

CONSUMPTION PREFERENCES ANALYSIS BETWEEN UNIVERSITARY STUDENTS IN
HOLIDAY TIME
Comparative Research

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Everybody knows that Tourism Industry carries beside parallel industries, being all of them necessities and complementaries. Tourism Industry is not able to grow up with parallel industry and parallel industries have a lot of difficulties to grow up without Tourism. These parallel industries give, in many cases, more solutions to a local economical development. As the same way, tourism parallel industries provide more solutions to unemployment problem.

When a student-tourist goes on holidays, for example, he can choose an adequate hotel, can arrive to the city with a specified airline, railway,... or with an attractive touristic pack provided by a touroperator. Usually, the student-tourist will make an advanced payment. This way, all money at destination will be spent at this parallel industry. The tourist has the subliminar idea at destination that "this travel is done once along life", so money value is decreased into tourist mind.

It is vital to know this consumers habits in order to obtain information to organize a good service in tourism parallel industry.

This research is taken in Spain with a wide sample of universitary students. A survey is the tool used to collect data in order to analyse the consumption preferences profile of students on holidays. All data will be processed at Research Department of Tourism High School in CENTRO ESPAÑOL DE NUEVAS PROFESIONES.

A comparative study will be obtained between age, sex, social position, career in course, job, and more.

The results will be explained at UNWTO Ulysses Conference 2007 in Madrid.