

## Aim

The aim of this dissertation is to critically evaluate the hotel product preferences of generation Y while on a leisure vacation.

## Objectives

- 1 - An analysis of the characteristics of Gen Y and their leisure preferences when on vacation.
- 2 - To Critically assess whether hotels satisfactorily meet the leisure preferences of Gen Y when on vacation.
- 3 - To make recommendations to the hotel industry on how the leisure preferences of Gen Y, when on vacation can be successfully met.

## Methodology

The dissertation will consist of a primary research through a quantitative method by creating an online survey.

## Rationale

When talking about leisure preferences when on vacation in general, there are many researches that have been done. However when looking for specific generations leisure preferences there are rarely any found on Gen Y.

# The Evaluation of Generation Y's Leisure preferences when on Vacation

**Ramzi Jamaledine, 309767, BA in International Hotel and Tourism Management**  
**Supervisor: Mr. John Fenby**

## Anticipated Findings:

The outcome of this research that the author aims is to understand the leisure preferences of Gen Y when on vacation. The author believes that finding the leisure preferences of Gen Y can help improve the hotel industry by providing hotels and hoteliers recommendations of improvement within their current organization.

## References:

- Sofronov, B. (2018). *MILLENNIALS: A NEW TREND FOR THE TOURISM INDUSTRY*. Annals of Spiru Haret University. Economic Series. Vol 18, No. 3, pp: 109-122.
- Smith, T. and Nichols, T. (2015). Understanding the Millennial Generation. Texas Wesleyan University. *Journal of Business Diversity*. Vol. 15, No.1, pp: 39-47.