

# Youthful Musicians Travelling

## Development of the concept of a music-trip for the German youth travel market

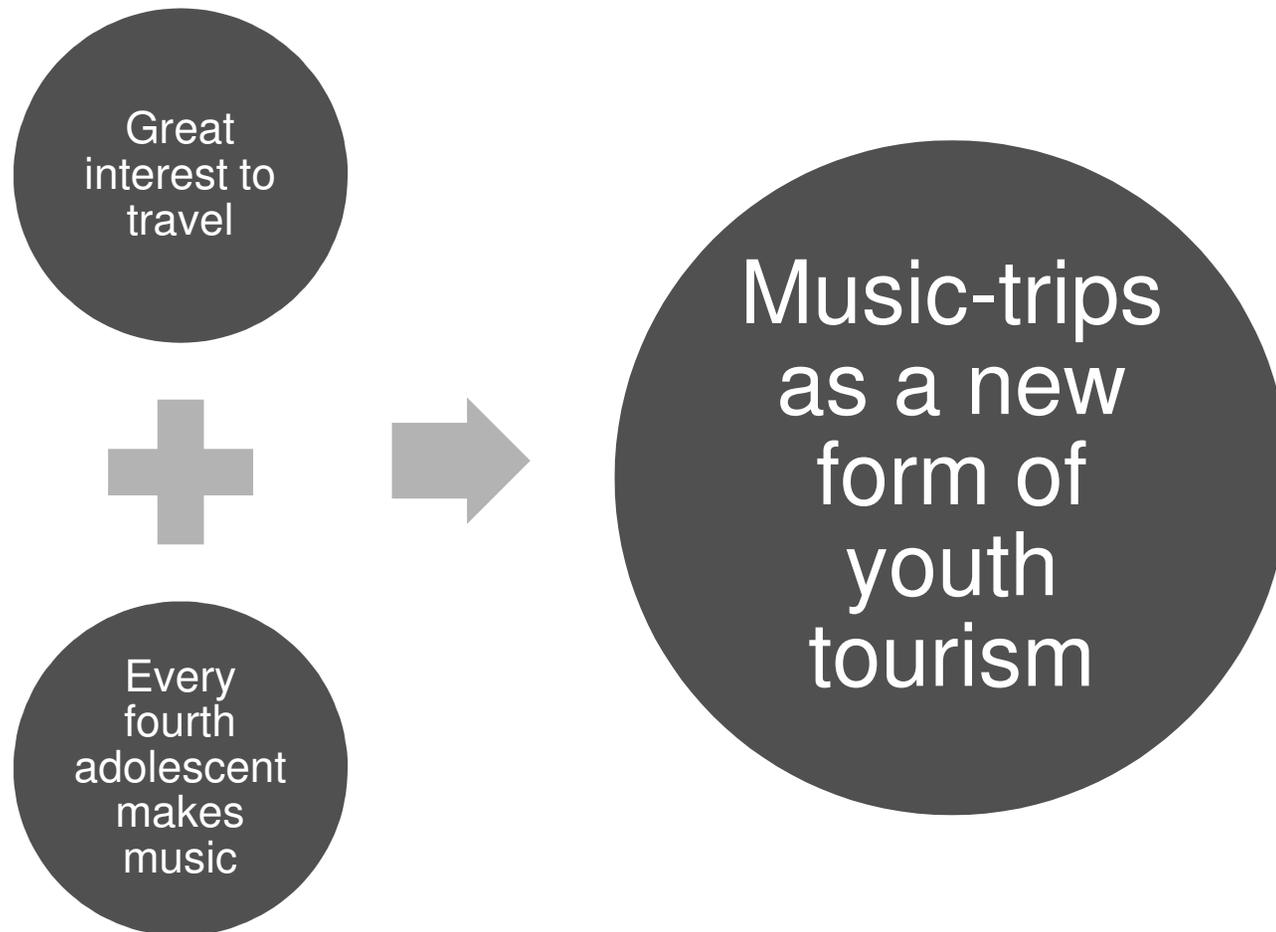
Maike Radermacher – Hochschule Bremen



## Content

- 1) Problem statement and research questions
- 2) Theoretical background: youth and youth trips
- 3) Secondary research – main findings
- 4) Methodology of primary research: group discussion and survey
- 5) Concept of the music-trip
- 6) Limitation and outlook

## Problem Statement



## Research Questions

Is there potential of music-trips among adolescents living in Germany? And if so: How should they be designed?

### **Research Aim**

The development of a music-trip for adolescents, which can be successfully launched on the German youth travel market since it is based on the core wishes and attitudes of adolescents.

# Theoretical Background

## Adolescents

- Youth as the time in that a human being is developing from a child to an adult
- Core youth according to *iconkids & youth*: age between 14 and 17 years

## Activities in their free time

- Non-medial activities: to meet friends, sports, resting and to do nothing, **making music** (*JIM-study*)
  - Playing an instrument or singing
  - 24% girls, 15% boys

# Theoretical Background

## Youth trips

- Trips for adolescents of the age twelve until 18 accompanied by trained assistants (*Porwol 2001, p. 12*)

## Youth trips with music theme

- Band camp by *ruf Jugendreisen*
- Music camp classic goes rock by *Landesjugendwerk der Arbeiterwohlfahrt*

## Secondary Research

- No market research focusing exclusively on adolescents and their travel behaviour and motives → part of overall studies
- 3 studies selected
  - *Urlaubsreisen der Jugendlichen – FUR: data used from 2002 Reiseanalyse*
  - *Deutsche Kinder und Jugendreisen 2008 – Aktuelle Daten zu Struktur und Volumen – Bundesforum Kinder- und Jugendreisen e.V.*
  - *Tourismusanalyse 2012*

## Secondary Research – Main findings

	<i>Urlaubsreisen der Jugendlichen – FUR (2002)</i>	<i>Deutsche Kinder- und Jugendreisen (2008)</i>	<i>Tourismusanalyse (2012)</i>
travel intensity	78,6%	82,2%	56,4%
travel spending	522€	532€	
travelling without parents	40%	39%	
organised trip	43%	75%	
mean of transportation	1. car (47%) 2. airplane (27%) 3. bus (14%)	1. bus (42%) 2. airplane (24%)	
length of trip	12,7 days	9,8 days	
main time of travelling	summer (June, July, August)	July and August, spring	
destination	73% to foreign countries 1. Spain (12,8%) 2. Italy (11,3%) 3. France (7%)	54% to foreign countries 1. Spain (21%) 2. Italy (8%) 3. Netherlands (7%)	49,3% to foreign countries 1. Spain (14,6%) 2. Italy (6,1%) 3. Turkey (5,4%)
motives	1. fun and pleasure (69%) 2. being free and having time for myself (63%) 3. sun, heat and good weather (61%)		

# Methodology of Primary Research

## Group discussion

- Online group discussion with adolescents between the age of 14 and 17, who play an instrument or sing
- Two discussions held, 5 adolescents taking part each time
- Aspects: own instruments, possible destinations, activity program, workshops, percentage of making music all together, fundamental concept and main motives

**Goal:** to get content for survey, to test the relevance of some questions, to get a first general impression of youth's opinion regarding music-trips

# Methodology of Primary Research

## Survey

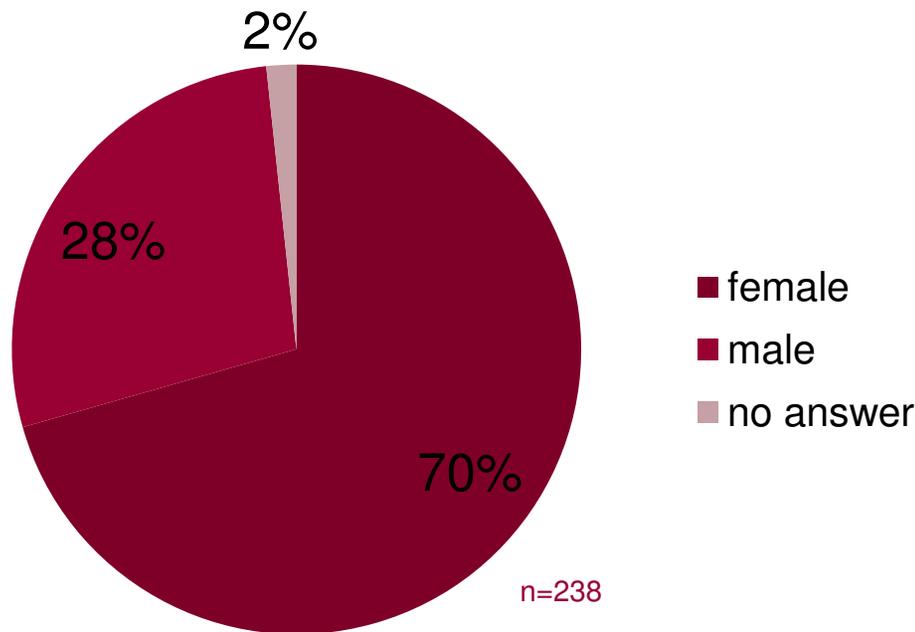
- Online survey and paper based questionnaire
- Basis: analysis of studies and results of group discussion
- Pre-test
- Population: all adolescents in Germany between 14 and 17, who play an instrument or sing → partial census with random sampling
- Data collection period: 1st until 31st November 2012

**Goal:** missing data to be covered, verification and falsification of some statements

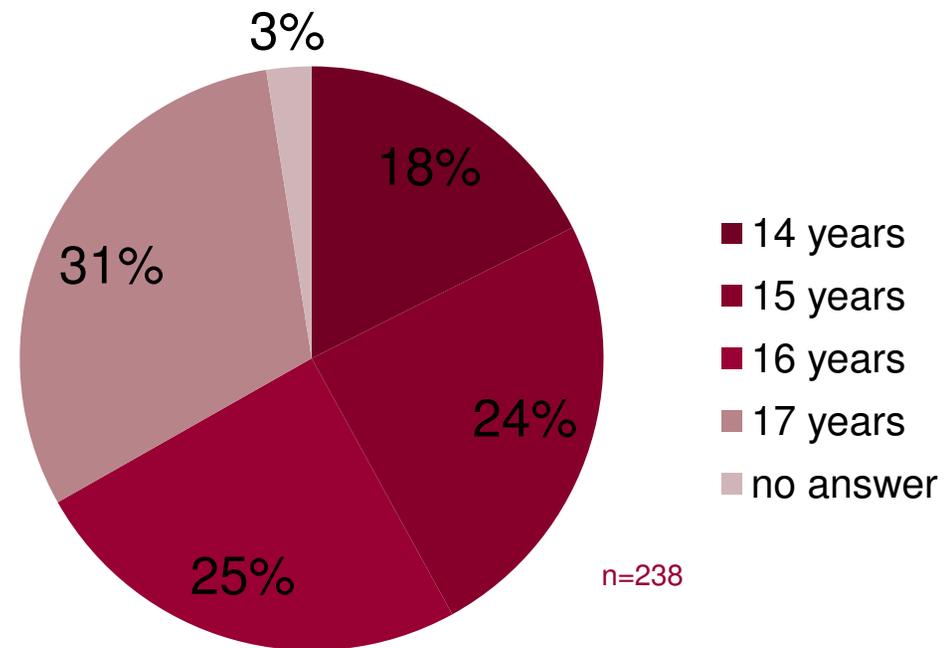
## Results of enquiry – concept of the music-trip

- 278 sent back questionnaires – 115 paper-based
- Only 238 are significant for the analysis due to defined age range

**Gender**



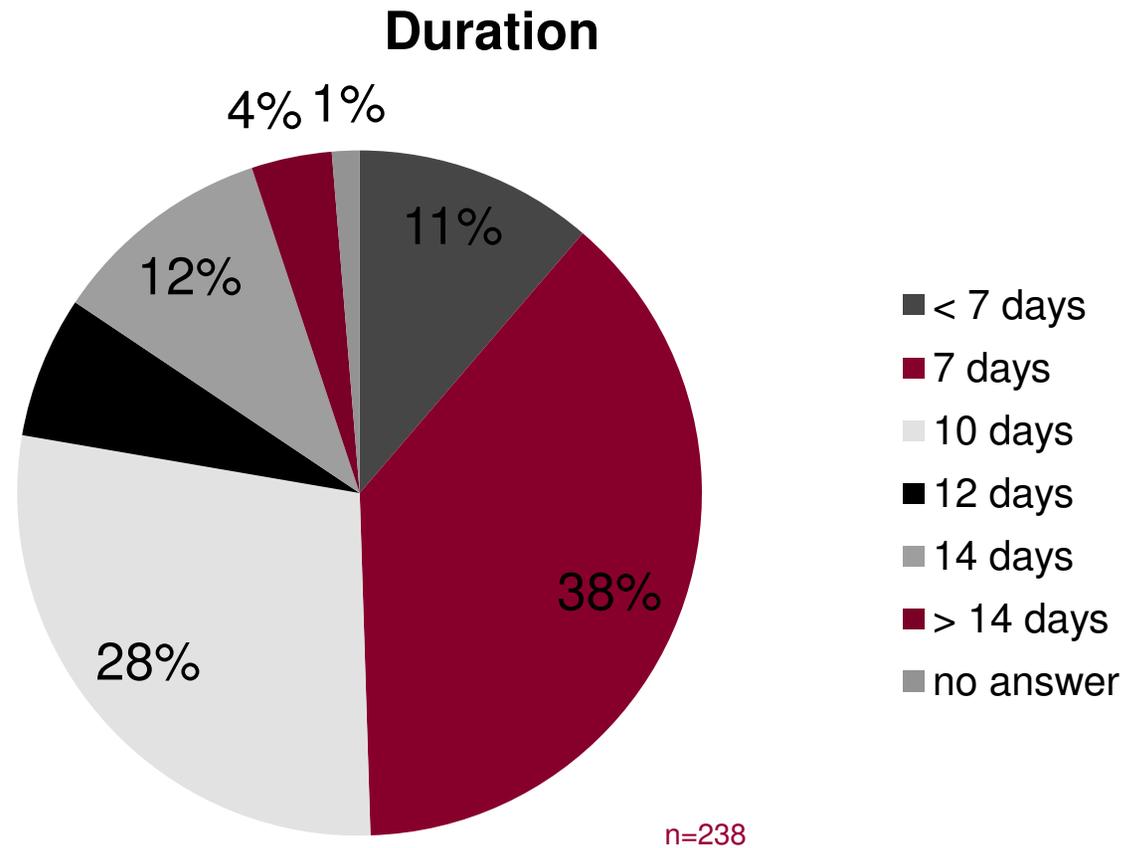
**Age**



# Concept of the music-trip

## Frame

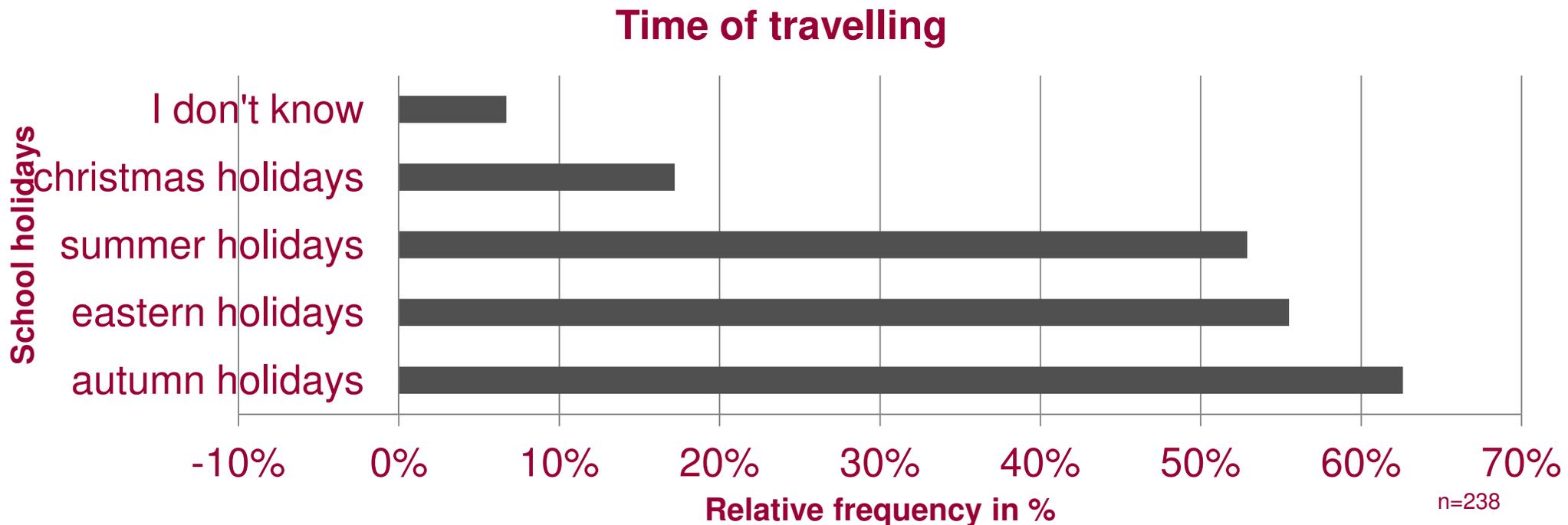
- Duration: 7 days



# Concept of the music-trip

## Frame

- Duration: 7 days
- Time: autumn holidays



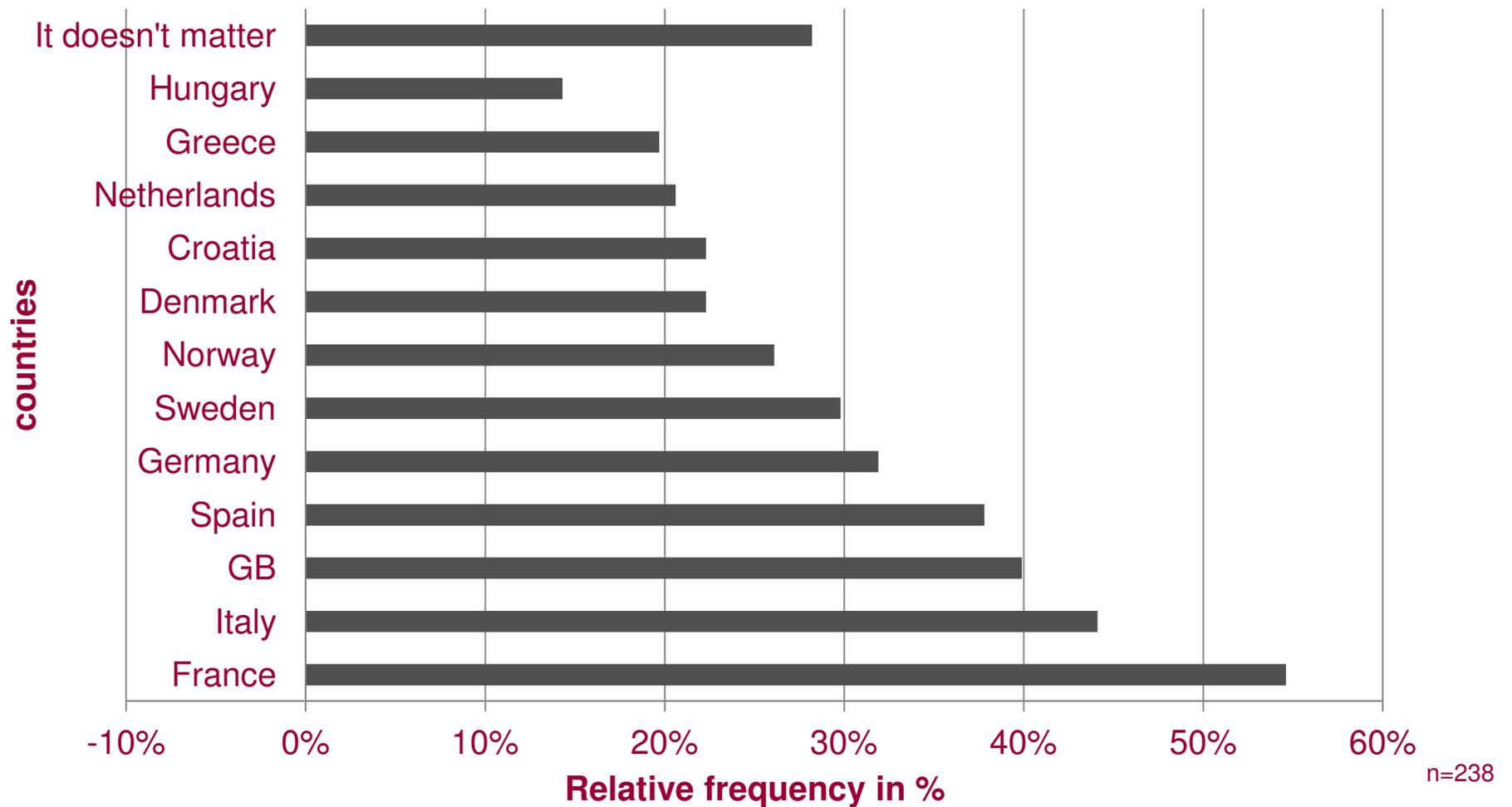
# Concept of the music-trip

## Frame

- Duration: 7 days
- Time: autumn holidays
- Destination: France or Italy

# Concept of the music-trip

## Requested destinations



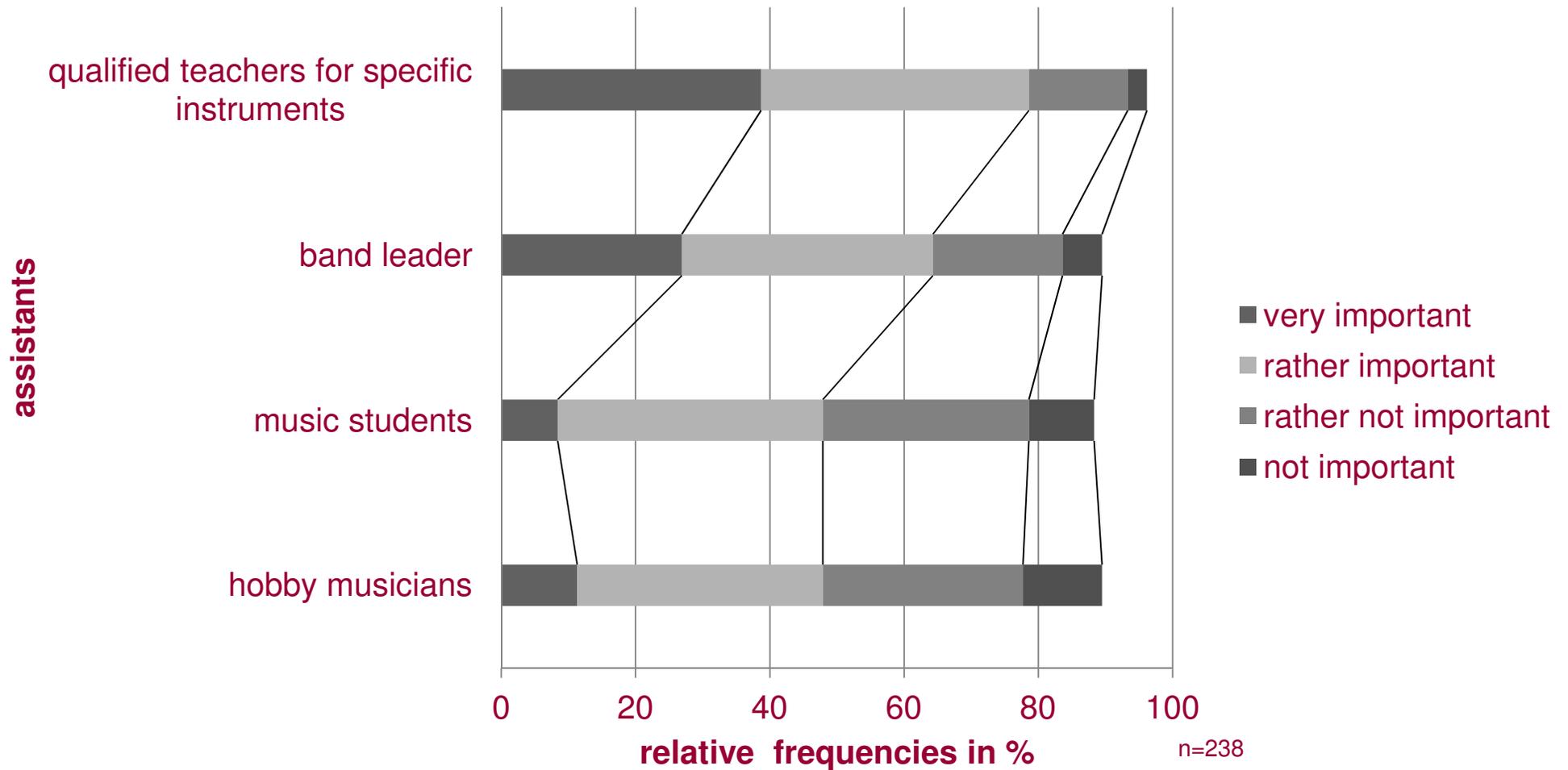
# Concept of the music-trip

## Frame

- Duration: 7 days
- Time: autumn holidays
- Destination: France or Italy
- Mean of transportation: bus
- Assistants: bandleader and music students

# Concept of the music-trip

## Assistants of the music-trip



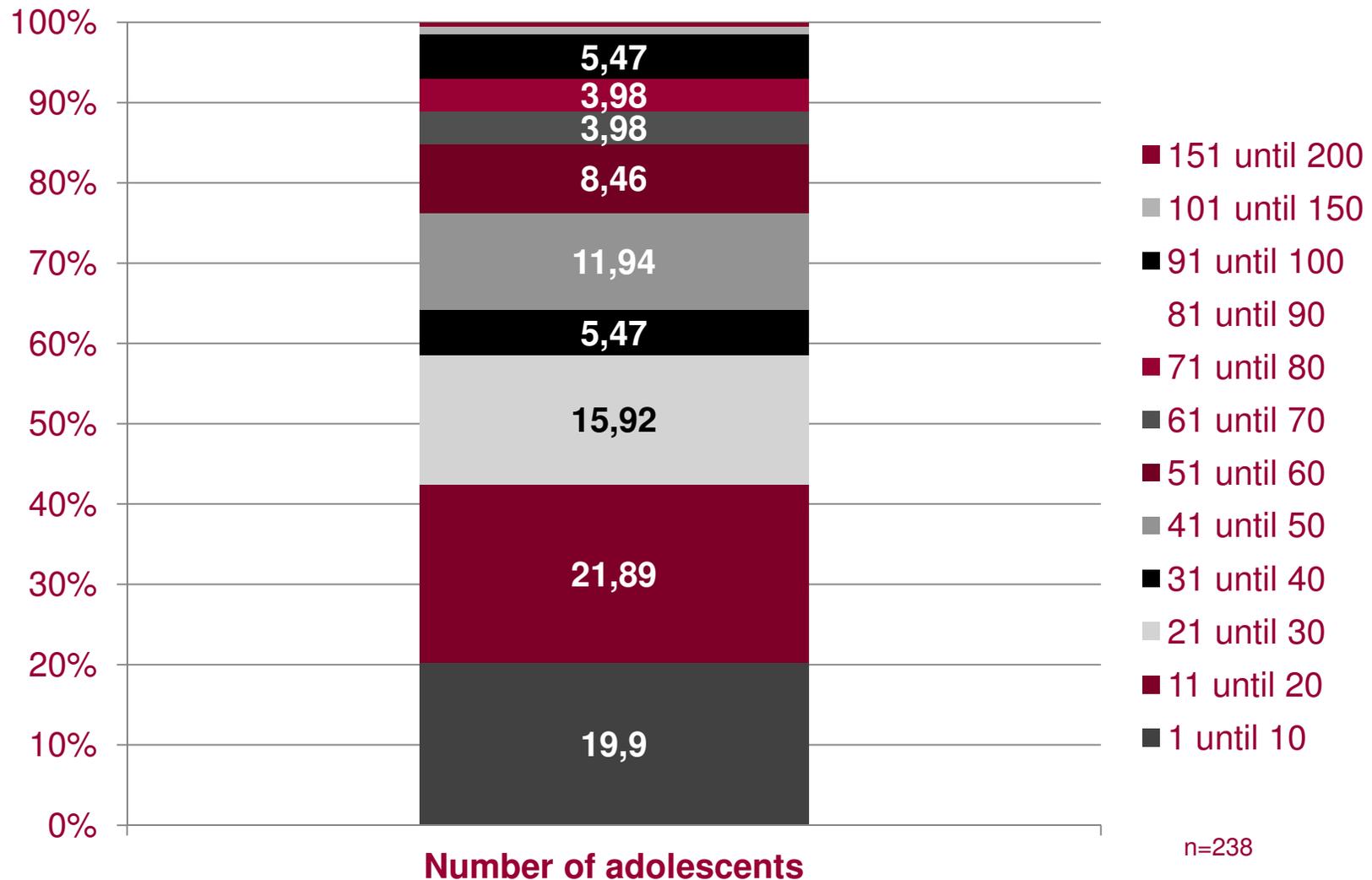
# Concept of the music-trip

## Frame

- Duration: 7 days
- Time: autumn holidays
- Destination: france or italy
- Mean of transportation: bus
- Assistans: bandleader and music students
- Group size: 30 adolescents

# Concept of the music-trip

## Maximum group size of joint making music



# Concept of the music-trip

## Frame

- Duration: 7 days
- Time: autumn holidays
- Destination: france or italy
- Mean of transportation: bus
- Assistans: bandleader and music students
- Group size: 30 adolescents
- Acommodation: youth hotel

# Concept of the music-trip

Sample  
week plan

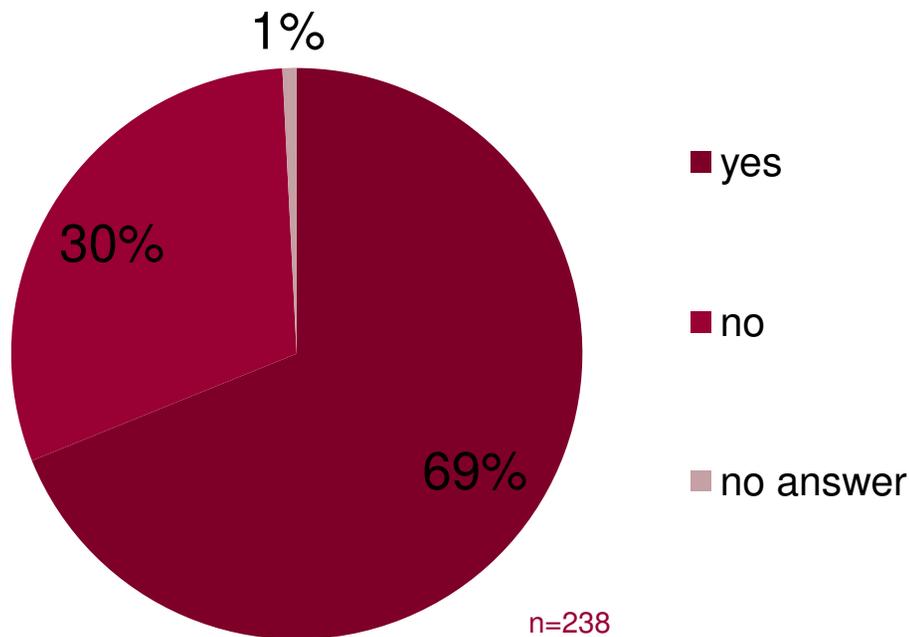
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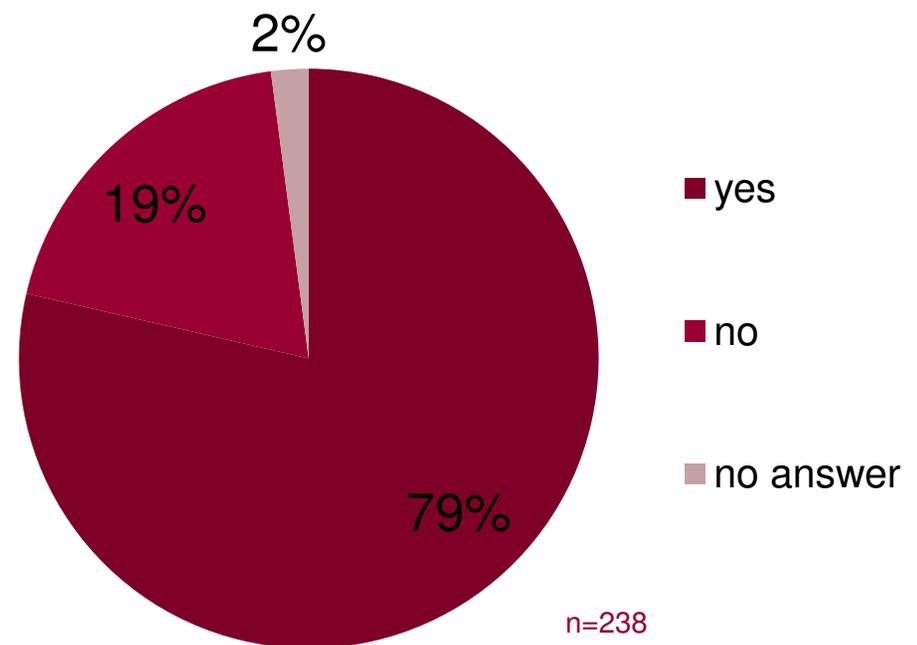
**Duty**

## Concept of the music-trip

Would you like to have a clearly structured program with fix times?



Would you like to have obligatory rehearsal units?



# Concept of the music-trip

Sample  
week plan

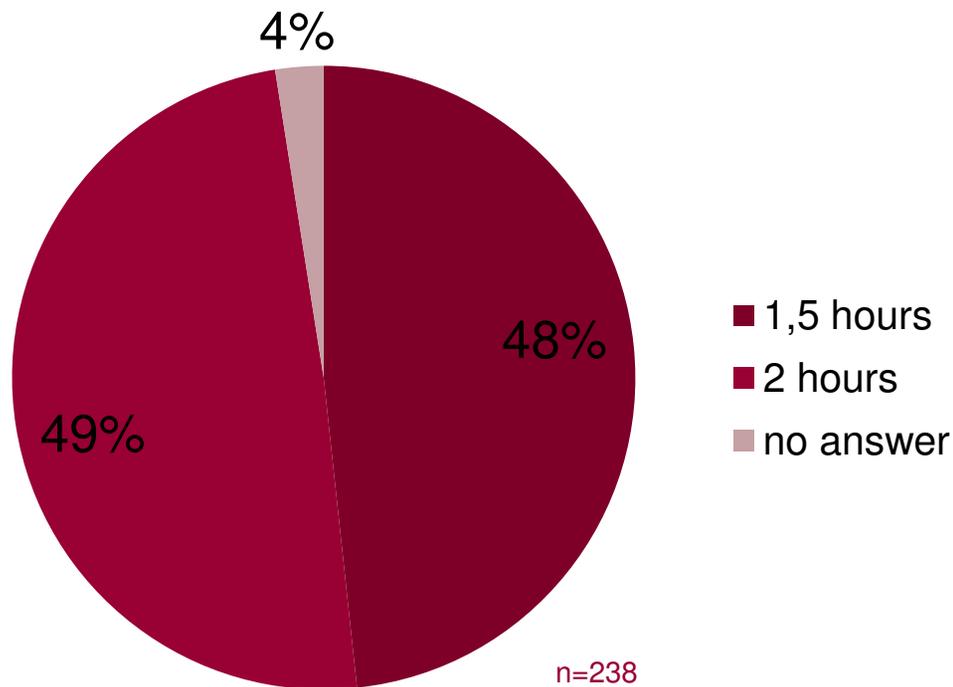
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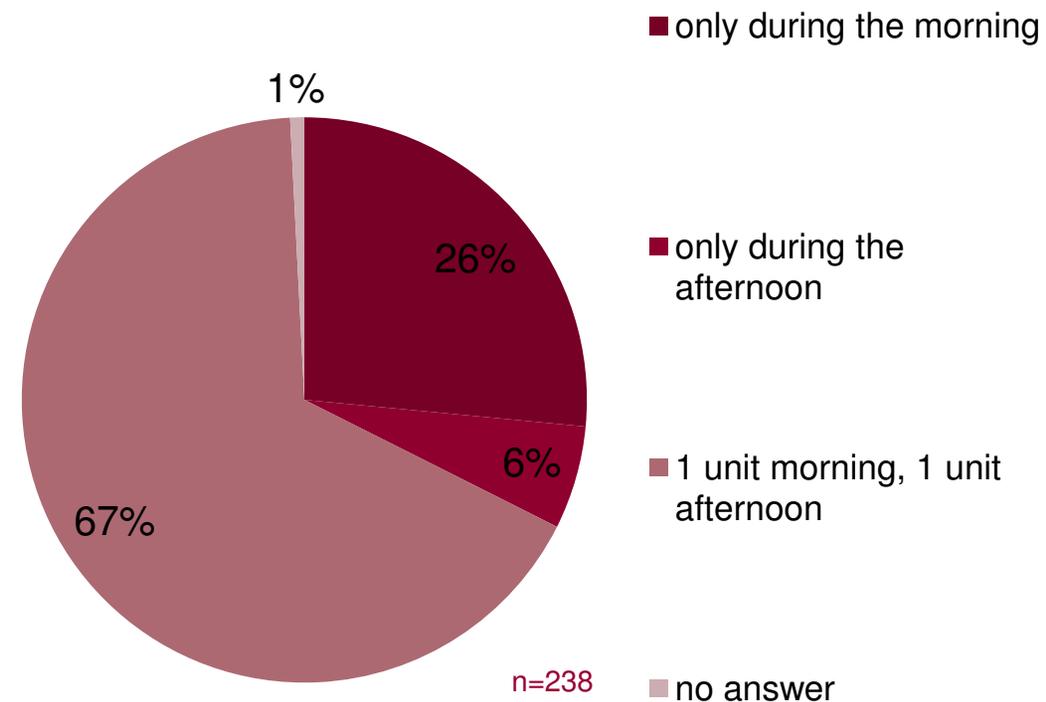
**Duty**

## Concept of the music-trip

**In your opinion, how long should a rehearsal unit be?**



**When would you like to make music within rehearsal units?**



# Concept of the music-trip

Sample  
week plan

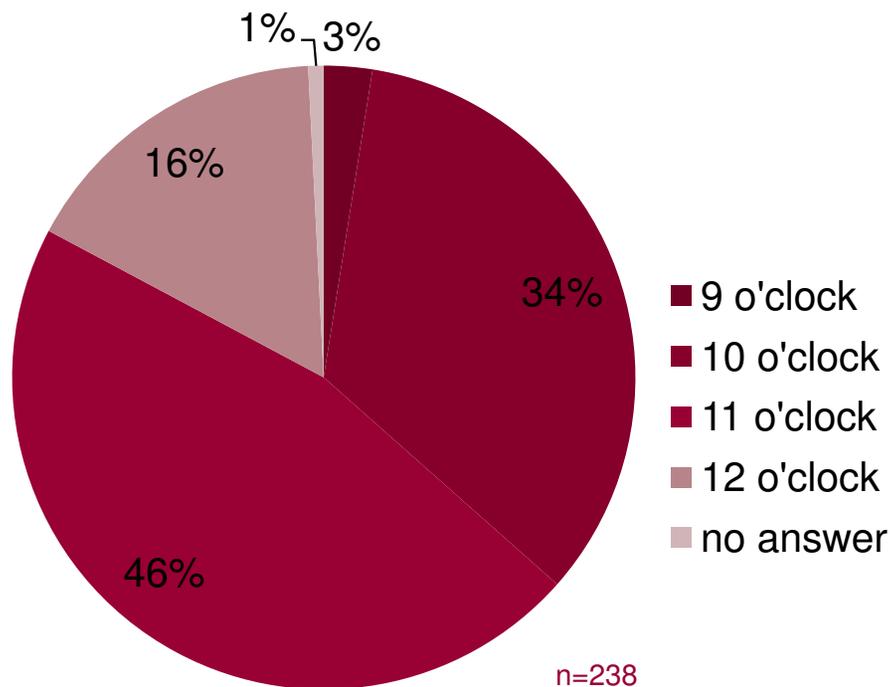
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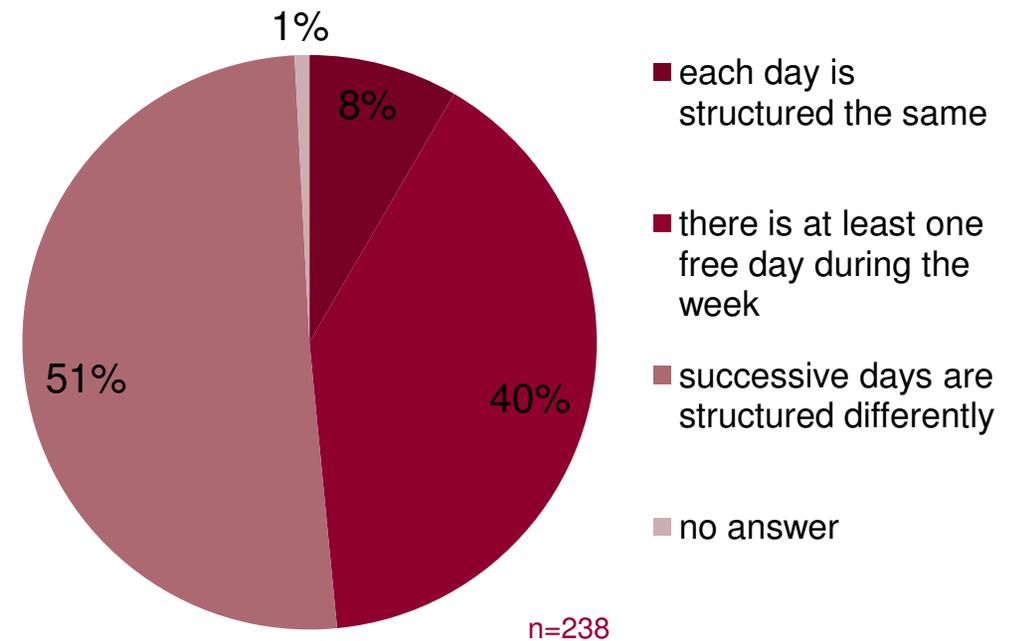
**Duty**

## Concept of the music-trip

**When do you want to start with the first daily rehearsal- or free time activity unit?**



**Which weekly schedule do you prefer?**



# Concept of the music-trip

Sample  
week plan

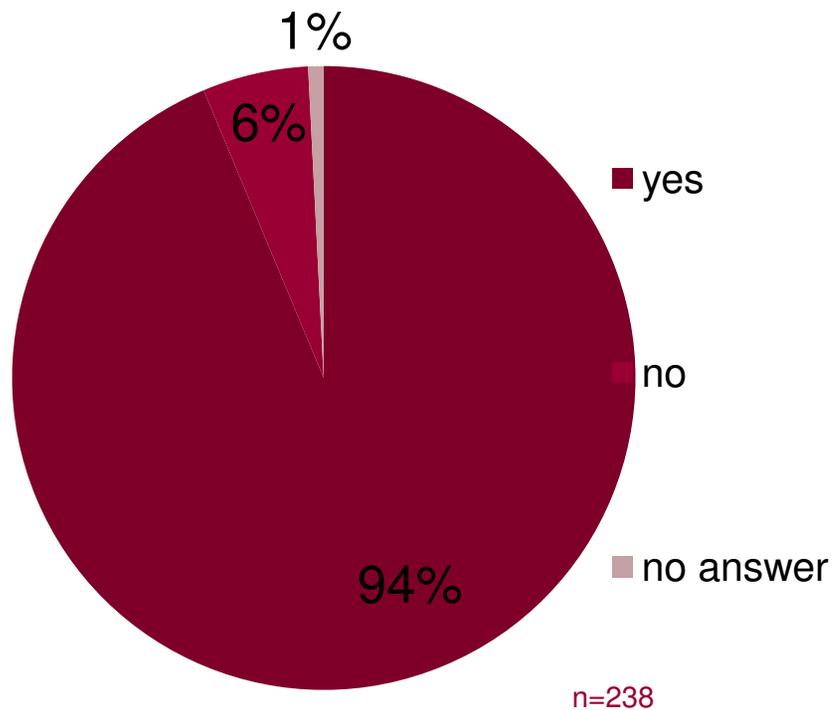
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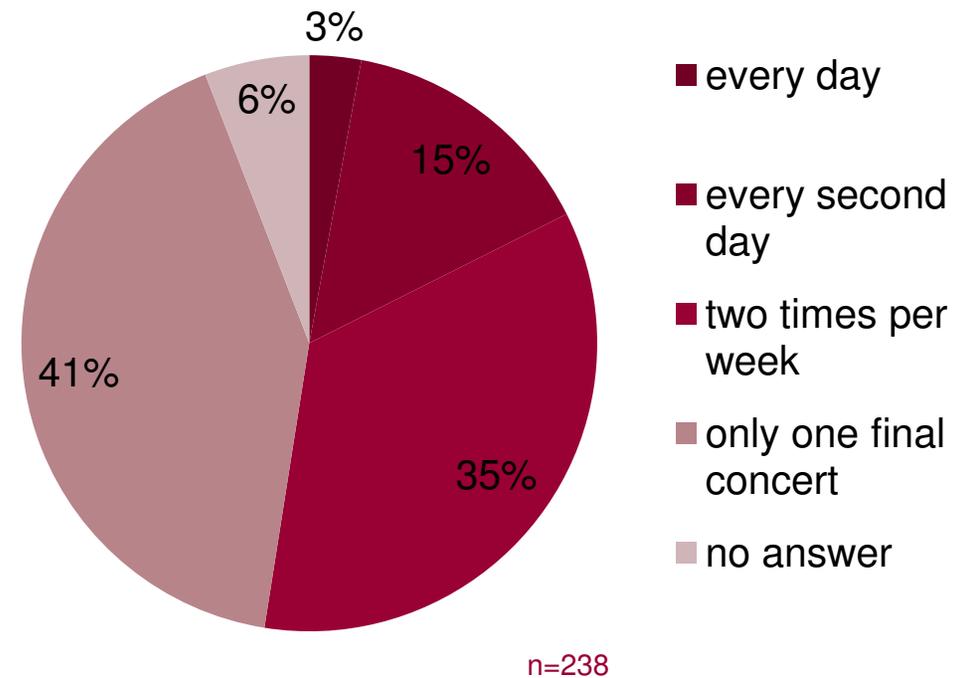
**Duty**

## Concept of the music-trip

Would you like the group to give concerts during the music-trip?



If so, how often should these concerts take place?



# Concept of the music-trip

Sample  
week plan

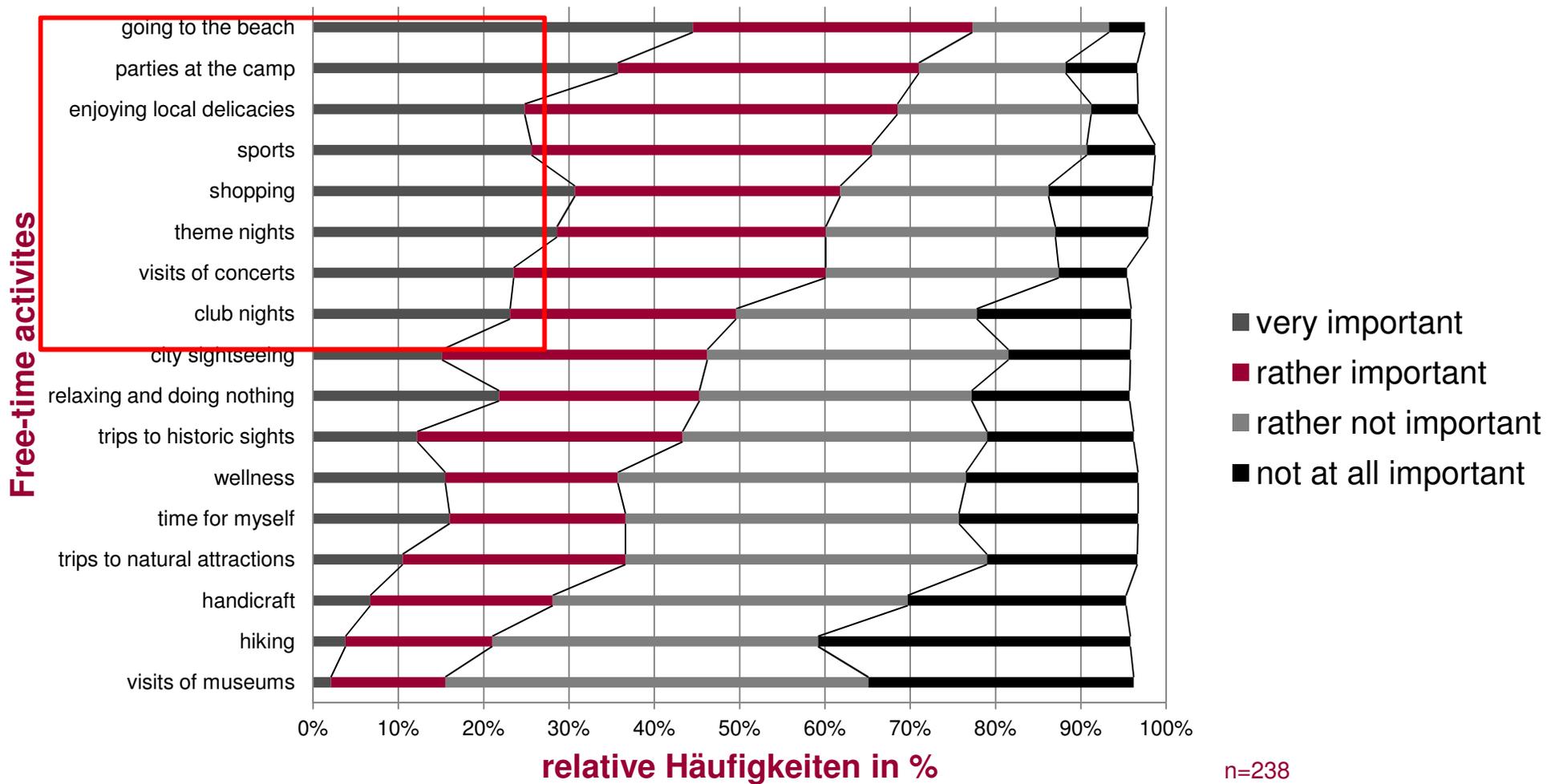
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Party: Party at the camp  
Disco: Visit of a local disco

**Duty**

# Concept of the music-trip

## Top free-time activities



# Concept of the music-trip

Sample  
week plan

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	Arrival	<u>10:00-11:30</u> <b>Rehearsal</b> <u>12:00</u> MTB-Tour <u>12:00-13:00</u> Workshop A and B	<u>9:00-11:30</u> <b>Rehearsal</b> <u>12:00</u> City sight-seeing afterwards Shopping	<u>12:00</u> Workshop A and B	<u>10:00-14:00</u> <b>Rehearsal</b>	<u>10:00-11:00</u> Workshop E and A <u>12:00-14:00</u> <b>Rehearsal</b>	<u>9:00-13:00</u> <b>Rehearsal</b>	<u>12:00</u> City sight-seeing afterwards Shopping
After-noon	<u>14:00</u> Welcome afterwards Beach	<u>14:00</u> Yoga at the beach <u>15:00-16:00</u> Workshop C and D <u>16:15-18:45</u> <b>Rehearsal</b>	<u>13:30</u> <i>Soccer at the beach</i> <u>15:00</u> <i>Workshop E and A</i> <u>16:15-18:45</u> <b>Rehearsal</b>	<u>14:00</u> Beach-volleyball at the beach <u>17:00</u> Workshop B	<u>15:00</u> Making promotion material for the concert <u>15:00</u> Beach <u>17:00</u> Workshop C and D	<u>15:00</u> Promotion in the city <u>15:00</u> Workshop C and D <u>16:30-18:30</u> <b>Rehearsal</b>	<u>14:00</u> Banana-boat/pedal boat at the beach <u>14:00</u> Workshop B	<u>15:00</u> Fun at the beach <u>18:00</u> Good bye
Night	<u>19:00</u> Dinner <u>21:00</u> Theme-night: Quiznight	<u>19:00</u> Enjoying local delicacies	<u>19:00</u> Dinner <u>21:00</u> Party	<u>19:00</u> Dinner <u>21:00</u> Theme-night Karaoke	<u>19:00</u> BBQ <u>23:00</u> Disco	<u>19:00</u> Dinner <u>21:00</u> Visit of a concert	<u>19:00</u> Dinner <u>21:00</u> Final concert	Departure

Workshop A: Technique and embouchure; Workshop B: Im provisation; Workshop C: Jam session; Workshop D: Dance; Workshop E: Beat&Rhythm Training  
Quiznight: Theme music (questions concerning musicians, songs etc.)  
MTB-Tour: a tour by mountainbike  
Enjoying local delicacies: to go out for food and drinks in local restaurants and bars  
Party: Party at the camp  
Disco: Visit of a local disco

**Duty**

## Concept of the music-trip

Joint making  
music

Duty

Getting to  
know people

Core aspects

Independence

Having fun

Sense of  
community

Group  
experience

## Limitation and outlook for further research

- Results are not representative
- Target group not familiar with questionnaires
- Preferences on non-existent products can be randomly

Is the music-trip only interesting for commercial tour operators or also for non-profit ones?

How can tour operators integrate the product of the music-trip in their portfolio?

Is the music-trip also suitable for adolescents who want to start learning to play an instrument?

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