
Understanding Group Dynamics and Typology of Youth Travelers: A Comprehensive Study on Travel Preferences and Roles at Destination

Ahmad Hudaiby Galih Kusumah*

Universitas Pendidikan Indonesia, Indonesia

*galih@upi.edu

Article Info

Submitted, 19 March 2023

Revised, 25 March 2023

Accepted, 21 April 2023

Keywords:

Youth Travelers;
Tourist Typology;
Travel Preferences;
Group Travel

Kata Kunci:

Wisatawan Muda;
Tipologi Wisatawan;
Preferensi Perjalanan;
Perjalanan Kelompok

ABSTRACT

This research explores the group dynamics and typology of young travelers, classifying them into four distinct types: Leaders, Followers, Clowns, and Loners. Leaders assume responsibility for group decision-making and itinerary management, often prioritizing group comfort over personal enjoyment. Followers comply with group decisions and adapt their preferences to align with collective choices. Clowns, serving as group entertainers, contribute to a positive atmosphere, while Loners prefer solitude, engaging in personal activities even within the group context. The research highlights the concept of a "collective bubble," a combination of physical and psychological factors that contribute to an enjoyable group travel experience. Several factors contributing to unpleasant group travel experiences were also identified, including inadequate planning time, excessive anxiety, personal issues between group members, significant differences in personal preferences, unexpected events like illness, and comparisons with other groups' experiences. The findings underscore the importance of understanding the typologies and dynamics of youth travelers in creating satisfying group travel experiences. The roles played by different traveler types and effective compromise among group members emerge as key factors for enjoyable group travel. The study provides valuable insights for organizers and participants of group travel, contributing to the literature on youth tourism and group dynamics.

ABSTRAK

Penelitian ini mengeksplorasi dinamika kelompok dan tipologi pelancong muda, mengklasifikasikan mereka menjadi empat tipe berbeda: Pemimpin, Pengikut, Badut, dan Penyendiri. Pemimpin memikul tanggung jawab untuk pengambilan keputusan kelompok dan manajemen rencana perjalanan, seringkali memprioritaskan kenyamanan kelompok daripada kesenangan pribadi. Pengikut mematuhi keputusan kelompok dan menyesuaikan preferensi mereka agar selaras dengan pilihan kolektif. Badut, berfungsi sebagai penghibur kelompok, berkontribusi pada suasana positif, sementara penyendiri lebih suka menyendiri, terlibat dalam aktivitas pribadi bahkan dalam konteks kelompok. Penelitian tersebut menyoroti konsep "gelembung kolektif", kombinasi faktor fisik dan psikologis yang berkontribusi pada pengalaman perjalanan kelompok yang menyenangkan. Beberapa faktor yang berkontribusi terhadap pengalaman perjalanan kelompok yang tidak menyenangkan juga diidentifikasi, termasuk waktu perencanaan yang tidak memadai, kecemasan yang berlebihan, masalah pribadi antara anggota kelompok, perbedaan preferensi pribadi yang signifikan, kejadian tak terduga seperti sakit, dan perbandingan dengan pengalaman kelompok lain. Temuan ini menggarisbawahi pentingnya memahami tipologi dan dinamika wisatawan muda dalam menciptakan pengalaman perjalanan kelompok yang memuaskan. Peran yang dimainkan oleh tipe pelancong yang berbeda dan kompromi yang efektif di antara anggota grup muncul sebagai faktor kunci untuk perjalanan grup yang menyenangkan. Studi ini memberikan wawasan berharga bagi penyelenggara dan peserta perjalanan kelompok, berkontribusi pada literatur tentang pariwisata kaum muda dan dinamika kelompok.

D.O.I :

<https://doi.org/10.17509/jithor.v6i1.57537>

INTRODUCTION

Millennial travelers are considered to possess distinct characteristics compared to previous generations. As digital natives, they are closely connected with the daily use of technology, including social media and other forms of communication. Their methods of interaction and forming friendships differ significantly from those of older generations.

Previous studies have explored the segmentation of young tourists traveling in groups. Sari *et al* (2018) studied youth travelers' motivation when visiting special interest destinations. Alves *et al*, (2023) examined traveler behavior within groups and established that personal values, traveler personality types, and individual travel styles determine one's conduct when journeying with a group. Różycki & Korbiel (2022) focused on individuals' motivations for group travel, while Liechty *et al* (2009) investigated female tourist groups' collective behaviors during trips. While Morone *et al* (2014) study revealed that travelers face dilemmas requiring considerable compromise when traveling together.

However, there is a gap in the literature concerning how young tourist groups who do not know each other well embark on joint journeys for a specific period intending to understand how each member compromises and interacts with others to create enjoyable collective experiences for all participants. This study aims to comprehend how young tourist groups interact when traveling together without being well-acquainted with their fellow journeyers beforehand.

LITERATURE REVIEW

Traveler's Characteristics and Behavior When Traveling In Group Traveling is usually purposeful and planned. It is motivated by behavior. People travel for several reasons: business, leisure, holiday, or visiting friends. These types of travel are bound by certain behaviors that researchers

have not well-evaluated (Thurnell-Read, 2012). Morone *et al*. (2014) conducted a study examining travelers' behavior in a group. It sought to investigate a traveler's dilemma in a group, the size of reward effects, and the coordination. Moreover, it investigated individual decisions when they are in a group. It concluded that when a traveler is in a group, they tend to make more rational decisions because of the kind of deliberation they engage with other members of the group.

Alves *et al*, (2023) also researched travelers' behavior in a group. The study investigated personal values, traveler personality type, and leisure travel style. It evaluated the relation between the List of Values and Plog's traveler's personality type scale. It investigated the capability of each to compute travel behavior. Różycki & Korbiel (2022) also evaluated a traveler's behavior in a group. His study shown that when traveling in a group, a traveler has several motives: novelty, escape, social interaction, learning, longitudinal experience, relaxation, and pleasure and enjoyment. They, in most cases, want to escape the continuous routine of work. Moreover, they usually just want to meet with different people. They are more people-oriented. Other behaviors that were noted encompassed individualistic and collectivistic values.

Kovačić *et al*, (2020) has also evaluated a traveler's behavior when in a group. According to the study, travelers' tourist behavior is affected by cultural characteristics. Tourism practitioners state that different races have different behavioral characteristics. Japanese travelers in a group are, in most cases, marching off steps. They are always indefatigable photographers and usually use a lot of money. They typically have unwavering loyalty to their cultural identity and are reluctant to accept anything that has a minimal resemblance to the Korean way of life. They demand to use Asian restaurants while in other countries. When in a group of different nationalities, an American traveler will always prefer local

foods and drinks. They also take part in colossal souvenir collections and buying/shopping. They constantly endeavor to play safe instead of being adventurous. They are mildly active during the travel, love socializing, and are reasonably truthful people to trade with. They are said to have a great interest and love letter writing.

Similar research was carried out in Hong Kong, China. [Wong and Lau \(2014\)](#) sought to investigate the behavior of a Chinese tourist while on a group tour. It is imperative to note that a Chinese traveler felt much safe on a group tour than on an individual one. Moreover, they show great interest and desire in testing local food and exploring different cultures. They loved to photograph and demanded ample time for taking photos. Additionally, when traveling in a group, a Hong Kong tourist traveler loves to know about the destination before they go on the tour. They also adhere greatly to cultural values such as courtesy, patience, adaptability, and prudence. Surprisingly, in group tours, Chinese travelers are not keen on protecting faces ([Wong & Lau, 2014](#)), yet it is one of the key Confucian values, a common culture in China. The reason for this is that most travelers don't take much initiative on the face because their relationship with other tourists is short-term. The tourists also place a low value on well-being and being conservative. This is because Hong Kong travelers are familiar with the concept of East meets West. Therefore, they are more open, making them more individualistic and liberal. They are also materialistic. They are more tolerant of other group members and love harmony. They place great value on prudence and trustworthiness.

Compromises with Travel Partners

Few studies have been carried out to determine the manner in which a traveler compromises with travel partners when they have varied preferences. Studies that have been done indirectly capture the topic of traveler compromises. One such research is

that of [Heimtum and Jordan \(2011\)](#). The main objective of the study was to challenge the common perspective that holidays do not have problems that lead to conflicts and negotiations. Using information obtained from conceptualizations on interpersonal conflicts, the study examines the effect of holiday conflicts on women's holiday experience and friendship. The findings from Norway and United Kingdom women showed that women try to find solutions to their conflicts. One of the solutions is avoiding conflicts through compromise. It states that women compromised their needs and desires to keep their friendship. Women perceive that they have much more to lose when traveling with a friend with different preferences. This is because little tie binds them. Hence, a conflict is highly likely to threaten their friendship. With the stakes so high, most women travelers choose not to risk their friendship. As such, they try to avoid conflicts by compromising. Another method given for solving the conflicts is planning the trip before embarking on it. However, a good plan does not come about without agreement which operates under the "give and take" (compromise) principle.

[Thurnell-Read \(2012\)](#) also shows an aspect of compromise among male stag tour groups. The main objective of the study was to examine the premarital entirely male tour groups consisting of travelers from Britain and the Eastern European region. According to the Researcher, male friendships are characterized by competition. However, when in group tours, the heterosexual expression is less competitive, and travelers promote cohesion and a sense of togetherness which does not come about without compromise ([Thurnell-Read, 2012](#)).

This research is also supported by Wang and Chu, who examined the decisions made by older people when deciding on what to purchase. The study, which entailed 293 senior citizens, revealed how families on tour compromise on some of the purchases. This comes about by allowing some purchases while restricting others ([Wang et al, 2007](#)).

Therefore, according to research, a compromise between friends and family members is common in traveling partners. The manner in which they compromise ranges from going to places they do not want, eating certain foods, and staying in hotels.

Youth Travelers: Friendship and Connection

According to the UNWTO (2016), there are several distinct characteristics of youth travel. First, youth travel is of high value. For instance, the estimated value of the youth tourism market in 2014 was 286 billion (UNWTO, 2016). Young people are money poor but rich in time, meaning they are likely to spend a longer time at a destination than a typical tourist (UNWTO, 2016). Secondly, youth markets are resilient; even when the going gets tough, young people will still keep traveling. For instance, a report in 2014 indicated that even with the Ebola outbreak and the resultant global scare, there was little effect on the youth tourism sector (UNWTO, 2016). Young tourists believe in spending money directly with or on local markets and communities. They also believe in meaningful travel and attract others to their destinations (UNWTO, 2016).

The theme of friendship, especially in the modern age of social media, is dominant in youth travel tourism literature. Today, many youth tourists' motivation for travel is a result of the recommendations they receive from friends and relatives. Even though the place of the influence of friends, especially through social media, has been widely investigated, there is not much in the way of research on how youth tourists make friends or unfriend fellow travelers. In order to understand how youth tourists make a friend or unfriend when they travel and how they compromise with their travel partners, it is important to understand their experiences around traveling with friends. This will, in turn, provide clear insight into their motivations when making friends or unfriending people.

Several researchers have spoken about how the youth typically make friends, introducing concepts that might be useful when evaluating how the youth normally make friends. [Schulman \(1993\)](#), in an article that discusses the dynamics of friendship between early and middle adolescence, describes friendship as something that can be found throughout one's lifespan. He describes adolescent friendships as characterized by the need for intimate relationships, with friends being open to one another, disclosing secrets, and exchanging ideas in a secure environment (pg. 55). Further, the need for expression of self-interest and individualism also plays a role in friendships during adolescence ([Schulman, 1993](#)). [Freitas et al, \(2018\)](#) takes a different approach, looking into the factors that determine the quality of friendship and peer group acceptance. The results of this research are especially important considering the fact that since youth travelers are normally low on resources, they are more likely to travel in groups than older tourists (UNWTO, 2016). It was discovered that the presence of a positive relationship before camp predicted the development of a positive friendship during the camp and the acceptance by peers ([Freitas et al., 2018](#)). In a travel and tourism setting, this translates to individuals who have a prior positive relationship between the trip generally having a positive friendship during the trip, and being accepted by their peers. [Freitas et al, \(2018\)](#) also found that peer acceptance before camp predicted peer acceptance during the camp, but not the quality of friendship ([Freitas et al., 2018](#)). Further, she also found that self-reported sociability predicted peer acceptance at camp but not the quality of the friendship, while hostility predicted antagonism in friendships and relations between peers. However, physical attractiveness was a stronger predictor of positive friendships than sociability ([Freitas et al., 2018](#)).

In a research project that was aimed at finding out the strategies for making friends in early adolescence, [Wentzel and Erdley](#)

(1993) looked into the effects of pro-social and anti-social behaviors on friendships and peer acceptance among adolescents. According to them, the knowledge of what appropriate and inappropriate strategies for making friends are related significantly to outcomes in terms of the types of social behavior and peer acceptance (Wentzel & Erdley, 1993). They also found that displays of pro-social behavior, as opposed to antisocial behavior, makes it easier to make friends and to achieve peer acceptance

Langston and Nancy (1989) also had similar results to Wentzel and Erdley (1993). However, while they concentrated more on the knowledge of prosocial and antisocial behavior and what was appropriate in friendship settings, Langston and Nancy (1989) looked into the effects of anxiety and how it affects the process of making friends. In a research process that looked into the transition between high school and university, it was found that the typical first year students found social life tasks like making friends relatively easy to accomplish and rewarding. However, a minority of students approached these tasks with anxiety (Langston & Nancy, 1989). They mentioned that those students reported anxiety when accomplishing social tasks generally followed uncommon strategies like humility and social constraint. Juretić, (2018) have also explored the subject of social anxiety and how it plays into peer relationships and friendships. According to these researchers, close friendships are a critical aspect of adolescent life. Adolescents find companionship in their relationships, emotional support, ways of solving conflict and expressing emotion as well as finding emotional support. However, feelings of social anxiety, especially when they manifest as avoidance and distress in social situations, generally lead to an interference with close supportive ties (Juretić, 2018).

Apart from the anti-social and prosocial divide, individualism and collectivism have also been theorized as determinants of the process of friendship.

Hui (1988) defines collectivism as the defined set of feelings, beliefs and behavioral intentions that relate to solidarity and concern for others. In a series of studies involving American students, it was found that collectivists held more favorable attitudes towards the idea of sharing in other people's burdens and troubles (Hui, 1988). According to her, human behavior is a factor of both the environment and the person. Ultimately, though, there are two general categories of people based on their integration with the external environment. Some people would rather do their own thing and mind their own business, while others love to share the joys and problems of others (Hui, 1988). Individualism (the tendency to do one's own thing) means one is less likely to make many friends, especially in a travel scenario (Hui, 1988). Many researchers have looked into the individualist-collectivist dichotomy, some even relating it to cultural predispositions. The tendency to make friends is therefore not just related to one's inherent nature, but could be a matter of the culture they grew up in. Individuals who are (from cultures that are) individualistic are less likely to make friends while travelling than those who are not.

Apostolou et al, (2021) look into the differences in friendship patterns by gender. In a survey of 123 Norwegian students, the researchers found significant gender differences in friendship patterns (Mjaavatt & Frostad, 2016). This theory posits that boys and girls generally grow up in different cultures. In middle school, for instance, girls can be separated based on such factors as play patterns, the leisure activities they engage in, friendships and the power and strength of groups. Mathieson and Banerjee (2011) also agree with the Two Cultures Theory, stating that boys' playmates and friends will always tend to be friends with one another. However, the emphasis for girls is on dyadic friendships instead of on larger groups of friends (Mathieson & Banerjee, 2011). The Two Culture Theory believes that this socialization from childhood can then

determine friendship patterns among the older youth as they travel.

The use of technology and social media has also been identified as a possible mediator of friendships and relationships. Ideally, people meet face-to-face and occupy the same physical space for them to be seen as friends. However, with technology and social media, friendships are being formed across the world. For youth traveler, relationships that are formed online will just be as strong as those that are formed face-to-face.

When travelling, fall outs and disagreements in friendships happen. Very little research has gone into how youth travelers compromise when they fall out with friends they travel with their friends. Tourist decision-making processes are determined by various factors, including their cultural backgrounds, personality, social influence, economic situations and education (Prasad et al., 2019). (Njagi, Ndivo and Manyara (2017) look into push and pull factors that motivate tourism among the youth. Push factors refer to the needs of tourists towards the destinations where they expect their needs to be satisfied. Travelers therefore act on physiological and psychological stimuli to satisfy their needs or anticipated goals. Pull factors, on the other hand, are those which attract tourists to their destination after the decision to travel has been reached (Njagi, Ndivo, & Manyara, 2017). Understanding the interplay between push and pull factors in determining overall travel motivation is the key to the determination of just how willing youth travelers will be to compromise when they fall out.

Most of the time, youth travel is time based and low budget. The fact that they are money poor means budget is one of the areas they can compromise on even when friendships are not perfect (UNWTO, 2016). Further, youth tourism is purposeful. One of the trends in the youth tourism market has been the shift from leisure to work and study related travel. Youths also travel to volunteer for charitable causes and to learn new

languages (UNWTO, 2016). A huge percentage of youth travelers are motivated by the fact that they locations and people they visit benefit from their contributions. This could be another string reason for compromise among the youths when they fall out.

The tendency to compromise could also be influenced by the same factors that determine the likelihood of friendship. For instance, male travelers, who are likely to have been socialized to appreciate larger groups of friends, could be less likely to compromise than female travelers, who value their small circle. Individuals who are more anxious in social scenarios might be more likely to compromise and offer trade-offs due to their approach of social situations with humility.

RESEARCH METHODS

This study was conducted in several stages, beginning with a pre-departure survey distributed to all participating students. A total of 92 tourism program students served as subjects for this research. Prior to group allocation, they were asked to complete the survey and provide their opinions on traveling with new acquaintances and unfamiliar peers while having the opportunity to design their own travel itinerary. Due to probabilistic factors, not all students could be placed in groups exclusively containing their favored peers nor avoid those they wished not to travel with. Consequently, among the fifteen groups formed were combinations where some members initially perceived themselves as compatible whereas others felt uneasy about collaborating.

Each group was granted autonomy in planning its journey; tasks included designing itineraries and arranging transportation logistics as well as selecting attractions visited, accommodations utilized, dining locations frequented or leisure time spent—all based on collective agreements within respective teams. Following these

preparations, participants organized arrangements collectively within their assigned groups.

Data Collection and Analysis

Upon completing the journey, each group representative, comprising at least three individuals with two or three members, was invited for a separate interview conducted by the Researcher. These interviews involved one to three neutral students as participants. Each student underwent an in-depth interview lasting between 20 and 40 minutes. Open-ended questions were posed to every student with the aim of understanding their experiences related to tourism or traveling on a route they were not intimately familiar with; however, it was required that they share similar travel objectives and patterns. Subsequently, data collected from these interviews were transcribed and subjected to content analysis. The content analysis findings were then corroborated using various supporting theories through triangulation. This process ensured a comprehensive understanding of students' travel experiences while maintaining academic rigor and precision in the study's methodology.

FINDINGS AND DISCUSSION

Group Dynamics and Typology of Youth Travelers

The Leaders

This study identifies four types of young travelers, each possessing distinct characteristics and travel preferences. The first type is the leader, who assumes the role of the group's decision-maker during journeys. Leaders are responsible for managing itineraries, ensuring schedules run smoothly, communicating with drivers and external parties, and confirming that attractions are open. Research findings reveal that these leaders often sacrifice their own enjoyment to prioritize the comfort and satisfaction of their fellow travelers. In groups where individuals are not well-

acquainted with one another, a leader's role in connecting members becomes crucial to maintaining harmony throughout the trip (Heimtum & Jordan, 2011). If a leader fails to effectively bridge gaps between members' desires and preferences, this can result in an unpleasant traveling experience for all involved.

Conversely, when no designated leader is chosen within a group dynamic chaos typically ensues; as there is no central decision-maker present to guide proceedings. Consequently, journeys become less enjoyable due to each member's reluctance to assume responsibility for critical decisions – which ultimately leads to convoluted decision-making processes without reaching satisfactory conclusions.

The followers

The second type of traveler is the follower. Unlike the leader, followers tend to comply with group agreements and never assume decision-making positions or even offer ideas. However, if they do provide suggestions, they will not impose their opinions but rather feel comfortable with collective decisions. Followers have travel preferences, yet when group consensus differs from their desires, they strive to adapt to the wishes and decisions of the entire group.

In some cases, followers become primary supporters of leaders. If a follower feels compatible and comfortable with a leader's style and character, they will follow and support decisions made by that leader (Freitas et al., 2018). Nevertheless, followers may rebel against or leave group decisions if certain conditions arise or if specific choices made by members exceed what is truly unacceptable for them. Such situations are rare; however, followers may decide to leave the group if confronted with circumstances that push them beyond their comfort zone. The text emphasizes that while followers generally conform to group dynamics and leadership styles, there remains potential for

dissent under particular unfavorable conditions.

The Clowns

The next type of young traveler is the clown, who serves as an entertainer and brings joy to the entire group. This individual plays a vital role in creating a pleasant atmosphere within their travel cohort by initiating humorous or enjoyable conversations, ensuring that everyone has a good time during their journey. The clown-type traveler tends to avoid conflict among group members and feels uncomfortable when disputes arise. In some situations, the clown can be an excellent supporter for the group leader by helping diffuse tense atmospheres. Although generally cheerful, this type of traveler may become moody and highly emotional if exposed to extreme circumstances that make them unhappy; however, such conditions are rare as they consistently strive to maintain harmony within the group.

The clown-type traveler often acts as a valuable link between various members' preferences on trips, facilitating better connections among travelers with different tastes. For example, they might help find a restaurant that caters to diverse culinary desires within their party during lunchtime decisions. These individuals tend to possess friendly and humorous dispositions in everyday life but not always – sometimes adopting this persona only when joining groups where they sense tension or unhappiness (Wentzel and Erdley, 1993). In certain cases, these clowns could also be leaders who assume roles solely aimed at uniting their team and fostering happiness among its members - essentially camouflaging themselves as clowns while still providing direction behind-the-scenes. Overall, this unique character adds value by contributing positively towards group dynamics throughout shared experiences on journeys together

The Loners

The fourth type of traveler is the loner. As the name suggests, a loner is someone who prefers solitude even when traveling in a group. They enjoy engaging in activities that please them personally while remaining within the same group. This means that they may not be far from their fellow travelers but prefer to keep to themselves (Langston & Nancy, 1989). For example, when others are discussing and socializing, a loner tends to listen quietly or even listen to music.

There are two sub-types of loners: those who naturally prefer solitude both during and outside of travel experiences, and those who only become solitary during group trips with unfamiliar people. The first sub-type consists of individuals whose introverted nature extends into their travels; there is little difference between their everyday lives and their behavior on trips with groups. These individuals will likely act similarly whether they are traveling or engaged in daily activities. The second sub-type includes people who typically enjoy socializing with friends but choose solitude when traveling with new acquaintances whom they do not know well yet. This decision may stem from concerns about disrupting group dynamics due to differing communication styles, preferences, or interests; thus, these individuals opt for isolation to maintain harmony within the group.

Role Transformations

In some cases, travelers might switch types midway through a journey due to extreme circumstances – for instance, an individual initially identified as a leader, follower or clown could transform into a loner under certain conditions. Such changes can make the trip less enjoyable as it creates an altered atmosphere. Reactions towards loners among fellow travelers vary: some groups accept this type comfortably and understand their need for personal space while others react negatively because they perceive such behavior as detrimental to

overall morale and experience – leading to fearfulness or unpleasantness throughout the trip's duration.

The most extreme transformation that may occur is the change of role from the master of the main role, to the role of troublemaker. This type of traveler may arise due to conditions outside normal conditions. This transformation may occur if there is disappointment from one of the group members due to the lack of compromise between members during travel. This individual frequently creates problems or fosters unpleasant conditions within a group, making the journey less enjoyable for everyone involved. The issues they cause can range from minor disagreements, such as choosing a different restaurant than the rest of the group or desiring to rest in an alternative location, to more significant conflicts like consistently criticizing group decisions negatively. In some cases, troublemakers may provoke or persuade other members to agree with their stance on certain matters, leading to divisions within the larger group due to differing opinions. Troublemakers are not always inherently problematic; sometimes they are regular members who become disappointed with decisions made by the group leader and react against them accordingly.

Additionally, troublemakers might stem from individuals who typically function as leaders in their daily lives but struggle to compromise or find common ground when partaking in travel groups headed by another appointed leader, either formally or informally. In these instances, troublemakers will attempt to convince others of their perspective and desires; if unsuccessful, they might act independently by making unilateral decisions that further disrupt group harmony. They may even choose not to participate at all—potentially leaving one travel party for another—or deliberately create problems with hopes of being removed from their current company so they can join a different faction or operate alone.

Despite these challenges posed by troublemakers during various research cases studied here, reconciliation is possible under certain circumstances. For instance, if both parties share similar views on an external issue that arises during their travels together. Alternatively, effective leadership plays a crucial role in mitigating tensions caused by troublesome individuals: strong and resolute leaders must facilitate communication between all participants while considering each person's preferences and desires.

In conclusion, although troublemakers present difficulties for travel groups through various forms of discord ranging from minor disputes over choices like restaurants and resting spots to deeper divides rooted in personal convictions about decision-making processes among travelers—reconciliation remains achievable under specific conditions. This includes finding common ground on external matters or through the implementation of effective leadership strategies that address and account for individual preferences.

Creating Enjoyable Group Travel Experiences

What makes group travel enjoyable? It is the creation of a collective bubble. The concept of a collective bubble refers to physical and psychological protective walls that shield tourists from discomfort (Jaakson, 2004). For example, if a traveler from Indonesia is accustomed to eating rice daily, they would feel comfortable while traveling outside their region if they can still access rice. This illustrates the physical aspect of the bubble where there are limits imposed on travelers' experiences. On the other hand, collective bubbles emerge when group members agree on shared preferences that suit each individual's character. In this context, each member compromises with others' desires or preferences.

Collective bubbles thus represent physical and psychological walls created through agreements or compromises among group members. These agreements could

involve accommodation types; for instance, some may prefer hotels while others opt for bed-and-breakfasts. Group members will then compromise to find common ground between these two desires. Another element of collective bubbles involves attractions visited by the group. With differing preferences among individuals comes variation in desired destinations and activities during trips. In heterogeneous groups with diverse interests, members will compromise on attraction types visited together by seeking similarities and mutually appealing sites or at least those acceptable to everyone involved. Creating another form of collective bubbles occurs when group members engage in discussions about shared interests such as movies they like, hobbies they enjoy together outside their travels, or music preferences. For instance, listening to music favored by all creates unity and comfort within the group during leisure time after sightseeing activities.

A key factor contributing to enjoyable travel experiences is the level of compromise among group participants: when individuals effectively negotiate their wants and expectations with one another harmoniously throughout journeys become pleasant endeavors—provided leaders facilitate these compromises well enough so no discomfort arises due to disagreements over personal tastes/preferences. Another aspect making joint excursions pleasurable entails each person playing their role effectively (Heimtum & Jordan, 2011). Leaders should act as hubs, facilitating communication and involvement among all members while followers contribute ideas, opinions, and suggestions that enrich group dynamics. Loners can also positively impact experiences by constructively challenging leaders' decisions when necessary but knowing when to follow the group's choices. Clowns or jesters can enhance travel enjoyment by providing humor and entertainment at appropriate times while also understanding when to remain silent during discussions or decision-making processes

within the group. When these various traveler types function well together in an integrated manner, group trips become highly enjoyable for everyone involved.

Unpleasant Group Travel: Contributing Factors

This study found several conditions that can lead to dissatisfaction during group trips. Firstly, inadequate planning time can result in a lack of opportunity for each group member to express their ideas and preferences. Due to differing individual preferences, proper planning should take longer in order to reach a consensus. Limited time may hinder the compromise and negotiation process among group members.

Secondly, excessive anxiety can also negatively impact the travel experience. Group members may worry about potential discomfort or disagreements with unfamiliar individuals within the group, leading to self-fulfilling prophecies where their concerns materialize into actual problems. Additionally, venturing outside one's comfort zone could cause unease among travelers who are accustomed to having their trips organized by others but now must make arrangements themselves. In some cases involving student groups on study tours, mandatory participation in both leisure activities and academic tasks might detract from enjoyment due to increased workload and social pressures.

Personal factors also play a role in determining satisfaction during group travels; if someone dislikes another member of the trip or has unresolved personal issues affecting them, they are less likely to enjoy themselves regardless of external circumstances (Heimtum & Jordan, 2011). Short trips may not provide enough time for participants to adjust and understand each other's personalities effectively; thus shifting focus away from enjoying experiences together towards building communication skills within the team instead. Significant differences in personal preferences between team members can make it difficult for

individuals within a given party to compromise on shared desires or expectations – potentially resulting in collective disappointment when adventure plans do not meet initial aspirations.

Unexpected events such as illness amongst participants could further disrupt planned activities making everyone feel uneasy while considering whether continuing without affected companions is appropriate or not. Individual moods have potential ripple effects throughout entire groups; negative emotions experienced by one person might spread collectively creating an uncomfortable atmosphere for all involved.

Lastly, comparing one's own group experience to others may lead to dissatisfaction if an individual believes that their peers in different groups are enjoying better travel experiences. This comparison can contribute to the perception of an unpleasant trip.

CONCLUSION

The conclusion of this study is that embarking on a group trip consisting of relatively unfamiliar young students can yield significant findings and contribute to academic knowledge. First, such a trip can be an enjoyable experience if the group members create a collective bubble in which they build physical and psychological walls based on shared or compromise able similarities among all participants. This involves both individual and collective efforts.

Secondly, the creation of a collective bubble requires each member to play their role effectively, whether as leader, follower, or even as the clown who brings joy to the group. A pleasant journey will not occur if individuals do not contribute adequately within their respective roles. Establishing a collective bubble necessitates compromising personal desires for the benefit of fellow travelers. When each participant compromises their expectations and preferences accordingly, it leads to mutual

satisfaction; otherwise, dissatisfaction may arise from unmet expectations.

This research contributes practical implications for destination managers by suggesting diverse options at destinations that provide opportunities for compromise among tourists traveling in groups. Additionally, travel agents and tour operators should understand how to design packages accommodating various guest characteristics and desires. Conceptually speaking, this study enriches our understanding of young travelers' characteristics when venturing with previously unknown or distant acquaintances in new groups. Consequently, these insights contribute significantly towards comprehending youth tourist behavior overall—ultimately benefiting scholarly knowledge regarding tourism consumer behavior.

REFERENCES

- Alves, P., Martins, H., Saraiva, P., Carneiro, J., Novais, P., & Marreiros, G. (2023). Group recommender systems for tourism: how does personality predict preferences for attractions, travel motivations, preferences and concerns? *User Modeling and User-Adapted Interaction*, 33(5), 1141-1210.
- Apostolou, M., Keramari, D., Kagialis, A., & Sullman, M. (2021). Why people make friends: The nature of friendship. *Personal Relationships*, 28(1), 4-18.
- Freitas, M., Santos, A. J., Ribeiro, O., Pimenta, M., & Rubin, K. H. (2018). Friendship quality in adolescence and social adjustment in the peer group. *Análise Psicológica*, 36(2), 219-234.
- Heimtum, B., & Jordan, F. (2011). 'Wish YOU Weren't Here!': Interpersonal Conflicts and the Touristic Experiences of Norwegian and British Women Travelling with Friends. *Tourist Studies*, 11(3), 271–290.

- Hui, H. (1988). Measurement of Individualism-Collectivism. *Journal of Research in Personality*, 22(1), 17- 36.
- Jaakson, R. (2004). Beyond The Tourist Bubble? *Annals of Tourism Research*, 31(1), 44–60.
- Juretić, J. (2018). Quality of close relationships and emotional regulation regarding social anxiety. *Psychiatria Danubina*, 30(4), 441-451.
- Kovačić, S., Mărgărint, M. C., Ionce, R., & Miljković, Đ. (2020). What are the factors affecting tourist behavior based on the perception of risk? Romanian and Serbian tourists' perspective in the aftermath of the recent floods and wildfires in Greece. *Sustainability*, 12(16), 6310.
- Langston, C. A., & Nancy, C. (1989). Social anxiety and social constraint: When making friends is hard. *Journal of Personality and Social Psychology*, 56(4), 649-661.
- Liechty, T., Nuno, F.R., & Careen, M.Y. (2009). "I traveled alone, but never felt alone": an exploration of the benefits of an older women's group tour experience. *Tourism Review International*, 13, 17–29.
- Mathieson, K., & Banerjee, R. (2011). Peer play, emotion understanding, and socio-moral explanation: The role of gender. *British Journal of Developmental Psychology*, 29(2), 188-196.
- Mjaavatn, P. E., & Frostad, P. (2016). Adolescents: Differences in friendship patterns related to gender. *Issues in Educational Research*, 26(1), 45- 64.
- Morone, A., Morone, P., & Germani, A. R. (2014). Individual and group behaviour in the traveler's dilemma: An experimental study. *Journal of Behavioral and Experimental Economics*, 49, 1–7.
- Njagi, C. W., Ndivo, R. M., & Manyara, G. (2017). Understanding the travel motivation among youth travelers in Kenya: the 'push' and 'pull' paradigm. *African Journal of Hospitality, Tourism and Leisure*, 10(2), 1- 16.
- Prasad, S., Nair, K., & Purohit, H. (2019). Tourist satisfaction: an analysis of push and pull factors-a case of Qatar tourism. *Journal of Management (JOM)*, 6(2), 187-199.
- Rózycki, P., & Korbiel, K. (2022). The theoretical concept of tourist typology in the interdisciplinary structure of tourism. *Sport and Tourism Central European Journal*, 5(3), 141-157.
- Sari, D., Kusumah, A. H. G., & Marhanah, S. (2018). Analisis faktor motivasi wisatawan muda dalam mengunjungi destinasi wisata minat khusus. *Journal of Indonesian Tourism, Hospitality and Recreation*, 1(2), 11-22.
- Schulman, S. (1993). Close Friendships in Early and Middle Adolescence: Typology and Friendship Reasoning. *New Directions for Child Development*, 1993(60), 55 - 71.
- Thurnell-Read, T. (2012). What Happens on Tour: The Premarital Stag Tour, Homosocial Bonding, and Male Friendship? *Men and Masculinities* 15(3), 249-270.
- Wang, K., Chen, J.S., & Chou, S. (2007). Senior Tourists' Purchasing Decisions in Group Package Tour. *Anatolia: An international Journal of Tourism and Hospitality Research*, 18(1), 23-42.
- Wentzel, K. R., & Erdley, C. A. (1993). Strategies for making friends: Relations to social behavior and peer acceptance in early adolescence. *Developmental Psychology*, 29(5), 819-826.
- Wong, S., & Lau, E. (2014). Understanding the Behavior of Hong Kong Chinese Tourists on Group Tour Packages. *Journal of Travel Research*, 40(1), 57-67.