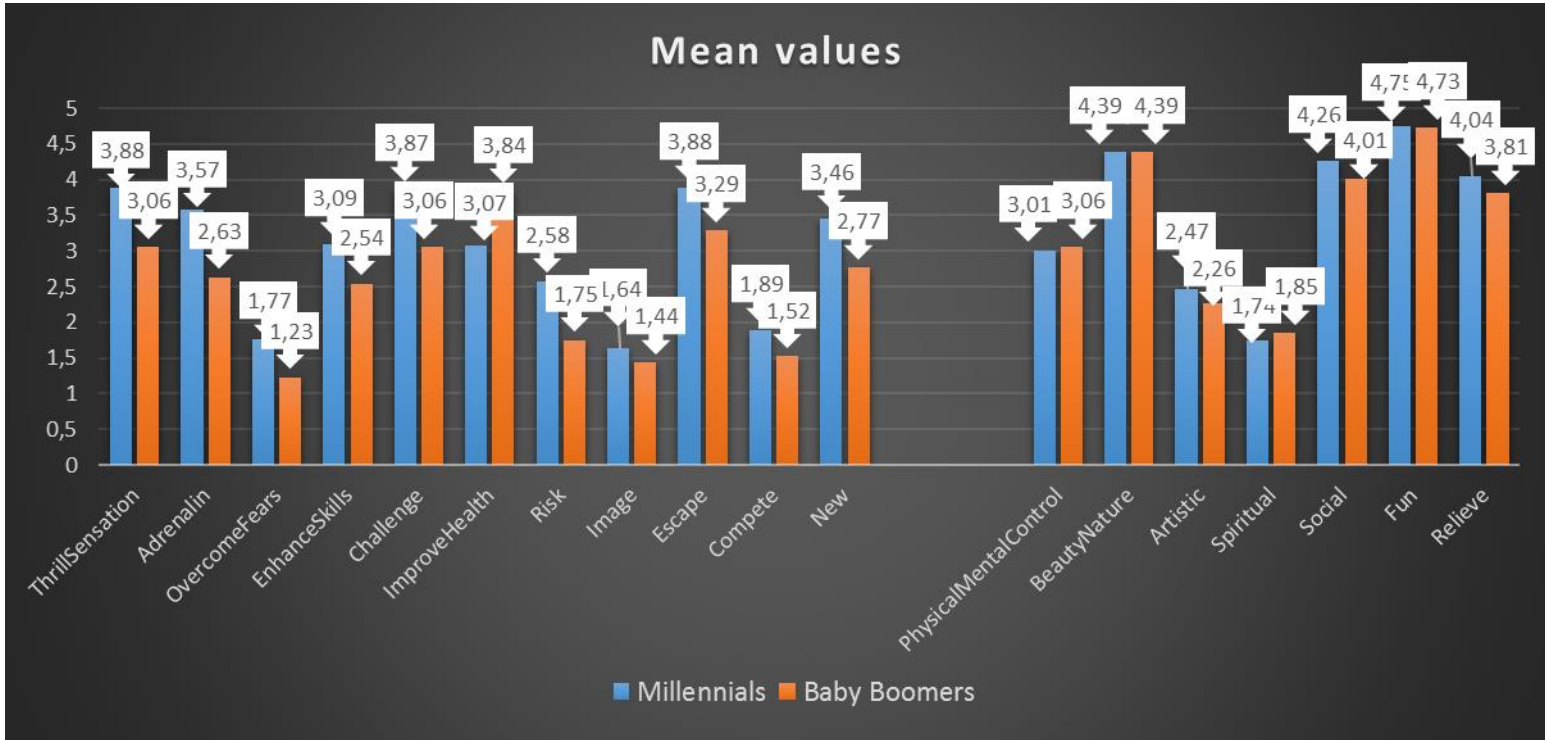
Figure 8 histogram of the mean values for every motivational variable seperated for millennials and baby boomers.

6. DISCUSSION

The main aim of current study was to investigate what the characterises, needs and motives of the baby boomer and millennial active sport tourists are and to get to know the differences regarding these characteristics, needs and motives between the baby boomer and the millennial groups.

Starting with the characteristics representing the total active sport tourist group of current study, some big ranges in characteristics were visible. Describing the characteristics of active sport tourist travellers, Schreiber (1976) was one of the first researcher, investigating on golfers, tennis players and skiers. Characteristics of these active sport tourists mentioned by Schreiber (1976) were mostly male, affluent, well-educated and more active individuals in general. These characteristics were later on also confirmed by Gibson (1998b). The diversity in current groups is however more in agreement with earlier studies mentioning that an increase of active sport tourism was seen for many groups, as for example for different genders, different economical classes and different races (ATTA, 2013; Gibson, 2004; Pomfret & Bramwell, 2016).

Specifying the specific characteristic of the participants in current research, the first characteristic of active sport tourists described by Schreiber (1976) and Gibson (1998b) was about gender (being mostly male in his study). In current research an almost equal partition for gender was seen for the total group of participants, with 130 male and 131 female participants, concluding that both male and female show to be interested in this active sport tourism market. A significant difference was however seen for gender between the millennial and baby boomer active sport tourists, with more females participants seen in the millennial group and more males participants seen in the baby boomer group. Although this may be due to a wrong randomisation of the sample group (Creswell, 2013; Crossan, 2003; Hughes & Sharrock, 1997; Walle, 1997), it may also be a consolidation of the earlier research. Whereby the earlier studies about active sport tourism characterised the active sport tourists as being mostly male (Gibson, 1998b; Schreiber, 1976), while newer studies mentioned also new trends for the female active sport tourists (ATTA, 2013; Pomfret & Bramwell, 2016). It may be possible that these new trends are mostly targeting younger people (reaching more females than males) and that for the older generations still mostly males are interested in the active sport tourism market.

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A second characteristic describe by Schreiber (1976) and Gibson (1998b) was about the education level. Looking at the education level of current participants, the median was shown to be a university Bachelor's degree with the middle 50% of the group falling between an intermediate vocational education / MBO and a PHD degree. However again a significant difference was found for the millennial and the baby boomer active sport tourists, whereby the median for the millennials was higher (university master degree) than for the baby boomers (Higher vocational education / HBO).

In the older research of Schreiber (1976) (and later also Gibson (1998b)), the active sport tourist was described as high educated people, although no definition for being highly-educated was hereby given. From our results it may be concluded that participants were on average indeed well educated. The big range of education levels however also showed that not one specific education level can be used to define this characteristic of an active sport tourist. This is again in conformable with ore recent research saying that more low educated travellers nowadays are having a higher preference for new and unfamiliar activities that are different from their daily life activities while they are travelling (Horner & Swarbrooke, 2016).

A last characteristic mentioned by Schreiber (1976) and Gibson (1998b), active sport tourists were said to be mostly affluent people. Comparing the income numbers of current research with the average income of people in the Netherlands, for people between 25-35 years the average income in the Netherlands is € 30.800,- per year, being equal to € 2.566,67 per month. For people between 55-65 years this is € 39.000,- per year, being € 3.250,- per month (Centraal Bureau voor de Statistiek (CBS), 2016). Looking at the baby boomer generation in currents study, half of the people showed indeed to be more affluent than average, having an income of >€ 3.500,- per month. For the millennials however this was not true, shown by the percentage distribution shown in figure 7, with more participants having an income at the lower side. The median for the millennials was mentioned to be at an income of € 1.500-2.000, what is lower than the average (Centraal Bureau voor de Statistiek (CBS), 2016). Again a significant difference between the two groups was hereby found. When comparing this numbers to more recent studies that looked at travel behaviour and social-economic characteristics, lower income travellers mentioned more often to travel because they want to get away from their daily monotony life and they want to do activities that increase their self-esteem, while higher income travellers on the other hand want to be intellectually

stimulated, they want to increase their knowledge and they want to have a certain amount of excitement (Horner & Swarbrooke, 2016). Concluding that both low and high income people may prefer active sport trips, however they will may have other motivations for doing it.

Two other social-economic characteristics measured in current study not mentioned by Schreiber (1976) and Gibson (1998b), were about national and marital status. The nationality variable was however left out in the data analyse, considering that all participants mentioned to have a European nationality and considering the fact that 96% of the participants filled in the Dutch survey, suspecting also mostly having a Dutch nationality. For marital status a median value of 5 = living together, without kids was found for the total group with a IR of 6, meaning that a high range existed within the total group. Again a significant difference was however mentioned between the millennial and the baby boomer generation, which may not be surprising considering that with an increasing age also often people's life styles changes (Wilkie, 1994). Interestingly when looking at the percentages of the both the millennials end the baby boomers, most baby boomer were married and had kids, but the kids were not living at home anymore (49,2%), looking at the millennials a total of only 2,9% of the millennials had kids living at home. This agrees with the idea mentioned in literature that people with less social and family obligations are keener to travel (Patterson, 2012).

Taking all social-economic characteristics together it may have become clear that a big range of all the characteristics is seen in current study, not making it possible to clearly characterise the active sport tourists. This is in agreement with the shift mentioned by Gibson (2004), saying that more and more different types of people (different economic classes, different races, different genders etc.) were getting interested in the active sport type of holidays. For future studies it may however be very interesting to have a better look at the link between the specific social-economic characteristics and their motivations mentioned to go on an active sport tourism trip.

Going from the social-economic characteristics to the active sport tourism related questions it may be interesting to mention that a significant difference was seen between the baby boomers and the millennials considering competition related or non-competition related travels and considering being an event or a hobbyist traveller. However although a significant difference was shown here, for both groups the highest preference was still clearly visible for the active sport

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holidays without any form of competition (89,1% and 96,7%), whereby 73,5% of the millennials and 86,2% of the baby boomers said to be purely hobbyists. Considering the significant difference between the two age groups for competition and event related trips, it may however be interesting for other studies to investigate whether this niche market of competition and event related trips is growing (Kaplanidou & Gibson, 2010).

Looking at the last part of the questionnaire, motivational questions were being asked for and compared. Considering the motivations of the baby boomer and the millennial active sport tourist to go on an active sport related trip, both the baby boomer and the millennials active sport tourists mentioned fun & enjoyment (mean = 4,75 & 4,73), enjoying the beauty of nature (mean =4,39 & 4,39), social reasons (mean = 4,26 & 4,01) and relieve from stress and tension/to relax and refresh (mean = 4,04 & 3,81), as the most important motivators for going on an active sport related trip, with no significant differences shown between the two groups. This is in agreement with the study of Pomfret & Bramwell (2016) investigating different motivations for different genders, different levels of experience and different ages in the overlapping market of adventurous travel market. Pomfret & Bramwell (2016) shows in his study that although participants switched back and forward between different motivations, fun and excitement were most dominant mentioned for all participants. Concerning the other three motivations (enjoying the beauty of nature, social reasons and relief from stress and tension/to relax and refresh), earlier study of Naidoo et al., (2015), investigating only the baby boomers adventure tourists also found similar results, however no data concerning the specific millennial active sport tourists was available yet.

Next to the four motivations mentioned above, Naidoo et al., (2015) also mentioned "better health" as one of the most important motivations of the baby boomers to go on an adventurous trip. This is again in agreement with current study sowing one motivator that was considered to be less important for the millennials but was shown to be significantly more important for the baby boomer generation: "keeping or improving health" (mean = 3,07 vs. 3,84).

One difference of current study compared to the study of Naidoo et al., (2015) however is the importance mentioned by Naidoo et al., (2015) for the motivations of "escapism" and "change & novelty" as important motivations for baby boomer adventurous sport tourists. Comparing this to the results of current study, the motivation of escapism can be debated as being a clear

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motivation, having a mean value of 3,29, and thereby being just above neutral. The motivation about change and novelty was however not seen as important for the baby boomers in current research, with a mean value of 2,77 (being < 3).

Significantly different from the baby boomer active sport tourist, the millennial generation in current study showed a lot more motivations to be important for going on an active sport trip. These motivations were concerning escaping from daily routine of home or work (mean = 3,88 vs. 3,29), thrill & sensation (mean = 3,88 vs. 3,06), overcoming certain challenges (mean = 3,87 vs. 3,06) and adrenalin (mean = 3,57 vs. 2,63). These findings are partly in agreement with the study of (O'Connell's, 2010), and with the study of Pizam et al. (2004). O'Connell's, (2010), hereby compared the baby boomers and millennials participating in a kayaking trip and also showed a significant difference between the two groups for the motivation of escaping personal and social pressures just as in current study. Pizam et al. (2004) on the other hand did not compare the baby boomers with the millennials, however they did show a relation between high risk-taking and sensation-seeking scores and adventure tourist activities for young travellers. Clarifying the importance mentioned of millennial active sport tourists for the motivations of "thrill & sensation" and "adrenalin". Interestingly however, Pizam et al. (2004) concluded from his results that some people are more risk takers than others in general, enjoying mostly the adrenalin that comes with it. in current study a significant different value was indeed also found between the baby boomer and the millennial active sport tourists concerning the motivations of "risk" (mean = 2,58 vs. 1,75). However the motivation of "risk" did not show to be an important motivation for these millennials with the mean value of 2,58 in current research (less than neutral = 3).

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7. CONCLUSION

7.1 CONCLUDING REMARKS

Current study was considered to be important due to an extensive growth seen for both the millennial and baby boomers generation in the active sport tourism market. Limited understanding of the characteristics, needs and motives was however contradicting the enormous growth in the market and was considered as needed to be able to market the segment better and to be able to understand what their consumers value most. Main aim of current study thereby was to get a better understanding by investigating what the characterises, needs and motives of the baby boomer and millennial active sport tourists are and to get to know the differences regarding these characteristics, needs and motives between the baby boomer and the millennial groups.

Concerning the research question: What are the factors differentiating the baby boomer and millennial active sport tourists? It has become clear that a great amount of differences were found between the millennial and the baby boomer active sport tourists. At first, many differences are found for several social-economic characteristics. The baby boomer active sport tourists hereby showed to be mostly male, on average having finished a higher vocational education, mostly being married, having kids not living at home and mostly having a high income of >€ 3.500,-. The millennials on the other hand showed to be more female, having a high education level of mostly a university master degree, having different marital statuses (but mostly without kids) and having a lower incomes, mostly under € 2.500,- a month.

These differences are considered to be important to take in mind for tourism practitioners due the fact that changes happening in the circumstances of a individuals personal life are mentioned to change the value of people given to a certain trip (Goodnow, 2005; Wong et al. 2008). With the statistics performed in current research no conclusions can however be formed about the link between the specific social-economic characteristics other than age, and the motivations tested to go on an active sport tourism trip. For future studies it may therefore be very interesting to have a better look at which social-economic characteristics contribute to which specific motivations of active sport tourists.

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Next to the social-economic characteristics also a big difference was found concerning the motivations tested in current research between millennial and the baby boomer active sport tourists, whereby 11 of the 18 motivations tested showed to be significantly different. Most important significant different motivations hereby were concerning the motivations 'escaping from daily routine of home or work'', 'thrill & sensation', 'overcoming certain challenges', 'adrenalin' and 'keeping or improving health', whereby the first four were significantly more important for the millennial than for the baby boomer active sport tourists and the last motivation the other way around, being more important for the baby boomer active sport tourists. These differences are important because, same as mentioned for the differences in characteristic of people also differences in motivation contribute to the values given for a trip offered (Goodnow, 2005; Wong et al. 2008).

With the many differences mentioned for both the social-economic characteristics and the motivations of the baby boomer and the millennial active sport tourists it may hereby be concluded that two different groups can be characterized when talking about sport active tourism, with each having their own specific needs and motives concerning active sport related trips.

This conclusion is important considering the recommendations that can be given to the professionals working in the branch of active sport tourism and other researchers investigating the active sport tourists. As mentioned in literature, to be able to make research easier and to go deeper into the consumers profile, segmenting a certain consumer market was considered to be an effective tool (Chen, 2003; Park & Yoon, 2009). To consider two groups as two different segments these two groups each have to have a clear group identity, easily observable and similar within one group, but different from the clear identity of the other group (Wilkie, 1994). Due to the great amount of differences found between the millennial and the baby boomer active sport tourists in current research, these two groups may be also be seen as two different market segments in future.

Being considered as two different market segment, distinct target strategies by tourism practitioners for the two groups will be needed, considering that different customer segments may also be reached differently, they may require different types of customer relationships and they may also be willing to pay differently for the products offered (Goodnow, 2005; Osterwalder A. &

Peigner, 2010). Next to that, knowing the characteristics, needs and motives of the two active sport tourism segments can help tourist practitioners to prepare for future demands and can help to better match their products with the specific demands (Hungenberg et al., 2016). Identifying the factors can also help companies to organize their propagation, their design elements, their process and their marketing and communication content (Collins, 1999).

Some recommendations that may be given to the tourism practitioners are:

- A good look should be given at the type of active sport tourism activities offered. Professionals that are working with mostly one of the two generations should offer more products that match well with the motivations most mentioned within that group. The active sport tourism activities for millennials for example may be more focused on more risky activities with higher level of thrill & sensation and adrenalin involved and whereby certain challenges exist that a customer can beat. The active sport tourism activities for baby boomers may be more focused on health related activities, helping the baby boomers to keep or to improve their health.

- Professionals that are targeting both groups can of course offer both types of activities, however it may be useful for them to separate the two types of activities. The clear separation can help professionals to create a good strategy to reach the two groups differently and by creating different types of customer relationships. Making a clear separation may create higher value for the products from the consumer, also making them willing to pay more.

- Last recommendation may not only be about the product, but also about the marketing of the products. Companies should organize their propagation and their design elements according to the different content they are offering. The difference between millennials and baby boomers in their motivation for escaping from daily routine of home or work, may hereby also be an important motivation to use for propagation.

7.2 LIMITATIONS AND FURTHER RESEARCH

Although the outcome of current study can help professionals working in the branch of active sport tourism, some limitations should also be considered when interpretation the results. The first limitation hereby is concerning the sample taken from the population. Considering that all participants mentioned to have a European nationality and considering the fact that 96% of the participants filled in the Dutch survey instead of the English version, it may be concluded that most participants in current study also had a Dutch nationality. Outcomes of current study may therefore not be generalised to other nationalities considering that cultural and nationality differences do influence the choices tourists make regarding their holiday (Mahika, 2011). Further research including or comparing different nationalities should therefore be performed to make more general conclusions considering the characteristics, needs and motivations of active sport tourist all over the world.

Secondly, considering the sample size, no saturation point has been calculated for current research, thereby making it not sure if the sample is a good representative of the total population (Creswell, 2013; Field, 2009; Walle, 1997)..

Thirdly, by performing only quantitative research and using surveys, outcomes may be simplified and less detailed compared to qualitative research. Although this objective way of collecting data is said to always represent the truth, it may not always present the whole truth. Social and historical backgrounds for example, which are also said to influence behaviour and motives, are not measurable using surveys and are thereby left behind in current study (Johnson, Onwuegbuzie & Turner, 2007). Qualitative research may therefore be performed in further studies to investigate whether certain specific motivations are missing in the current data.

Another disadvantages of using surveys, is that the meanings of questions cannot be discussed and questions may have been misinterpreted or misunderstood, this may have let to unintended biases and wrong conclusions made in current study. This may again be solved by performing qualitative research in further.

A fifth limitation is concerning the data collection and the data analysis. Due to the fact that only active sport tourist were interviewed, no comparisons could be made between the travellers that do go on an active sport related trip and the ones that do not. Next to that, due to time

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limitations, in current research only the differences between the millennial and baby boomer active sport tourists were tested using chi-square tests. With these chi-square tests comparing two age groups, no conclusions can be made concerning the link between other social-economic and health related characteristics and specific motivations of active sport travellers. Further research should therefore go deeper in the possibilities of also performing two-way ANOVA analyses and logistic regressions to be able to conclude which social-economic variables are most related to the which motivations (Field, 2009).

Last consideration being, although clear differences have been seen between the millennial and baby boomer active sport tourists in current research, not much studies considering this topic have been done before and more research is needed to be able to validate the outcome.

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8. EXTENSIVE SUMMERY

ABSTRACT

Considering the extensive growth of both the millennial and baby boomers generation in the active sport tourism market, large-scale economic potentials for tourism practitioners exist in this market. Limited understanding of the characteristics, needs and motives have however contradicted the enormous growth in the market. To be able to market the segment better, there has been a clear need for a better understanding of the factors representing these travellers.

The main aim of current research was to investigate the factors representing the baby boomer and millennial active sport tourists and to get to know their differences regarding their characteristics, needs and motives. From the results shown in current research, it has become clear that a great amount of differences exist between the millennial and the baby boomer active sport tourists. Differences were hereby found for several social-economic characteristics (gender, education level, marital status and income), however also concerning 11 of the 18 motivations tested. Most important significant different motivations hereby are found for the following motivations: 'escaping from daily routine of home or work'', 'thrill & sensation', 'overcoming certain challenges', 'adrenalin' and 'keeping or improving health'. The first four of these motivations are hereby significantly more important for the millennials whereby the last motivation showed to be more important for the baby boomer active sport tourists.

Not only differences were however visible between the two groups, also similarities in motivations were shown. This suspects that a similar interest of the two groups in the same type of holiday trips, may also provide similarities in their motivations. The similarities were shown by the high importance mentioned by both groups for the following motivations: 'fun & enjoyment', 'enjoying the beauty of nature', 'social reasons' and 'relieve from stress and tension/to relax and refresh'.

The results of this study has contributed to a better understanding of the complex active sport tourism market. Due to the great amount of differences found between the millennial and the baby boomer active sport tourists, these two groups may be seen as two different market segments. Whereby the concluding recommendation for the professionals working in the branch of

active sport tourism may be to make a clear differentiation between products and services offered to the baby boomer active sport tourist and to the millennial active sport tourist.

INTRODUCTION

With a number of 1.186 billion international tourist arrivals worldwide in 2015, the tourism industry is considered one of the world´s biggest market industry nowadays, leading to extensive economic potentials for tourism practitioners (Muller & Cleaver, 2000, UNWTO Statista, 2016). To be able to play well in the tourism market as a practitioner it is important to decide which specific market segment you want to target, to know the activities most popular within this segment and to know all the characteristics and motives of the travellers of that segment (Mahika, 2011).

Two different age groups that have shown a significant growth in the tourism market in the last few decennia' are the millennial and the baby boomer generation (Patterson 2012, UNWTO Statista, 2016, MDG advertising, 2015). The growth seen for both age groups makes the two groups potential interesting market segments to target for tourism practitioners, considering that growth increases the economic potential of the market (Mahika, 2011). Knowing that the millennial and the baby boomer travellers are interesting market segments to target (UNWTO Statista, 2016), it is also important to get to know the specific characteristics, motives and the preferred type of holidays of the two groups. This will help practitioner to understand what the two groups value most (Osterwalder & Peigner, 2010).

Looking more specific to the wishes concerning the preferred types of holidays of the baby boomer and the millennial travellers, an interesting change in interests has been mentioned in literature (Mahika, 2011). According to the literature, both the millennial and the baby boomer travellers are showing a shift in interests, with less interest shown for the traditional sun, sea and sand, sightseeing and shopping holiday trips and more interest shown for beautiful, healthy, intellectual, active and adventurous traveling types (Mahika, 2011; Patterson & Pan, 2007).

It is therefore not surprising that the active and adventure tourism industry (tourists traveling with the specific purpose of participating in a certain sport and adventurous activity out of their home town) has mentioned to be the one of the fastest growing leisure tourism industry

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segment nowadays (Hungenberg et al., 2016; Mahika, 2011; Midland & Kington, 2013; Muller & Cleaver, 2000).

Contradicting this clear growth of the millennial and the baby boomer active and adventure sport tourism market is the lacking deeper understanding of the factors representing the active sport travellers stated in literature (Goodnow, 2005; Hungenberg et al., 2016; Pomfret & Bramwell, 2016, Weed, 2014). Further clarification and differentiation of the active sport tourism is thereby said to be needed (Kaplanidou & Gibson, 2010; Pomfret & Bramwell, 2016; Naidoo, 2015).

Looking at the motivations of the baby boomer and millennial active sport tourists, on one hand the similar interest of the two groups in the same type of holiday trips may induce similarities in their motivations (Crompton, 1979). The difference in age (and corresponding life style) on the other hand may however also induce some clear differences between the two groups (Kurtzman & Zauhar, 2005). When differences do exist, age may be used as a differentiation method in the diverse active sport tourism market, making research easier and making it easier for tourism practitioners to decide on their target strategies for the two groups in future.

Purpose of current study is to investigate on these characteristics needs and motives of both the millennial and the baby boomer active sport tourists and to investigate on the differences between the two groups. The research question of the current study thereby is as following: What are the factors differentiating the baby boomer and millennial active sport tourists?

LITERATURE REVIEW

Reviewing the literature written about the active sport tourism industry, it became clear that this tourism market is part of the more general overarching sport tourism industry (Gammon & Robison, 1997; Gibson, 1998a). Defined as "Leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities" (Gibson & Fairley, 2011, p.171). The interest and opportunities of this sport tourism market were thereby said to start increasing and diversifying around the mid-1990s (Kurtzman, & Zauhar, 1993; Gibson 2004; Weed, 2014). Where after several attempts have been made to categorize the broader sport tourism market (; Gibson, 1998a; Huggins, 2013; Robison & Gammon, 1997; Ross, 2001).

One of the most used division of sport tourism hereby is the division of Gibson (1998a). She divided sport tourists into three categories: 1) Sport event tourism, 2) Active sport tourism and 3) Nostalgia sport tourism. The <u>sport event tourism</u> hereby refers to the travellers travelling out of their home communities to watch a certain sport event (Robison, 1998). The <u>active sport tourism</u> group, in contrary, are the tourists that travel to actually participate in sports and the last group, the <u>nostalgia sport tourists</u> are defined as those people that travel to places with sport related historical importance and cultural values.

Looking deeper into the active sport tourism group some attempts for further subdividing the group has been mad. One subdivision of the active sport tourists thereby is the subdivision into "<u>non-event</u>" or "<u>hobbyists</u>" versus the "<u>event</u>" or "<u>activity</u>" participants (Kaplanidou & Gibson, 2010). The activity or event participants are hereby the amateur participants who travel to take part in tournaments, events or other types of competitions of their chosen sport with examples like soccer, hockey and tennis tournaments, marathons or triathlons. The hobbyists or non-event participants on the other hand are individuals who have a certain sport as general purpose of their travel without any competition involved in it, examples of this kind of sports are hiking, skiing, snowboarding, scuba diving, rafting, surfing, playing golf and going on survival (mountain climbing, abseiling, canoeing) (Kaplanidou & Gibson, 2010; Naidoo et al. 2015; Ross, 2001).

A second way of subdividing the active sport tourism market is a subdivision into "<u>soft</u>" and "<u>hard</u>" active sport tourism. The "soft" and "hard" terms are hereby about the amount of challenge, risk and effort that is being taken. Hiking and golfing, are hereby two examples of the "soft" active sport activities and mountain biking or for example kite surfing on the other hand are examples of the "hard" active sport activities (Naidoo, 2015).

Important to consider is the fact that much overlap of the active sport tourism market is seen with a slightly other tourism market, namely the adventure tourism market (Pomfret & Bramwell, 2016). Just as the active sport tourism industry, the adventure tourism industry also contains many physical demanding activities, however it also includes many short term activities like bungee jumping and skydiving which are not part of the active sport tourism industry (Pomfret & Bramwell, 2016). Next to the little differences in certain activities, adventure tourism as a general rule has to involve a certain amount of risk taking and thereby adrenaline increasing, what is not necessary for the active sport tourism market (Giddy & Webb, 2016).

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Regarding the characteristics and motives of the active sport travellers, as may be seen from the subdivisions mentioned above, the group of active sport tourism entails a wide range of tourists. Some sports however have always been more popular than others. For Europeans, most popular physical activities mentioned have always been hiking, bicycling, skiing and golfing (Gibson, 1998b; Weed, 2014). Although this all-time popularity exists, also new sports like kite-surfing and snowboarding have become more popular and have shown a significant growth in latest years (Holt & McCole, 2012).

Describing the characteristics of active sport tourist travellers, Schreiber (1976) has been one of the first researcher, investigating on golfers, tennis players and skiers. Characteristics mentioned by Schreiber (1976) were mostly male, affluent, well-educated and more active individuals in general and were later also confirmed by Gibson (1998b). The characterises have however said to be changed in latest years, considering that later in time also different economic classes and different races became more interested in active sport tourism trips (Gibson, 2004) and as latest trend also more female have become interested. For gender a more equal split of 57% males vs. 43 % females is seen nowadays (ATTA, 2013). One of the reasons mentioned for the latest trend of female active sport travellers is because of the increasing amount of women-only adventure holidays being offered (Pomfret & Bramwell, 2016).

Trying to investigate more in deep on to the decision making process of the active sport tourist, the relevance of studying travel behaviour, needs and motivations has been clearly stated. Knowing the tourist's needs and motivations can help to segment the travel industry and can help to obtain loyal and satisfied guests (Pizam, & Mansfeld, 1999). Motivations are hereby defined as reasons for people to act in a certain way and to desire certain things. Needs of people on the other hand are more concerning the necessities of people to live a healthy and happy life (Boon, & Hendrickx, 2015). Together with the characteristics (defined as the traits, qualities and feature that distinguishes or identifies a person (Boon, & Hendrickx, 2015), needs and motivations can very well explain a person's behaviour and thereby explain the decisions a certain person makes (Gibson, 2004).

Investigating the specific motivations of active sport travellers, not a lot of research has been performed so far, however when looking at the overlapping market of adventure tourism

much more research is shown. The recent review of Buckley (2012) hereby indicated 14 motivators that were mentioned to be significant in earlier studies, going about thrill & sensation, fear, control, skills, achieve, fitness, risk, nature, art, spirit, friends, image, escape and compete. The motivations about risk and competition were hereby however debated on according to Buckley (2012).

One study in favour of the motivation of risk is the study of Pizam et al. (2004). Pizam et al. (2004) specifically looked at the connection between risk-taking and sensation-seeking scores and adventure tourist activities. They conclude that some people are more risk takers than others in general, enjoying mostly the adrenaline that comes with it (Pizam et al. 2004). Concerning that adventurous sports also often contains a certain amount of risk and sensation, increasing a person's adrenaline (Giddy & Webb, 2016), these were the tourist activities most often chosen by the persons having a higher score in study of Pizam et al. (2004). The study of Pizam et al. (2004) may suggest that risk-taking and sensation-seeking can be important motivator for the young travellers to participate in adventurous sport tourism. The study needs however to be validated and more psychological characteristic should be tested to give a more complete conclusion about the psychological characteristics of active and adventurous sport tourists (Abraham, et al. 2004).

Opposite to the young travellers, some studies specifically looked at the baby boomer adventures sport tourists as for example the study of Naidoo et al., (2015). Naidoo et al., (2015) stating that the specific motivations mentioned for the baby boomer adventures sport tourists were fun and enjoyment, relieve from stress and tension, escapism, relaxation, change, novelty, the attractiveness of the physical environment and getting a better health (Naidoo et al., 2015).

Comparing baby boomer and millennial active sport tourist in a kayaking trip, differences between the two groups were found for achievement and stimulation. The younger participants hereby more often went on a kayaking trip to achieve certain goals and to stimulate themselves compared to the older participants (O'Connell's, 2010). Next to achievement and stimulation motivations, O'Connell's (2010) also showed that escaping personal and social pressures and relieving from stress and tension was different between the two groups, with again higher scores for the younger participants.

As it seems, the needs and motives (and thereby also the personality and behaviour) are often influenced by a person's age. However when looking at the preferences of certain age groups,

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also the generation people are part of is said to be important (Wong et al. 2008). In the generation theory of Strauss and Howe (Strauss & Howe, 1991), Strauss and Howe define a generation as a group of people sharing the same birth years with a span of around twenty years (Glass, 2007). In the generation theory of Strauss and Howe (1991) most important criteria mentioned for being part of a generation is: to be a member of a generation, you have a so called shared "age location in history". This age location in history means that some shared formative experiences, social trends or historical events, like growing up after the second world war or growing up in a new technical advanced environment, is said to have lasting influence on the habits and preferences of people (Wong et al. 2008). Due to the shared experiences, the people that are being part of the same generation often also feel like being part of the same group. Getting insight in the needs, motivators and the overall culture of the members of a generation can help managers in any market to target this group of people better (Pendergast, 2010).

Millennials are the people between ±20-35 years old now (college students, young adults and professionals) (Catlett, 2015). Considering travelling behaviour, the millennials are described as having a huge desire to see the world and thereby being more global-oriented than other generations. This is shown by an 23% higher interest in going abroad than other generations (Barton et al. 2013). Biggest reason mentioned for the annual growth of millennials travelling has been the increased possibilities of low budget travelling and the increase of peer-to-peer businesses tools like Airbnb, Couchsurfing and BlaBlaCar (Osterwalder & Pigneur, 2010). These peer-to-peer businesses not only make it cheaper to travel, but also adds a social value to the travel and can increase the cultural experience with more opportunities for different types of stays for example (Godelnik, 2017).

Next to the higher interest, the millennials are also said to view travelling differently. Where older consumers tend to see travelling more as a luxury, the millennials often see their international trips as an important life experience, fundamental for their personal development (Barton et al. 2013). They use travelling to develop themselves, considering that going abroad often offers new opportunities and experiences like learning about other cultures. Having cultural knowledge and experience has therefore also became an important marker of affluence (Barton et al. 2013; Swartz, 2016).

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Another important issue concerning travellers behaviour is that millennials also see themselves as more adventurous and more receptive to new ideas (Deal et al., 2010; DeBard, 2004; Millennial marketing, 2016). The sports and outdoors adventure tourism industry is there for mentioned as one of the important new activities of the millennial travellers (Cain, 2016). Looking at specific psychological characteristics of these millennial adventure travellers, a connection between high risk-taking and sensation-seeking scores and adventure tourist activities is found (Pizam et al. 2004).

The baby boomers on the other hand are the generation born between 1946 and 1964, being between 52 and 70 years old now. Considering travelling behaviour, while getting at an age of retirement they have more free time to spend and getting older in general they have less social and family obligations than younger people (Patterson, 2012). Next to that, the baby boomers are healthier, wealthier, better educated, more affluent and more independent than older generations were at the age of 52-70 years (Muller & Cleaver, 2000, Naidoo et al. 2015 & Patterson, 2012). Differences with previous generations at the age of 52-70 years are also visible by different attitudes and lifestyles mentioned in literature and by the fact that they also see themselves as younger than they actually are (Patterson, Balderas-Cejudo, & Rivera-Hernaez, 2017). Together the baby boomers are said to be keen to travel and to do things they have never done before (Muller & Cleaver, 2000, Naidoo et al. 2015 & Patterson, 2012).

Looking at the specific travel preferences, high climate destinations and traditional sightseeing and cultural trips are still popular under the baby boomer travellers, however experiencing adventure, culture and having authentic learning experiences have become more and more important (World Tourism Organization, 2001). Trips that have become less popular under this new retirement cohort group are the beach holidays which have their main focus on relaxation (Patterson, Balderas-Cejudo, & Rivera-Hernaez, 2017; World Tourism Organization, 2001). The baby boomers want to have a richer feeling of experiencing by discovering new things, getting new knowledge, learning new skills and being involved in new and adventures activities (Conceição & Skibba, 2008; Harwood, 2007). Some differences between men and women have however been mentioned, whereby men are said to be more interested in action and adventure types of holiday and women are more interested in getting new cultural and educational experiences (Chiang & Jogaratnam, 2006).

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Looking at the active sport tourism market, it has mentioned that baby boomers are nowadays starting to get more interested in actively participating in new activities like hiking, diving, surfing, mountain climbing and riding while being on holiday (Naidoo et al., 2015). Their specific motivations mentioned for this type of holidays thereby are because of fun and enjoyment, relieve from stress and tension, escapism, relaxation, change, novelty, the attractiveness of the physical environment and getting a better health (Naidoo et al., 2015). However this study also states about the importance of more research on the motivations of baby boomer active sport tourists that needs to be done (Naidoo et al. 2015). Already one consideration for example is that although escaping and relief from stress and tension was mentioned as one of the most important factors for baby boomer to go on an active sport tourism trip, comparing baby boomer and millennial active sport tourist participating in a kayaking trip it was seen that for the younger age groups escaping from personal and social pressures was significant more important than for the older age group (O'Connell's, 2010).

METHODOLOGY

The research design used in current study is based on the positivism philosophy. In the positivism philosophy most often a hypotheses is formulated based on an existing theory. By considering the existing theory, the researcher is trying to find specific causes and relationships. To be able to find this specific causes and relationships, numerical data is collected by using surveys and modulated mathematical by the researcher. This approach is called a deductive approach. In a deductive approach at first one or more hypotheses are formulated based on an existing theory, second the research strategy is built around it and as last the formulated hypotheses are tested (Gauch, 2012).

The hypotheses of current study are based on prior studies explaining how certain social-economic characteristic and motivations of a person are generally influencing the decision making process of a person. As explained in the literature review above, often a clear link is seen between a person's characteristic, needs and motivations, also influencing a person's behaviour (Berlyne's, 1960; Gibson, 2004; Maslow's, 1943). The hypotheses are based on the theory that on one hand a similar interest of people in the same type of holiday can provide similarities in their motivations,

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however on the other hand some difference in age (and corresponding life style) may induce some clear differences in their motivations and behaviour (Goodnow, 2005; Kurtzman & Zauhar, 2005 Wong et al. 2008).

At last, the hypotheses of this study are formed on the little research done before on active sport tourists and based on the literature concerning other sport tourism types and overlapping fields like adventure tourism (Pomfret & Bramwell, 2016). Hypothesis of current study hereby is that some differences between baby boomer and millennial active sport tourist exist, however which specific factors differentiate the baby boomer and millennial active sport tourists was investigated in current study.

For current study, online (Google Forms, n.d.).surveys were used to collect data about the characteristics, needs and motivations of baby boomer and millennial active sport tourists. Due to the fact that the same data (by using the same surveys) for the baby boomers and the millennials active sport tourists are collected, the findings could be compared.

The questionnaire used in current study consists of a few active sport tourism related questions, like how often someone goes on an active sport tourism holiday, what type of sport he or she performs on these holidays, if he or she is a hobbyist or event tourist (Kaplanidou & Gibson, 2010), if the travel holidays are competition related or not and if the trips are self-organised or organised by an organisation (Naidoo et al., 2015). Next to the active sport tourism related questions, also questions considering social economic characteristics where included, asking about: age, gender, nationality, education level, income, marital status and health/fitness status (Horner & Swarbrooke, 2016; Jönsson, & Devonish, 2008; Mahika, 2011; Mazilu, & Mitroi, 2010).

At last, questions considering a person's motivations to go on an active sport tourism trip were included. To know which motives should asked for in current study, earlier studies investigating on the motivations of active sport tourist were being overlooked. Considering that not many studies have looked at active sport tourism motivations before, also studies looking at adventure tourism were used, considering the big overlap seen between the two types of tourism (Pomfret & Bramwell, 2016). The review of Buckley (2012) was hereby considered as most useful, considering that Buckley was the most recent review looking at 50 earlier studies on participant motivations in adventure tourism and recreation. Buckley indicated 14 motivators in his study

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which were mentioned to be significant in earlier studies, being: "Thrill & Sensation", "Fear", "Control", "Skills", "Achieve", "Fitness", "Risk", "Adrenalin", "New", "Fun & Enjoyment", "Nature", "Art", "Spirit", "Friends", "Image", "Escape", "Compete", "Relieve/Refresh".

After comparing these 14 motives with other studies, like studies looking at the often used push and pull factors of Crompton (1979), four more motives were added: The first was about adrenalin, which was added considering that a connection between high risk-taking and sensation-seeking scores and adventure tourist activities were found for young travellers in the study of Pizam et al. (2004). Pizam et al. (2004) concluded that some people are more risk takers than others in general, enjoying mostly the adrenalin that comes with it.

The other three motives were: trying new things, fun and enjoyment and relief from stress and tension/to relax and refresh. These three motives were added after looking at the study of Naidoo et al., (2015) investigating the specific motivations mentioned for the baby boomer adventures sport tourists. Although some overlap was seen with the motivations mentioned by Buckley (2012), these three were not yet included. Investigating escapism and to relieve from stress and tension was thought to be especially important to ask considering that in the study of O'Connell's (2010), comparing baby boomer and millennial active sport tourist participating in a kayaking trip, a difference between the two groups was found for escaping personal and social pressures (O'Connell's, 2010).

The questions considering motives are asked using a 5 item Likert scale (Likert, 1932). With this scale participants can indicate to what extent they agree or disagree with a certain question asked about a specific motive. The 5 items are ranged as follow: strongly disagree – degree – neutral – agree – strongly agree. Considering that current study was mostly performed in The Netherlands, the questionnaire was made in both Dutch and English, whereby people could choose their own preferred language.

For the analyse of all variables, IBM SPSS version 24 was used in current research. Before starting to analyse, a preliminary examination of the data was performed to detect any missing data and outliers. After the preliminary examination was performed, an overview of the data was gathered using descriptive statistics, expressing the results by using graphs, frequencies, mean ± SD

and median ± the interquartile range values. Both the , mean ± SD and median ± the interquartile range values are shown in current study considering that ordinal data cannot be normally distributed, and the mean and SD are thereby not considered as appropriate (Field, 2009). However many discussion about the appropriateness of using mean and SD values does exist, whereby also many authors argue in favour. These authors argue that the Likert scale may be seen as a real scale, also published important papers in important magazines by using the mean and SD values (Carifio & Perla, 2008; Jamieson, 2004; Winter, de & Dodou, 2010).

To test whether the questionnaire of the 18 motivational variables were reliable, the Cronbach's Alpha was calculated, together with the Cronbach's Alpha when one of the item was deleted. At last, to test whether any significant difference between the baby boomer and millennial active sport tourists exist, Pearson's Chi-square tests were used. Two assumptions that have to be met for the chi-square test are: 1) the first is about the sample size which should be big enough, whereby the sample sizes are considered as to be too small when more than 20% of the contingency cells have an expected values of less than 5. When this assumption is not met, one should look at the outcome of the Likelihood Ratio test (or the Fisher's exact test for a 2x2 table) instead of looking at the outcome of the Pearson's chi-square test and 2) The variables measured should be independent, so data may not be correlated as is the case by a repeated-measures design for example (Field, 2009).

RESULTS

A total of 262 participants were tested in current study existing out of a total of 138 millennial active sport tourist (with an average age of 27,01 years) and 124 baby boomer active sort tourists (with an average age of 58,76).

A significant difference between the millennial and baby boomer active sport tourists was found for the following variables: for the preference for competition related trips (α = 0.018), for being more event or hobbyist active sport tourist (α = 0.015), for gender (α = 0.000), for education level (α = 0.000), for marital status (α = 0.000) and for income (α = 0.000). Analysing the crosstabs of these variables the factors representing the two groups can be described as follow:

- 10,9% of the millennials prefers a competition related trip, whereby only 3,3% of the baby boomers do. For both groups the highest preference is however for an active sport holiday without any form of competition (89,1%/96,7%)

- Event or hobbyist for the Millennials: 5,1% event, 73,5% hobbyist, 21,3% both.
  For the baby boomers: 0,8% events, 86,2% hobbyist, 13% both.
  Also here it can be seen that the highest preference is hobby related, however a significant different amount of millennials go on an event active sport trip (as well).

- For gender, the group of millennials existed of 50 male and 88 female, and the group of baby boomers of 80 male and 43 female. In percentage this is: Millennials = 36,2% male / 63,8% female; baby boomers: 65,0% male / 35% female.

- Looking at education , the median value for millennials was 7 = University Master's degree, with a interquartile range of 2 and a percentage of 48,2%. For the baby boomer the median value was 5 = Higher vocational education / HBO, with a interquartile range of 2 and a percentage of 40,3%

- Considering the marital status, the median value for millennials was 3 = Partner, not living together and without kids, with a interquartile range of 4 and a percentage of 20,3%. For the baby boomer the median value was 8 = married, with kids (not living at home), with a interquartile range of 3 and a percentage of 49,2%

- For income, percentages are more dispersed, whereby the income of the millennials were more on the lower end and for the baby boomers more on the higher end.

No significant difference were found for the times a year millennials and baby boomers go on an active sport related trip, for the preference for self-organised or non-self-organised trips and for the fitness status. With 46,6% of the total amount of participants going ones a year and 49,6% of the participants going two to four times a year on an active sport related trip, almost all having a preference for the self-organised trips (93,5%). Concerning the fitness status, both the millennials and the baby boomers showed their highest percentages for the answer of performing sport 1-2 times a week (40,6% & 54,0%) and 3-4 times a week (47,8% & 39,5%).

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Concerning the 18 motivational questions, the questionnaire was considered good reliable, with a Cronbach's α = 0.802. Outcome showed that for the millennials the most important motivations were: fun (4,75), beauty of nature (4,39), social (4,26), relieve (4,04), escape (3,88), thrill & sensation (3,88), challenge (3,87) and adrenalin (3,57) having a mean value above 3,5 whereby the 3 stands for neutral opinion about the motivation and 4 stands for agreeing on the motivation. To a less extend also the motivations new (3,46), enhance skills (3,09), improve health (3,07) and physical and mental control (3,01) show to more than neutral important having a value between 3 and 3,5.

Not important motivators for the millennials were shown to be the motivations of risk, (2,58), artistic (2,47), compete (1,89), overcoming fears (1,77), spiritual (1,74) and image (1,64)

For the baby boomers only 5 motivations had a value above 3,5, being Fun (4,73), beauty of nature (4,39), social (4,01), improve health (3,84) and relieve (3,81). To a less extend the motivations escape (3,29), physical and mental control (3,06), thrill & sensation (3,06) and challenge (3,06) show to more than neutral important having a value between 3 and 3,5.

Not important motivators for the baby boomers were shown to be the motivations of new (2,77), adrenalin (2,63), artistic (2,26), risk (1,75), enhance skills (2,54), compete (1,52), overcoming fears (1,23), spiritual (1,83) and image (1,44) .

Compering the two groups, chi square tests were used. In some cases the first assumption of ci-square tests of sample size was violated, showing more than 20% of the contingency cells with an expected values of less than 5. In case this assumption was violated, the outcome of the Likelihood Ratio test was used and in case the assumption was met the outcome of the Pearson Chi-Square test was used.

A significant difference between the millennial and baby boomer active sport tourists was found for 11 of the 18 motivations: thrill & sensation (α = 0.000), adrenalin (α = 0.000), overcome fears = (α = 0.000), enhance skills (α = 0.003), challenge (α = 0.000), improve health (α = 0.000), risk (α = 0.000), image (α = 0.044), escape (α = 0.002), compete (α = 0.013) and new (α = 0.000).

DISCUSSION & CONCLUSION

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Current study was considered to be important due to an extensive growth seen for both the millennial and baby boomers generation in the active sport tourism market and considering the fact that limited understanding of the characteristics, needs and motives was contradicting this enormous growth in the market. Answering the research question of current study it has become clear that a great amount of differences were found between the millennial and the baby boomer active sport tourists. At first, many differences are found for several social-economic characteristics. The baby boomer active sport tourists hereby showed to be mostly male, on average having finished a higher vocational education, mostly being married, having kids not living at home and mostly having a high income of >€ 3.500,-. The millennials on the other hand showed to be more female, having a high education level of mostly a university master degree, having different marital statuses (but mostly without kids) and having a lower incomes, mostly under € 2.500,- a month.

These differences are considered to be important to take in mind for tourism practitioners due the fact that changes happening in the circumstances of a individuals personal life are mentioned to change the value of people given to a certain trip (Goodnow, 2005; Wong et al. 2008). With the statistics performed in current research no conclusions can however be formed about the link between the specific social-economic characteristics other than age, and the motivations tested to go on an active sport tourism trip. For future studies it may therefore be very interesting to have a better look at which social-economic characteristics contribute to which specific motivations of active sport tourists.

Next to the social-economic characteristics also a big difference was found concerning the motivations tested in current research between millennial and the baby boomer active sport tourists, whereby 11 of the 18 motivations tested showed to be significantly different. Most important significant different motivations hereby were concerning the motivations 'escaping from daily routine of home or work'', 'thrill & sensation', 'overcoming certain challenges', 'adrenalin' and 'keeping or improving health', whereby the first four were significantly more important for the millennial than for the baby boomer active sport tourists and the last motivation the other way around, being more important for the baby boomer active sport tourists. These differences are important because, same as mentioned for the differences in characteristic of people also

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differences in motivation contribute to the values given for a trip offered (Goodnow, 2005; Wong et al. 2008).

With the many differences mentioned for both the social-economic characteristics and the motivations of the baby boomer and the millennial active sport tourists it may hereby be concluded that two different groups can be characterized when talking about sport active tourism, with each having their own specific needs and motives concerning active sport related trips.

This conclusion is important considering the recommendations that can be given to the professionals working in the branch of active sport tourism and other researchers investigating the active sport tourists. As mentioned in literature, to be able to make research easier and to go deeper into the consumers profile, segmenting a certain consumer market was considered to be an effective tool (Chen, 2003; Park & Yoon, 2009). To consider two groups as two different segments these two groups each have to have a clear group identity, easily observable and similar within one group, but different from the clear identity of the other group (Wilkie, 1994). Due to the great amount of differences found between the millennial and the baby boomer active sport tourists in current research, these two groups may be also be seen as two different market segments in future.

Being considered as two different market segment, distinct target strategies by tourism practitioners for the two groups will be needed, considering that different customer segments may also be reached differently, they may require different types of customer relationships and they may also be willing to pay differently for the products offered (Goodnow, 2005; Osterwalder A. & Peigner, 2010). Next to that, knowing the characteristics, needs and motives of the two active sport tourism segments can help tourist practitioners to prepare for future demands and can help to better match their products with the specific demands (Hungenberg et al., 2016). Identifying the factors can also help companies to organize their propagation, their design elements, their process and their marketing and communication content (Collins, 1999).

Some recommendations that may be given to the tourism practitioners are:

- A good look should be given at the type of active sport tourism activities offered. Professionals that are working with mostly one of the two generations should offer more products that match well with the motivations most mentioned within that

group. The active sport tourism activities for millennials for example may be more focused on more risky activities with higher level of thrill & sensation and adrenalin involved and whereby certain challenges exist that a customer can beat. The active sport tourism activities for baby boomers may be more focused on health related activities, helping the baby boomers to keep or to improve their health.

- Professionals that are targeting both groups can of course offer both types of activities, however it may be useful for them to separate the two types of activities. The clear separation can help professionals to create a good strategy to reach the two groups differently and by creating different types of customer relationships. Making a clear separation may create higher value for the products from the consumer, also making them willing to pay more.

- Last recommendation may not only be about the product, but also about the marketing of the products. Companies should organize their propagation and their design elements according to the different content they are offering. The difference between millennials and baby boomers in their motivation for escaping from daily routine of home or work, may hereby also be an important motivation to use for propagation.

LIMITATIONS AND FURTHER RESEARCH

Although the outcome of current study can help professionals working in the branch of active sport tourism, some limitations should also be considered when interpretation the results. The first limitation hereby is concerning the sample taken from the population. Considering that all participants mentioned to have a European nationality and considering the fact that 96% of the participants filled in the Dutch survey instead of the English version, it may be concluded that most participants in current study also had a Dutch nationality. Outcomes of current study may therefore not be generalised to other nationalities considering that cultural and nationality differences do influence the choices tourists make regarding their holiday (Mahika, 2011). Further research including or comparing different nationalities should therefore be performed to make more general conclusions considering the characteristics, needs and motivations of active sport tourist all

over the world.

Secondly, considering the sample size, no saturation point has been calculated for current research, thereby making it not sure if the sample is a good representative of the total population (Creswell, 2013; Field, 2009; Walle, 1997)..

Thirdly, by performing only quantitative research and using surveys, outcomes may be simplified and less detailed compared to qualitative research. Although this objective way of collecting data is said to always represent the truth, it may not always present the whole truth. Social and historical backgrounds for example, which are also said to influence behaviour and motives, are not measurable using surveys and are thereby left behind in current study (Johnson, Onwuegbuzie & Turner, 2007). Qualitative research may therefore be performed in further studies to investigate whether certain specific motivations are missing in the current data.

Another disadvantages of using surveys, is that the meanings of questions cannot be discussed and questions may have been misinterpreted or misunderstood, this may have let to unintended biases and wrong conclusions made in current study. This may again be solved by performing qualitative research in further.

A fifth limitation is concerning the data collection and the data analysis. Due to the fact that only active sport tourist were interviewed, no comparisons could be made between the travellers that do go on an active sport related trip and the ones that do not. Next to that, due to time limitations, in current research only the differences between the millennial and baby boomer active sport tourists were tested using chi-square tests. With these chi-square tests comparing two age groups, no conclusions can be made concerning the link between other social-economic and health related characteristics and specific motivations of active sport travellers. Further research should therefore go deeper in the possibilities of also performing two-way ANOVA analyses and logistic regressions to be able to conclude which social-economic variables are most related to the which motivations (Field, 2009).

Last consideration being, although clear differences have been seen between the millennial and baby boomer active sport tourists in current research, not much studies considering this topic have been done before and more research is needed to be able to validate the outcome.

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APPENDIX A – QUESTIONNAIRE (ENGLISH VERSION)

Explanation

Dear participant, this research is being conducted as part of a dissertation project for a student of HTSI School of Tourism and Hospitality Management. The questionnaire is meant to get a better understanding of the active sport tourism consumers. We would like to increase in knowledge about characteristics, needs and motives of the active sport tourists considering the fact that this is a big growing industry and not much is known about the consumers. The questionnaire consists of multiple choice questions and the questionnaire will take 5-7 minutes of your time. All data will be kept strictly confidential and anonymous and will only be used for current study.

Thank you for agreeing to answer these questions. If you have any question or any problem with the information you have provided, please do not hesitate to contact the researcher. If you want any information to be deleted please remember the time and date of submission, considering the fact that all data is anonymous.

Research information: Ruth IJspeert - ruthyspeert@gmail.com

The active sport tourist

Current research is on active sport tourists. Active sport tourists are the individuals that specifically travel to another country or place to actively participate in sports. The specific sport can be event related or self-organized as an hobby. Examples of events are tournaments as soccer, hockey and tennis tournaments, or other types of competitions like marathons or triathlons. Hobbyists or non-event participants on the other hand are individuals who have a certain sport as general purpose of their travel without any competition involved in it, examples of this kind of sports are hiking, skiing, snowboarding, scuba diving, rafting, surfing, playing golf and going on survival.

Before starting this questionnaire, mean question is: Do you ever go on an active sport holiday?

- o   Yes
- o   No

Active sport tourism related questions

1. How often do you go on an active sport tourism holiday?

- o   One's a year

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...

- o 2-4 times a year

- o 5-7 times a year

- o 8-11 times a year

- o One's a month

2. What kind of sport activities do you participate in when going on an active sport holiday (more options possible, please specify all):

Specific ball sport tournaments (Hockey, soccer, tennis etc.)

- o Marathons

- o Triathlon's

- o Cycling tours

- o Mountain biking

- o Canoeing

- o Hiking

- o Winter sports like skiing, snowboarding and langlauf.

- o Scuba diving

- o Rafting

- o Surfing,

- o Kite surfing

- o Playing golf

- o Survival

- o Mountain climbing

- o Other:

- o [   ]

3. Organisation: What type of active sport has your preferences?

- o Self-organised

- o Organised by an organisation / participating in an event

4. Competition: What type of active sport holiday has your preferences ?

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- Competition related
- An active sport holiday without any form of competition

5. Event or Hobbyist (see explanation above)?

- Event
- Hobbyist
- Both

Socio-economic characteristics

1. Age: What is your age?

2. Gender: What is your gender?

- Male
- Female

3. Nationality: in which continent are you born?

- Europa
- Nord-America
- South-America
- Africa
- Asia
- Australia
- Other:

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4. Education: What is the highest degree or level of school you have completed? (If currently enrolled, choose the highest degree received).

- o Primary school
- o High school graduate, diploma or the equivalent (In the Netherlands this would be MAVO, HAVO or VWO)
- o Trade/technical/vocational training / LBO
- o Intermediate vocational education / MBO
- o Higher vocational education / HBO
- o University Bachelor's degree
- o University Master's degree
- o PhD

5. Marital Status: What is your marital/home situation status?

- o Single
- o Single with kids
- o Partner, not living together and without kids
- o Partner, not living together but with kids
- o Living together
- o Living together with kids
- o Married
- o Married, with kids (living at home)
- o Married, with kids (not living at home)
- o Widow

6. Income: what is your monthly spendable income?

- o < €500
- o €500 - €1000
- o €1000 - €1500
- o €1500 - €2000
- o €2000 - €2500

o €2500 - €3000

o €3000 - €3500

o > €3500

7. Health status: Average times of doing sports (at least 30 minutes, higher intention workout) a week:

o 1-2 times a week

o 3-4 times a week

o 5-6 times a week

o Every day

Motivational questions

Please choose for each of the following statements one of the following answers:

(1) Strongly disagree, (2) Disagree, (3) Neutral, (4) Agree, (5)Strongly agree.

1. I usually go on an active sport holiday because of the thrill of these type of holidays.

Strongly disagree   1   2   3   4   5   Strongly agree

2. I usually go on an active sport holiday because of the experience of adrenalin and excitement it offers me.

Strongly disagree   1   2   3   4   5   Strongly agree

3. I usually go on an active sport holiday to overcome certain fears.

Strongly disagree   1   2   3   4   5   Strongly agree

4. I usually go on an active sport holiday for the experience of physical and mental control over my body.

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Strongly disagree	1	2	3	4	5	Strongly agree

5. I usually go on an active sport holiday to practice, to perform difficult tasks and enhance my skills.

Strongly disagree	1	2	3	4	5	Strongly agree

6. I usually go on an active sport holiday to overcome certain challenges.

Strongly disagree	1	2	3	4	5	Strongly agree

7. I usually go on an active sport holiday to keep or to improve my (physical) health.

Strongly disagree	1	2	3	4	5	Strongly agree

8. I usually go on an active sport holiday because I like to seek for some risks.

Strongly disagree	1	2	3	4	5	Strongly agree

9. I usually go on an active sport holiday because of the experience in beautiful places in nature.

Strongly disagree	1	2	3	4	5	Strongly agree

10. I usually go on an active sport holiday because of the artistic aspects of performing certain activities in another country.

Strongly disagree	1	2	3	4	5	Strongly agree

11. I usually go on an active sport holiday of the spiritual experience.

Strongly disagree	1	2	3	4	5	Strongly agree

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12. I usually go on an active sport holiday to enjoy with friends and to participate in activities with others.

Strongly disagree   1   2   3   4   5   Strongly agree

13. I usually go on an active sport holiday to enhance my image.

Strongly disagree   1   2   3   4   5   Strongly agree

14. I usually go on an active sport holiday to escape from daily routine of home or work.

Strongly disagree   1   2   3   4   5   Strongly agree

15. I usually go on an active sport holiday to compete against others.

Strongly disagree   1   2   3   4   5   Strongly agree

16. I usually go on an active sport holiday to try new things.

Strongly disagree   1   2   3   4   5   Strongly agree

17. I usually go on an active sport holiday for the fun and enjoyment.

Strongly disagree   1   2   3   4   5   Strongly agree

18. I usually go on an active sport holiday to relieve from stress and tension/to relax and refresh

Strongly disagree   1   2   3   4   5   Strongly agree

Thank you very much for participating in this study, I can really it!

SUBMIT

Uitleg

Geachte deelnemer, dit onderzoek wordt uitgevoerd in het kader van een afstudeerproject voor een student van de HTSI Shool of Tourism and Hospitality Management. De vragenlijst is bedoeld om een beter begrip van de actieve sport-toerist te krijgen. We willen graag de kennis over de eigenschappen, de behoeften en de motieven van de actieve sport-toerist vergroten. Dit gezien het feit dat de actieve sport-toerisme-industrie een groot groeiende industrie is en er niet veel bekend is over de consument.

De vragenlijst bestaat uit een aantal meerkeuze vragen en zal ongeveer 5 tot 7 minuten van uw tijd in beslag nemen.

Alle gegevens zullen strikt vertrouwelijk en anoniem worden behandeld en zullen alleen gebruikt worden voor de huidige studie.

Dank dat u akkoord gaat met het beantwoorden van deze vragen. Mocht u enige vraag of een probleem hebben met de door u verstrekte informatie, aarzel dan niet om contact op te nemen met de onderzoeker. Mocht u verstrekte informatie willen verwijderen vergeet u dan alstublieft niet de specifieke tijd en datum van indiening, gezien het feit dat alle gegevens anoniem zijn verwerkt

Informatie onderzoeker: Ruth IJspeert - ruthyspeert@gmail.com

De actieve sport-toerist

Als gezegd gaat het huidige onderzoek over de actieve sport-toerist, maar de vraag is natuurlijk: Wat is dan precies een actieve sport-toerist?

Actieve sport-toeristen zijn mensen die reizen naar een ander land of een andere plek met het doel om daar actief een bepaalde sport te beoefenen. De specifieke sport kan event-gerelateerd zijn of zelf georganiseerd (hobbyist). Voorbeelden van sportevenementen zijn marathons, triatlons of toernooien, als bijvoorbeeld voetbal-, hockey- en tennistoernooien. Hobbyisten of deelnemers die zelf de reis organiseren, zijn personen die een bepaalde sport als algemeen doel van hun reis hebben zonder enige vorm van competitie. Een aantal voorbeelden hiervan zijn wandelen, wielrennen, skiën, snowboarden, duiken, raften, surfen, golfen en survival.

Voor u begint aan deze vragenlijst stel ik u eerst graag de hoofdvraag: Gaat u wel eens op een actieve sportvakantie?

o   Ja

o   Nee

o

1. Hoe vaak gaat u op een actieve sportvakantie?

   o   Eén keer in het jaar

   o   2-4 keer per jaar

   o   5-7 keer per jaar

   o   8-11 maal per jaar

   o   Eén keer per maand

2. Welke specifieke sport of sporten (meerdere antwoorden mogelijk) beoefent u op zo'n actieve

sportreis?

   o   Een balsporttoernooi (hockey, voetbal, tennis etc.)

   o   Marathons

   o   Triatlons

   o   Fietstochten

   o   Mountainbiken

   o   Kanovaren

   o   Wandelen

   o   Wintersporten zoals skiën, snowboarden en langlaufen

   o   Duiken

   o   Rafting

   o   Surfen

   o   Kite surfen

   o   Golfen

   o   Survival

   o   Bergbeklimmen

   o   Anders

   o   Indien "anders", specifeer hier:

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3. Organisatie: Welke soort actieve sportvakantie heeft uw voorkeur?

- o   Zelf georganiseerde
- o   Georganiseerd door een reisorganisatie / deelnemen aan een evenement

4. Competitie: Welk soort actieve sportvakantie heeft uw voorkeur?

- o   Competitie-gerelateerd
- o   Een actieve sport zonder vorm van competitie

5. Event of Hobbyist (zie uitleg hierboven)

- o   Event
- o   Hobbyist
- o   Beide

Socio-economische kenmerken

1. Leeftijd: Wat is uw leeftijd?

2. Geslacht: Wat is uw geslacht?

- o   Man
- o   Vrouw

3. Nationaliteit: in welk continent bent u geboren?

- o   Europa
- o   Noord-Amerika
- o   Zuid-Amerika

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- o Afrika

- o Azië

- o Australië

- o Anders

4. Onderwijs: Wat is uw hoogst voltooide opleiding?

- o Basisonderwijs

- o Lager / voorbereidend beroepsonderwijs (lbo / vmbo)

- o Middelbaar algemeen voortgezet onderwijs (mavo)

- o Middelbaar beroepsonderwijs (mbo)

- o Hoger algemeen voortgezet onderwijs (havo)

- o Voorbereidend wetenschappelijk onderwijs (vwo)

- o Hoger beroepsonderwijs (hbo)

- o Wetenschappelijk onderwijs (wo) - Bachelor

- o Wetenschappelijk onderwijs (wo) - Master

- o PhD

5. Burgerlijke staat: Wat is uw burgerlijke-status?

- o Alleenstaand

- o Alleenstaand met kinderen

- o Partner, niet samenwonend en zonder kinderen

- o Partner, niet samenwonend, met kinderen

- o Samenwonend

- o Samenwonend met kinderen

- o Getrouwd

- o Getrouwd met kinderen (thuis wonend)

- o Getrouwd met kinderen (uit huis wonend)

- o Weduwe/weduwnaar

6. Inkomen: Wat is uw maandelijks besteedbaar inkomen?

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- o   < € 500
- o   € 500 - € 1.000
- o   € 1.000 - € 1.500
- o   € 1.500 - € 2.000
- o   € 2.000 - € 2.500
- o   € 2.500 - € 3.000
- o   € 3.000 - € 3.500
- o   > € 3.500

7. Fitheid: Hoe vaak per week doet u gemiddeld aan sport (ten minste 30 minuten, op verhoogde intensiteit):

- o   1-2 keer per week
- o   3-4 keer per week
- o   5-6 keer per week
- o   Elke dag

Motivatie-gerelateerde vragen

Kies voor elk van de volgende uitspraken een van de volgende antwoorden:

(1) Zeer mee oneens, (2) Oneens, (3) Neutraal, (4) Mee eens, (5) Volledig mee eens.

1. Ik ga op een actieve sportvakantie vanwege de sensatie van dit type vakanties. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

2. Ik ga op een actieve sportvakantie voor de adrenaline en opwinding die deze me biedt. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

3. Ik ga op een actieve sportvakantie om bepaalde angsten te overwinnen. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

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4. Ik ga op een actieve sportvakantie voor de ervaring van fysieke en mentale controle over mijn lichaam. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

5. Ik ga op een actieve sportvakantie om te oefenen, om moeilijke taken uit te voeren en mijn vaardigheden te verbeteren. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

6. Ik ga op een actieve sportvakantie om bepaalde uitdagingen te overwinnen. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

7. Ik ga op een actieve sportvakantie voor het behoud en de verbetering van mijn (fysieke) gezondheid. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

8. Ik ga op een actieve sportvakantie omdat ik graag op zoek ga naar wat meer risico's. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

9. Ik ga op een actieve sportvakantie vanwege de ervaring op mooie plekken in de natuur. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

10. Ik ga op een actieve sportvakantie vanwege artistieke aspecten van het uitvoeren van bepaalde activiteiten in een ander land. *

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Zeer mee oneens   1   2   3   4   5   Volledig mee eens

11. Ik ga op een actieve sportvakantie vanwege de spirituele ervaring. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

12. Ik ga op een actieve sport vakantie om te genieten met vrienden en bekenden en om deel te nemen aan activiteiten met anderen. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

13. Ik ga op een actieve sportvakantie om mijn imago te verbeteren. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

14. Ik ga op een actieve sportvakantie om te ontsnappen aan de dagelijkse routine van thuis of werk. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

15. Ik ga op een actieve sportvakantie om te concurreren tegen anderen. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

16. Ik ga op een actieve sportvakantie om nieuwe dingen te proberen. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

17. Ik ga op een actieve sportvakantie voor het plezier en genot. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

18. Ik ga op een actieve sport vakantie voor de verlichting van stress en spanning / om te ontspannen en op te laden. *

Zeer mee oneens   1   2   3   4   5   Volledig mee eens

Super bedankt voor het invullen van deze vragenlijst, ik kan het heel erg waarderen!!

SUBMIT

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APPENDIX C – ETHICAL FORM

Ethics form

Ethics forms MUST BE COMPLETED BY YOURSELF AND SIGNED OFF BY YOUR SUPERVISOR BEFORE UNDERTAKING RESEARCH.

THE SIGNED ETHICS FORM MUST BE INCLUDED IN THE FINAL RESEARCH THESIS.

Risk checklist – Please answer ALL the questions in each of the sections below.

	Yes	No
Risk category 1		
Use any information OTHER than that which is freely available in the public domain?		No
Involve analysis of pre-existing data which contains sensitive or personal information?		No
Involve direct and/or indirect contact with human participants?	Yes	
Require consent to conduct?		No
Require consent to publish?		No
Have a risk of compromising confidentiality?		No
Have a risk of compromising anonymity?		No
Involve risk to any party, including the researcher?		No
Contain elements which you OR your supervisor are NOT trained to conduct?		No
Risk Category 2		

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	No
Require informed consent OTHER than that which is straightforward to obtain to conduct the research?	No
Require informed consent OTHER than that which is straightforward to obtain to publish the research?	No
Require information to be collected and/or provided OTHER that that which is straightforward to obtain?	No
Risk category 3	
Involve participants who are particularly vulnerable?	No
Involve participants who are unable to give informed consent?	No
Involve data collection taking place BEFORE consent form is given?	No
Involve any deliberate cover data collection?	No
Involve risk to the researcher or participants beyond that experienced in everyday life?	No
Cause (or could cause) physical or psychological negative consequences?	No
Use intrusive or invasive procedures?	No
Include a financial incentive to participate in the research?	No

IF APPLICABLE:

List agreed actions with your tutor to be taken to address issues raised in questions Risk Category 2:

................0..............

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Student Declaration: I confirm that I will undertake the research thesis as detailed above. I understand that I must abide by the terms of this approval and that I may not make any substantial amendments to the research thesis without further approval.

Name: Ruth Jyoti Signed: ⟨signature⟩ Date: 25-01-2017

Agreement from the supervisor of the student:

Name: Silvia Signed: ⟨signature⟩ Date: 25/01/2017
Hernandez

Risk Category 1: If you answered NO to all the above questions, your study is classified as Risk Category 1.

- The supervisor can give immediate approval for the research thesis.
- A copy of this signed form MUST be included in the Research Thesis.

Risk Category 2: If you answered YES only to questions in Risk Category 1 and/or 2.

- You must meet with your supervisor and clarify how the issues encountered are going to be dealt.
- Once clarified, the actions taken must be stated in the form. Then the supervisor can guarantee approval for the research thesis.
- A copy of this signed form MUST be included in the Research Thesis.

Risk Category 3: If you answered YES to questions included in Risk Category 3.

- You must discuss with your supervisor how to re-direct the research thesis to avoid risks mentioned in Category 3.
- You must complete the Ethical Form again until Risk Category 1 or 2 is obtained.

A copy of this signed form MUST be included in the Research Thesis.

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APPENDIX D – CHI-SQUARE SPSS OUTCOME (comparing millennial and baby boomer active sport tourists concerning the active sport tourism related questions and the social economic characteristics).

CROSSTABS

 /TABLES=TimesAYear Organisation Competition EventHobbyist Gender Education MaritalStatus Income

   FitnessStatus BY Generation

 /FORMAT=AVALUE TABLES

 /STATISTICS=CHISQ

 /CELLS=COUNT EXPECTED COLUMN SRESID

 /COUNT ROUND CELL.

Crosstabs

Notes

Output Created		25-FEB-2017 11:32:56
Comments		
	Data	C:\Users\ruthyspeert\Documents\IHM\Research proposal\statistics\uitkomsten.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	262
	Definition of Missing	User-defined missing values are treated as missing.

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Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	CROSSTABS /TABLES=TimesAYear Organisation Competition EventHobbyist Gender Education MaritalStatus Income FitnessStatus BY Generation /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED COLUMN SRESID /COUNT ROUND CELL.
Processor Time	00:00:00,05
Elapsed Time	00:00:00,03
Dimensions Requested	2
Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
TimesAYear * Generation	262	100,0%	0	0,0%	262	100,0%
Organisation * Generation	261	99,6%	1	0,4%	262	100,0%
Competition * Generation	261	99,6%	1	0,4%	262	100,0%
EventHobbyist * Generation	259	98,9%	3	1,1%	262	100,0%
Gender * Generation	261	99,6%	1	0,4%	262	100,0%
Education * Generation	261	99,6%	1	0,4%	262	100,0%
MaritalStatus * Generation	262	100,0%	0	0,0%	262	100,0%
Income * Generation	248	94,7%	14	5,3%	262	100,0%
FitnessStatus * Generation	262	100,0%	0	0,0%	262	100,0%

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TimesAYear * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	59	63	122
	Expected Count	64,3	57,7	122,0
	% within Generation	42,8%	50,8%	46,6%
	Standardized Residual	-,7	,7	
	Count	74	56	130
	Expected Count	68,5	61,5	130,0
	% within Generation	53,6%	45,2%	49,6%
	Standardized Residual	,7	-,7	
	Count	3	5	8
	Expected Count	4,2	3,8	8,0
	% within Generation	2,2%	4,0%	3,1%
	Standardized Residual	-,6	,6	
	Count	1	0	1
	Expected Count	,5	,5	1,0
	% within Generation	0,7%	0,0%	0,4%
	Standardized Residual	,7	-,7	
	Count	1	0	1
	Expected Count	,5	,5	1,0
	% within Generation	0,7%	0,0%	0,4%
	Standardized Residual	,7	-,7	
	Count	138	124	262
	Expected Count	138,0	124,0	262,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4,388ᵃ	4	,356
Likelihood Ratio	5,161	4	,271
Linear-by-Linear Association	1,683	1	,195
N of Valid Cases	262		

a. 6 cells (60,0%) have expected count less than 5. The minimum expected count is ,47.

Organisation * Generation

Crosstab

		Generation	
		Millennials	Baby boomers
	Count	126	118
	Expected Count	128,1	115,9
	% within Generation	92,0%	95,2%
	Standardized Residual	-,2	,2
	Count	11	6
	Expected Count	8,9	8,1
	% within Generation	8,0%	4,8%
	Standardized Residual	,7	-,7
	Count	137	124
	Expected Count	137,0	124,0
	% within Generation	100,0%	100,0%

Crosstab

		Total
	Count	244
	Expected Count	244,0
	% within Generation	93,5%
	Standardized Residual	
	Count	17
	Expected Count	17,0
	% within Generation	6,5%
	Standardized Residual	
	Count	261
	Expected Count	261,0
	% within Generation	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,088[a]	1	,297		
Continuity Correction[b]	,627	1	,428		
Likelihood Ratio	1,107	1	,293		
Fisher's Exact Test				,327	,215
Linear-by-Linear Association	1,084	1	,298		
N of Valid Cases	261				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,08.

b. Computed only for a 2x2 table

Competition * Generation

Crosstab

		Generation	
		Millennials	Baby boomers
	Count	15	4
	Expected Count	10,0	9,0
	% within Generation	10,9%	3,3%
	Standardized Residual	1,6	-1,7
	Count	123	119
	Expected Count	128,0	114,0
	% within Generation	89,1%	96,7%
	Standardized Residual	-,4	,5
	Count	138	123
	Expected Count	138,0	123,0
	% within Generation	100,0%	100,0%

Crosstab

	Count	19
	Expected Count	19,0
	% within Generation	7,3%
	Standardized Residual	
	Count	242
	Expected Count	242,0
	% within Generation	92,7%
	Standardized Residual	
	Count	261
	Expected Count	261,0
	% within Generation	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5,591[a]	1	,018		
Continuity Correction[b]	4,519	1	,034		
Likelihood Ratio	5,986	1	,014		
Fisher's Exact Test				,029	,015
Linear-by-Linear Association	5,570	1	,018		
N of Valid Cases	261				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,95.

b. Computed only for a 2x2 table

EventHobbyist * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	7	1	8
	Expected Count	4,2	3,8	8,0
	% within Generation	5,1%	0,8%	3,1%
	Standardized Residual	1,4	-1,4	
	Count	100	106	206
	Expected Count	108,2	97,8	206,0
	% within Generation	73,5%	86,2%	79,5%
	Standardized Residual	-,8	,8	
	Count	29	16	45
	Expected Count	23,6	21,4	45,0
	% within Generation	21,3%	13,0%	17,4%

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	Standardized Residual	1,1	-1,2	
	Count	136	123	259
	Expected Count	136,0	123,0	259,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7,797[a]	2	,020
Likelihood Ratio	8,394	2	,015
Linear-by-Linear Association	,554	1	,457
N of Valid Cases	259		

a. 2 cells (33,3%) have expected count less than 5. The minimum expected count is 3,80.

Gender * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	50	80	130
	Expected Count	68,7	61,3	130,0
	% within Generation	36,2%	65,0%	49,8%
	Standardized Residual	-2,3	2,4	
	Count	88	43	131
	Expected Count	69,3	61,7	131,0
	% within Generation	63,8%	35,0%	50,2%
	Standardized Residual	2,3	-2,4	

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Total	Count	138	123	261
	Expected Count	138,0	123,0	261,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	21,590[a]	1	,000		
Continuity Correction[b]	20,453	1	,000		
Likelihood Ratio	21,901	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	21,508	1	,000		
N of Valid Cases	261				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 61,26.

b. Computed only for a 2x2 table

Education * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	1	0	1
	Expected Count	,5	,5	1,0
	% within Generation	0,7%	0,0%	0,4%
	Standardized Residual	,7	-,7	
	Count	8	15	23
	Expected Count	12,1	10,9	23,0

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the Netherlands this would be MAVO, HAVO or VWO)	% within Generation	5,8%	12,1%	8,8%
	Standardized Residual	-1,2	1,2	
	Count	0	3	3
	Expected Count	1,6	1,4	3,0
	% within Generation	0,0%	2,4%	1,1%
	Standardized Residual	-1,3	1,3	
	Count	7	1	8
	Expected Count	4,2	3,8	8,0
	% within Generation	5,1%	0,8%	3,1%
	Standardized Residual	1,4	-1,4	
	Count	32	50	82
	Expected Count	43,0	39,0	82,0
	% within Generation	23,4%	40,3%	31,4%
	Standardized Residual	-1,7	1,8	
	Count	19	5	24
	Expected Count	12,6	11,4	24,0
	% within Generation	13,9%	4,0%	9,2%
	Standardized Residual	1,8	-1,9	
	Count	66	39	105
	Expected Count	55,1	49,9	105,0
	% within Generation	48,2%	31,5%	40,2%
	Standardized Residual	1,5	-1,5	
	Count	4	11	15
	Expected Count	7,9	7,1	15,0
	% within Generation	2,9%	8,9%	5,7%
	Standardized Residual	-1,4	1,5	
	Count	137	124	261
	Expected Count	137,0	124,0	261,0
	% within Generation	100,0%	100,0%	100,0%

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Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32,391a	7	,000
Likelihood Ratio	35,234	7	,000
Linear-by-Linear Association	4,347	1	,037
N of Valid Cases	261		

a. 6 cells (37,5%) have expected count less than 5. The minimum expected count is ,48.

MaritalStatus * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	57	4	61
	Expected Count	32,1	28,9	61,0
	% within Generation	41,3%	3,2%	23,3%
	Standardized Residual	4,4	-4,6	
	Count	1	8	9
	Expected Count	4,7	4,3	9,0
	% within Generation	0,7%	6,5%	3,4%
	Standardized Residual	-1,7	1,8	
	Count	28	2	30
	Expected Count	15,8	14,2	30,0
	% within Generation	20,3%	1,6%	11,5%
	Standardized Residual	3,1	-3,2	
	Count	46	8	54
	Expected Count	28,4	25,6	54,0
	% within Generation	33,3%	6,5%	20,6%

	Standardized Residual	3,3	-3,5	
	Count	0	12	12
	Expected Count	6,3	5,7	12,0
	% within Generation	0,0%	9,7%	4,6%
	Standardized Residual	-2,5	2,7	
	Count	3	18	21
	Expected Count	11,1	9,9	21,0
	% within Generation	2,2%	14,5%	8,0%
	Standardized Residual	-2,4	2,6	
	Count	3	11	14
	Expected Count	7,4	6,6	14,0
	% within Generation	2,2%	8,9%	5,3%
	Standardized Residual	-1,6	1,7	
	Count	0	61	61
	Expected Count	32,1	28,9	61,0
	% within Generation	0,0%	49,2%	23,3%
	Standardized Residual	-5,7	6,0	
	Count	138	124	262
	Expected Count	138,0	124,0	262,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	188,845[a]	7	,000
Likelihood Ratio	234,880	7	,000
Linear-by-Linear Association	128,878	1	,000
N of Valid Cases	262		

a. 2 cells (12,5%) have expected count less than 5. The minimum expected count

is 4,26.

Income * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	13	0	13
	Expected Count	6,6	6,4	13,0
	% within Generation	10,3%	0,0%	5,2%
	Standardized Residual	2,5	-2,5	
	Count	17	2	19
	Expected Count	9,7	9,3	19,0
	% within Generation	13,5%	1,6%	7,7%
	Standardized Residual	2,4	-2,4	
	Count	18	3	21
	Expected Count	10,7	10,3	21,0
	% within Generation	14,3%	2,5%	8,5%
	Standardized Residual	2,2	-2,3	
	Count	22	4	26
	Expected Count	13,2	12,8	26,0
	% within Generation	17,5%	3,3%	10,5%
	Standardized Residual	2,4	-2,5	
	Count	30	17	47
	Expected Count	23,9	23,1	47,0
	% within Generation	23,8%	13,9%	19,0%
	Standardized Residual	1,3	-1,3	
	Count	19	22	41
	Expected Count	20,8	20,2	41,0
	% within Generation	15,1%	18,0%	16,5%
	Standardized Residual	-,4	,4	

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€ 3.000 - € 3.500	Count	4	13	17
	Expected Count	8,6	8,4	17,0
	% within Generation	3,2%	10,7%	6,9%
	Standardized Residual	-1,6	1,6	
	Count	3	61	64
	Expected Count	32,5	31,5	64,0
	% within Generation	2,4%	50,0%	25,8%
	Standardized Residual	-5,2	5,3	
	Count	126	122	248
	Expected Count	126,0	122,0	248,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	109,124[a]	7	,000
Likelihood Ratio	130,500	7	,000
Linear-by-Linear Association	101,766	1	,000
N of Valid Cases	248		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,40.

FitnessStatus * Generation

Crosstab

	Generation		
	Millennials	Baby boomers	
Count	56	67	123

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	Expected Count	64,8	58,2	123,0
	% within Generation	40,6%	54,0%	46,9%
	Standardized Residual	-1,1	1,2	
	Count	66	49	115
	Expected Count	60,6	54,4	115,0
	% within Generation	47,8%	39,5%	43,9%
	Standardized Residual	,7	-,7	
	Count	14	6	20
	Expected Count	10,5	9,5	20,0
	% within Generation	10,1%	4,8%	7,6%
	Standardized Residual	1,1	-1,1	
	Count	2	2	4
	Expected Count	2,1	1,9	4,0
	% within Generation	1,4%	1,6%	1,5%
	Standardized Residual	-,1	,1	
	Count	138	124	262
	Expected Count	138,0	124,0	262,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5,966[a]	3	,113
Likelihood Ratio	6,050	3	,109
Linear-by-Linear Association	4,649	1	,031
N of Valid Cases	262		

a. 2 cells (25,0%) have expected count less than 5. The minimum expected count is 1,89.

APPENDIX E – CHI-SQUARE SPSS OUTCOME (comparing millennial and baby boomer active sport tourists concerning the 18 motivational questions,)

CROSSTABS

  /TABLES=ThrillSensation Adrenalin OvercomeFears PhysicalMentalControl EnhanceSkills Challenge

    ImproveHealth Risk BeautyNature Artistic Spiritual Social Image Escape Compete New Fun

Relieve BY

    Generation

  /FORMAT=AVALUE TABLES

  /STATISTICS=CHISQ

  /CELLS=COUNT EXPECTED COLUMN SRESID

  /COUNT ROUND CELL.

Crosstabs

Notes

Output Created		25-FEB-2017 11:34:14
Comments		
	Data	C:\Users\ruthyspeert\Documents\IHM\Research proposal\statistics\uitkomsten.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	262
	Definition of Missing	User-defined missing values are treated as missing.

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Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax	CROSSTABS /TABLES=ThrillSensation Adrenalin OvercomeFears PhysicalMentalControl EnhanceSkills Challenge ImproveHealth Risk BeautyNature Artistic Spiritual Social Image Escape Compete New Fun Relieve BY Generation /FORMAT=AVALUE TABLES /STATISTICS=CHISQ /CELLS=COUNT EXPECTED COLUMN SRESID /COUNT ROUND CELL.
Processor Time	00:00:00,05
Elapsed Time	00:00:00,07
Dimensions Requested	2
Cells Available	524245

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ThrillSensation * Generation	262	100,0%	0	0,0%	262	100,0%
Adrenalin * Generation	262	100,0%	0	0,0%	262	100,0%
OvercomeFears * Generation	262	100,0%	0	0,0%	262	100,0%
PhysicalMentalControl * Generation	262	100,0%	0	0,0%	262	100,0%
EnhanceSkills * Generation	262	100,0%	0	0,0%	262	100,0%

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Challenge * Generation	262	100,0%	0	0,0%	262	100,0%
ImproveHealth * Generation	262	100,0%	0	0,0%	262	100,0%
Risk * Generation	261	99,6%	1	0,4%	262	100,0%
BeautyNature * Generation	262	100,0%	0	0,0%	262	100,0%
Artistic * Generation	262	100,0%	0	0,0%	262	100,0%
Spiritual * Generation	262	100,0%	0	0,0%	262	100,0%
Social * Generation	262	100,0%	0	0,0%	262	100,0%
Image * Generation	262	100,0%	0	0,0%	262	100,0%
Escape * Generation	262	100,0%	0	0,0%	262	100,0%
Compete * Generation	262	100,0%	0	0,0%	262	100,0%
New * Generation	261	99,6%	1	0,4%	262	100,0%
Fun * Generation	262	100,0%	0	0,0%	262	100,0%
Relieve * Generation	262	100,0%	0	0,0%	262	100,0%

ThrillSensation * Generation

Crosstab

		Generation	
		Millennials	Baby boomers
	Count	2	13
	Expected Count	7,9	7,1
	% within Generation	1,4%	10,5%
	Standardized Residual	-2,1	2,2
	Count	6	21
	Expected Count	14,2	12,8
	% within Generation	4,3%	16,9%
	Standardized Residual	-2,2	2,3
	Count	27	43
	Expected Count	36,9	33,1
	% within Generation	19,6%	34,7%
	Standardized Residual	-1,6	1,7
	Count	74	39
	Expected Count	59,5	53,5

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	% within Generation	53,6%	31,5%
	Standardized Residual	1,9	-2,0
	Count	29	8
	Expected Count	19,5	17,5
	% within Generation	21,0%	6,5%
	Standardized Residual	2,2	-2,3
	Count	138	124
	Expected Count	138,0	124,0
	% within Generation	100,0%	100,0%

Crosstab

	Count	15
	Expected Count	15,0
	% within Generation	5,7%
	Standardized Residual	
	Count	27
	Expected Count	27,0
	% within Generation	10,3%
	Standardized Residual	
	Count	70
	Expected Count	70,0
	% within Generation	26,7%
	Standardized Residual	
	Count	113
	Expected Count	113,0
	% within Generation	43,1%
	Standardized Residual	
	Count	37
	Expected Count	37,0
	% within Generation	14,1%

	Standardized Residual	
	Count	262
	Expected Count	262,0
	% within Generation	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	42,189[a]	4	,000
Likelihood Ratio	44,461	4	,000
Linear-by-Linear Association	40,386	1	,000
N of Valid Cases	262		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 7,10.

Adrenalin * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	4	26	30
	Expected Count	15,8	14,2	30,0
	% within Generation	2,9%	21,0%	11,5%
	Standardized Residual	-3,0	3,1	
	Count	18	35	53
	Expected Count	27,9	25,1	53,0

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	% within Generation	13,0%	28,2%	20,2%
	Standardized Residual	-1,9	2,0	
	Count	30	32	62
	Expected Count	32,7	29,3	62,0
	% within Generation	21,7%	25,8%	23,7%
	Standardized Residual	-,5	,5	
	Count	67	21	88
	Expected Count	46,4	41,6	88,0
	% within Generation	48,6%	16,9%	33,6%
	Standardized Residual	3,0	-3,2	
	Count	19	10	29
	Expected Count	15,3	13,7	29,0
	% within Generation	13,8%	8,1%	11,1%
	Standardized Residual	1,0	-1,0	
	Count	138	124	262
	Expected Count	138,0	124,0	262,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	47,878[a]	4	,000
Likelihood Ratio	51,016	4	,000
Linear-by-Linear Association	40,694	1	,000
N of Valid Cases	262		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 13,73.

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OvercomeFears * Generation

Crosstab

		Generation	
		Millennials	Baby boomers
	Count	64	102
	Expected Count	87,4	78,6
	% within Generation	46,4%	82,3%
	Standardized Residual	-2,5	2,6
	Count	49	16
	Expected Count	34,2	30,8
	% within Generation	35,5%	12,9%
	Standardized Residual	2,5	-2,7
	Count	19	5
	Expected Count	12,6	11,4
	% within Generation	13,8%	4,0%
	Standardized Residual	1,8	-1,9
	Count	5	1
	Expected Count	3,2	2,8
	% within Generation	3,6%	0,8%
	Standardized Residual	1,0	-1,1
	Count	1	0
	Expected Count	,5	,5
	% within Generation	0,7%	0,0%
	Standardized Residual	,7	-,7
	Count	138	124
	Expected Count	138,0	124,0
	% within Generation	100,0%	100,0%

Crosstab

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OvercomeFears	Strongly disagree	Count	166
		Expected Count	166,0
		% within Generation	63,4%
		Standardized Residual	
		Count	65
		Expected Count	65,0
		% within Generation	24,8%
		Standardized Residual	
		Count	24
		Expected Count	24,0
		% within Generation	9,2%
		Standardized Residual	
		Count	6
		Expected Count	6,0
		% within Generation	2,3%
		Standardized Residual	
		Count	1
		Expected Count	1,0
		% within Generation	0,4%
		Standardized Residual	
		Count	262
		Expected Count	262,0
		% within Generation	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	36,643[a]	4	,000
Likelihood Ratio	38,593	4	,000
Linear-by-Linear Association	30,138	1	,000

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a. 4 cells (40,0%) have expected count less than 5. The minimum expected count

is ,47.

PhysicalMentalControl * Generation

Crosstab

		Generation	
		Millennials	Baby boomers
	Count	16	14
	Expected Count	15,8	14,2
	% within Generation	11,6%	11,3%
	Standardized Residual	,0	-,1
	Count	31	20
	Expected Count	26,9	24,1
	% within Generation	22,5%	16,1%
	Standardized Residual	,8	-,8
	Count	34	41
	Expected Count	39,5	35,5
	% within Generation	24,6%	33,1%
	Standardized Residual	-,9	,9
	Count	50	43
	Expected Count	49,0	44,0
	% within Generation	36,2%	34,7%
	Standardized Residual	,1	-,2
	Count	7	6
	Expected Count	6,8	6,2
	% within Generation	5,1%	4,8%
	Standardized Residual	,1	-,1
	Count	138	124
	Expected Count	138,0	124,0
	% within Generation	100,0%	100,0%

Crosstab

		Count	30
		Expected Count	30,0
		% within Generation	11,5%
		Standardized Residual	
		Count	51
		Expected Count	51,0
		% within Generation	19,5%
		Standardized Residual	
		Count	75
		Expected Count	75,0
		% within Generation	28,6%
		Standardized Residual	
		Count	93
		Expected Count	93,0
		% within Generation	35,5%
		Standardized Residual	
		Count	13
		Expected Count	13,0
		% within Generation	5,0%
		Standardized Residual	
		Count	262
		Expected Count	262,0
		% within Generation	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3,024ᵃ	4	,554
Likelihood Ratio	3,035	4	,552
Linear-by-Linear Association	,131	1	,718
N of Valid Cases	262		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,15.

EnhanceSkills * Generation

Crosstab

		Generation	
		Millennials	Baby boomers
	Count	19	30
	Expected Count	25,8	23,2
	% within Generation	13,8%	24,2%
	Standardized Residual	-1,3	1,4
	Count	20	27
	Expected Count	24,8	22,2
	% within Generation	14,5%	21,8%
	Standardized Residual	-1,0	1,0
	Count	37	39
	Expected Count	40,0	36,0
	% within Generation	26,8%	31,5%
	Standardized Residual	-,5	,5
	Count	54	26
	Expected Count	42,1	37,9
	% within Generation	39,1%	21,0%
	Standardized Residual	1,8	-1,9
	Count	8	2

	Expected Count	5,3	4,7
	% within Generation	5,8%	1,6%
	Standardized Residual	1,2	-1,3
	Count	138	124
	Expected Count	138,0	124,0
	% within Generation	100,0%	100,0%

Crosstab

	Count	49
	Expected Count	49,0
	% within Generation	18,7%
	Standardized Residual	
	Count	47
	Expected Count	47,0
	% within Generation	17,9%
	Standardized Residual	
	Count	76
	Expected Count	76,0
	% within Generation	29,0%
	Standardized Residual	
	Count	80
	Expected Count	80,0
	% within Generation	30,5%
	Standardized Residual	
	Count	10
	Expected Count	10,0
	% within Generation	3,8%
	Standardized Residual	
	Count	262
	Expected Count	262,0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16,263[a]	4	,003
Likelihood Ratio	16,707	4	,002
Linear-by-Linear Association	14,337	1	,000
N of Valid Cases	262		

a. 1 cells (10,0%) have expected count less than 5. The minimum expected count is 4,73.

Challenge * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	4	16	20
	Expected Count	10,5	9,5	20,0
	% within Generation	2,9%	12,9%	7,6%
	Standardized Residual	-2,0	2,1	
	Count	6	16	22
	Expected Count	11,6	10,4	22,0
	% within Generation	4,3%	12,9%	8,4%
	Standardized Residual	-1,6	1,7	
	Count	26	47	73
	Expected Count	38,5	34,5	73,0
	% within Generation	18,8%	37,9%	27,9%

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		Standardized Residual	-2,0	2,1	
		Count	70	35	105
		Expected Count	55,3	49,7	105,0
		% within Generation	50,7%	28,2%	40,1%
		Standardized Residual	2,0	-2,1	
		Count	32	10	42
		Expected Count	22,1	19,9	42,0
		% within Generation	23,2%	8,1%	16,0%
		Standardized Residual	2,1	-2,2	
		Count	138	124	262
		Expected Count	138,0	124,0	262,0
		% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40,344ᵃ	4	,000
Likelihood Ratio	41,817	4	,000
Linear-by-Linear Association	35,958	1	,000
N of Valid Cases	262		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 9,47.

ImproveHealth * Generation

Crosstab

		Generation	
		Millennials	Baby boomers
	Count	12	4

	Expected Count	8,4	7,6
	% within Generation	8,7%	3,2%
	Standardized Residual	1,2	-1,3
	Count	32	7
	Expected Count	20,5	18,5
	% within Generation	23,2%	5,6%
	Standardized Residual	2,5	-2,7
	Count	41	27
	Expected Count	35,8	32,2
	% within Generation	29,7%	21,8%
	Standardized Residual	,9	-,9
	Count	40	53
	Expected Count	49,0	44,0
	% within Generation	29,0%	42,7%
	Standardized Residual	-1,3	1,4
	Count	13	33
	Expected Count	24,2	21,8
	% within Generation	9,4%	26,6%
	Standardized Residual	-2,3	2,4
	Count	138	124
	Expected Count	138,0	124,0
	% within Generation	100,0%	100,0%

Crosstab

	Count	16
	Expected Count	16,0
	% within Generation	6,1%
	Standardized Residual	
	Count	39
	Expected Count	39,0
	% within Generation	14,9%

	Standardized Residual	
	Count	68
	Expected Count	68,0
	% within Generation	26,0%
	Standardized Residual	
	Count	93
	Expected Count	93,0
	% within Generation	35,5%
	Standardized Residual	
	Count	46
	Expected Count	46,0
	% within Generation	17,6%
	Standardized Residual	
	Count	262
	Expected Count	262,0
	% within Generation	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	32,766ª	4	,000
Likelihood Ratio	34,514	4	,000
Linear-by-Linear Association	30,293	1	,000
N of Valid Cases	262		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 7,57.

Risk * Generation

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Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	27	64	91
	Expected Count	47,8	43,2	91,0
	% within Generation	19,7%	51,6%	34,9%
	Standardized Residual	-3,0	3,2	
	Count	37	36	73
	Expected Count	38,3	34,7	73,0
	% within Generation	27,0%	29,0%	28,0%
	Standardized Residual	-,2	,2	
	Count	41	16	57
	Expected Count	29,9	27,1	57,0
	% within Generation	29,9%	12,9%	21,8%
	Standardized Residual	2,0	-2,1	
	Count	30	7	37
	Expected Count	19,4	17,6	37,0
	% within Generation	21,9%	5,6%	14,2%
	Standardized Residual	2,4	-2,5	
	Count	2	1	3
	Expected Count	1,6	1,4	3,0
	% within Generation	1,5%	0,8%	1,1%
	Standardized Residual	,3	-,4	
	Count	137	124	261
	Expected Count	137,0	124,0	261,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40,105[a]	4	,000
Likelihood Ratio	41,941	4	,000
Linear-by-Linear Association	37,505	1	,000
N of Valid Cases	261		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 1,43.

BeautyNature * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	1	1	2
	Expected Count	1,1	,9	2,0
	% within Generation	0,7%	0,8%	0,8%
	Standardized Residual	-,1	,1	
	Count	4	1	5
	Expected Count	2,6	2,4	5,0
	% within Generation	2,9%	0,8%	1,9%
	Standardized Residual	,8	-,9	
	Count	5	12	17
	Expected Count	9,0	8,0	17,0
	% within Generation	3,6%	9,7%	6,5%
	Standardized Residual	-1,3	1,4	
	Count	58	45	103
	Expected Count	54,3	48,7	103,0
	% within Generation	42,0%	36,3%	39,3%
	Standardized Residual	,5	-,5	

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		Millennials	Baby boomers	Total
Strongly agree	Count	70	65	135
	Expected Count	71,1	63,9	135,0
	% within Generation	50,7%	52,4%	51,5%
	Standardized Residual	-,1	,1	
	Count	138	124	262
	Expected Count	138,0	124,0	262,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5,777[a]	4	,216
Likelihood Ratio	5,979	4	,201
Linear-by-Linear Association	,002	1	,964
N of Valid Cases	262		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,95.

Artistic * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	36	41	77
	Expected Count	40,6	36,4	77,0
	% within Generation	26,1%	33,1%	29,4%
	Standardized Residual	-,7	,8	
	Count	34	32	66

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	Expected Count	34,8	31,2	66,0
	% within Generation	24,6%	25,8%	25,2%
	Standardized Residual	-,1	,1	
	Count	40	33	73
	Expected Count	38,5	34,5	73,0
	% within Generation	29,0%	26,6%	27,9%
	Standardized Residual	,2	-,3	
	Count	23	14	37
	Expected Count	19,5	17,5	37,0
	% within Generation	16,7%	11,3%	14,1%
	Standardized Residual	,8	-,8	
	Count	5	4	9
	Expected Count	4,7	4,3	9,0
	% within Generation	3,6%	3,2%	3,4%
	Standardized Residual	,1	-,1	
	Count	138	124	262
	Expected Count	138,0	124,0	262,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2,616[a]	4	,624
Likelihood Ratio	2,632	4	,621
Linear-by-Linear Association	2,253	1	,133
N of Valid Cases	262		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 4,26.

Spiritual * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	79	59	138
	Expected Count	72,7	65,3	138,0
	% within Generation	57,2%	47,6%	52,7%
	Standardized Residual	,7	-,8	
	Count	31	37	68
	Expected Count	35,8	32,2	68,0
	% within Generation	22,5%	29,8%	26,0%
	Standardized Residual	-,8	,8	
	Count	16	17	33
	Expected Count	17,4	15,6	33,0
	% within Generation	11,6%	13,7%	12,6%
	Standardized Residual	-,3	,3	
	Count	9	9	18
	Expected Count	9,5	8,5	18,0
	% within Generation	6,5%	7,3%	6,9%
	Standardized Residual	-,2	,2	
	Count	3	2	5
	Expected Count	2,6	2,4	5,0
	% within Generation	2,2%	1,6%	1,9%
	Standardized Residual	,2	-,2	
	Count	138	124	262
	Expected Count	138,0	124,0	262,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

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	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2,919ª	4	,572
Likelihood Ratio	2,922	4	,571
Linear-by-Linear Association	,824	1	,364
N of Valid Cases	262		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 2,37.

Social * Generation

Crosstab

			Generation		
			Millennials	Baby boomers	
		Count	3	4	7
		Expected Count	3,7	3,3	7,0
		% within Generation	2,2%	3,2%	2,7%
		Standardized Residual	-,4	,4	
		Count	4	8	12
		Expected Count	6,3	5,7	12,0
		% within Generation	2,9%	6,5%	4,6%
		Standardized Residual	-,9	1,0	
		Count	11	19	30
		Expected Count	15,8	14,2	30,0
		% within Generation	8,0%	15,3%	11,5%
		Standardized Residual	-1,2	1,3	
		Count	56	45	101
		Expected Count	53,2	47,8	101,0
		% within Generation	40,6%	36,3%	38,5%

		Millennials	Baby boomers	
	Standardized Residual	,4	-,4	
	Count	64	48	112
	Expected Count	59,0	53,0	112,0
	% within Generation	46,4%	38,7%	42,7%
	Standardized Residual	,7	-,7	
	Count	138	124	262
	Expected Count	138,0	124,0	262,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6,363[a]	4	,174
Likelihood Ratio	6,407	4	,171
Linear-by-Linear Association	4,397	1	,036
N of Valid Cases	262		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 3,31.

Image * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	77	87	164
	Expected Count	86,4	77,6	164,0
	% within Generation	55,8%	70,2%	62,6%
	Standardized Residual	-1,0	1,1	

Disagree	Count		39	23	62
	Expected Count		32,7	29,3	62,0
	% within Generation		28,3%	18,5%	23,7%
	Standardized Residual		1,1	-1,2	
	Count		18	10	28
	Expected Count		14,7	13,3	28,0
	% within Generation		13,0%	8,1%	10,7%
	Standardized Residual		,8	-,9	
	Count		2	4	6
	Expected Count		3,2	2,8	6,0
	% within Generation		1,4%	3,2%	2,3%
	Standardized Residual		-,7	,7	
	Count		2	0	2
	Expected Count		1,1	,9	2,0
	% within Generation		1,4%	0,0%	0,8%
	Standardized Residual		,9	-1,0	
	Count		138	124	262
	Expected Count		138,0	124,0	262,0
	% within Generation		100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8,969[a]	4	,062
Likelihood Ratio	9,808	4	,044
Linear-by-Linear Association	3,822	1	,051
N of Valid Cases	262		

a. 4 cells (40,0%) have expected count less than 5. The minimum expected count is ,95.

Escape * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	4	14	18
	Expected Count	9,5	8,5	18,0
	% within Generation	2,9%	11,3%	6,9%
	Standardized Residual	-1,8	1,9	
	Count	12	18	30
	Expected Count	15,8	14,2	30,0
	% within Generation	8,7%	14,5%	11,5%
	Standardized Residual	-1,0	1,0	
	Count	21	28	49
	Expected Count	25,8	23,2	49,0
	% within Generation	15,2%	22,6%	18,7%
	Standardized Residual	-,9	1,0	
	Count	61	46	107
	Expected Count	56,4	50,6	107,0
	% within Generation	44,2%	37,1%	40,8%
	Standardized Residual	,6	-,7	
	Count	40	18	58
	Expected Count	30,5	27,5	58,0
	% within Generation	29,0%	14,5%	22,1%
	Standardized Residual	1,7	-1,8	
	Count	138	124	262
	Expected Count	138,0	124,0	262,0
	% within Generation	100,0%	100,0%	100,0%

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Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17,505[a]	4	,002
Likelihood Ratio	18,014	4	,001
Linear-by-Linear Association	16,902	1	,000
N of Valid Cases	262		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,52.

Compete * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	68	86	154
	Expected Count	81,1	72,9	154,0
	% within Generation	49,3%	69,4%	58,8%
	Standardized Residual	-1,5	1,5	
	Count	37	19	56
	Expected Count	29,5	26,5	56,0
	% within Generation	26,8%	15,3%	21,4%
	Standardized Residual	1,4	-1,5	
	Count	17	13	30
	Expected Count	15,8	14,2	30,0
	% within Generation	12,3%	10,5%	11,5%
	Standardized Residual	,3	-,3	
	Count	12	4	16
	Expected Count	8,4	7,6	16,0
	% within Generation	8,7%	3,2%	6,1%

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		Millennials	Baby boomers	
	Standardized Residual	1,2	-1,3	
	Count	4	2	6
	Expected Count	3,2	2,8	6,0
	% within Generation	2,9%	1,6%	2,3%
	Standardized Residual	,5	-,5	
	Count	138	124	262
	Expected Count	138,0	124,0	262,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12,377[a]	4	,015
Likelihood Ratio	12,650	4	,013
Linear-by-Linear Association	8,173	1	,004
N of Valid Cases	262		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 2,84.

New * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	10	29	39
	Expected Count	20,5	18,5	39,0
	% within Generation	7,3%	23,4%	14,9%
	Standardized Residual	-2,3	2,4	

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Disagree	Count		12	19	31
	Expected Count		16,3	14,7	31,0
	% within Generation		8,8%	15,3%	11,9%
	Standardized Residual		-1,1	1,1	
	Count		34	28	62
	Expected Count		32,5	29,5	62,0
	% within Generation		24,8%	22,6%	23,8%
	Standardized Residual		,3	-,3	
	Count		67	47	114
	Expected Count		59,8	54,2	114,0
	% within Generation		48,9%	37,9%	43,7%
	Standardized Residual		,9	-1,0	
	Count		14	1	15
	Expected Count		7,9	7,1	15,0
	% within Generation		10,2%	0,8%	5,7%
	Standardized Residual		2,2	-2,3	
	Count		137	124	261
	Expected Count		137,0	124,0	261,0
	% within Generation		100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25,609[a]	4	,000
Likelihood Ratio	28,164	4	,000
Linear-by-Linear Association	22,329	1	,000
N of Valid Cases	261		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 7,13.

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Fun * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	1	0	1
	Expected Count	,5	,5	1,0
	% within Generation	0,7%	0,0%	0,4%
	Standardized Residual	,7	-,7	
	Count	0	2	2
	Expected Count	1,1	,9	2,0
	% within Generation	0,0%	1,6%	0,8%
	Standardized Residual	-1,0	1,1	
	Count	1	1	2
	Expected Count	1,1	,9	2,0
	% within Generation	0,7%	0,8%	0,8%
	Standardized Residual	-,1	,1	
	Count	29	26	55
	Expected Count	29,0	26,0	55,0
	% within Generation	21,0%	21,0%	21,0%
	Standardized Residual	,0	,0	
	Count	107	95	202
	Expected Count	106,4	95,6	202,0
	% within Generation	77,5%	76,6%	77,1%
	Standardized Residual	,1	-,1	
	Count	138	124	262
	Expected Count	138,0	124,0	262,0
	% within Generation	100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3,137[a]	4	,535
Likelihood Ratio	4,287	4	,369
Linear-by-Linear Association	,092	1	,762
N of Valid Cases	262		

a. 6 cells (60,0%) have expected count less than 5. The minimum expected count is ,47.

Relieve * Generation

Crosstab

		Generation		
		Millennials	Baby boomers	
	Count	4	6	10
	Expected Count	5,3	4,7	10,0
	% within Generation	2,9%	4,8%	3,8%
	Standardized Residual	-,6	,6	
	Count	6	8	14
	Expected Count	7,4	6,6	14,0
	% within Generation	4,3%	6,5%	5,3%
	Standardized Residual	-,5	,5	
	Count	20	29	49
	Expected Count	25,8	23,2	49,0
	% within Generation	14,5%	23,4%	18,7%
	Standardized Residual	-1,1	1,2	

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			59	42	101
Agree	Count		59	42	101
	Expected Count		53,2	47,8	101,0
	% within Generation		42,8%	33,9%	38,5%
	Standardized Residual		,8	-,8	
	Count		49	39	88
	Expected Count		46,4	41,6	88,0
	% within Generation		35,5%	31,5%	33,6%
	Standardized Residual		,4	-,4	
	Count		138	124	262
	Expected Count		138,0	124,0	262,0
	% within Generation		100,0%	100,0%	100,0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5,604[a]	4	,231
Likelihood Ratio	5,617	4	,230
Linear-by-Linear Association	3,196	1	,074
N of Valid Cases	262		

a. 1 cells (10,0%) have expected count less than 5. The minimum expected count is 4,73.

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