

# Student and Youth Travel

A Bibliography of Research and Publications



Compiled by Dr. Julie Wilson and Dr. Greg Richards for:

International Student Travel Confederation (ISTC) and

Association for Tourism and Leisure Education (ATLAS)

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### **International Student Travel Confederation (ISTC)**

Serving student travellers since 1949, the philosophy of the ISTC is that student travel, and the exchange of ideas it encourages, contributes to education and plays an important role in developing greater international understanding. Specialist student travel and student services organisations comprise the ISTC's international network of 5,000 offices in 106 countries. With special student ticket arrangements on most of the world's airlines, an international student identity card (ISIC) and a full range of surface travel, study and work abroad programmes ISTC member organisations provide educational experiences through travel to over 10 million youth and student travellers each year.



### **Association for Tourism and Leisure Education (ATLAS)**

The Association for Tourism and Leisure Education (ATLAS) was established in 1991 to develop transnational educational initiatives in tourism and leisure. ATLAS provides a forum to promote staff and student exchange, transnational research and to facilitate curriculum and professional development. ATLAS currently has members in more than 50 countries.

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## Introduction

In 2000, the International Student Travel Confederation (ISTC) began to compile a review of existing studies on the youth and student travel market and the characteristics of today's independent young traveller. Despite seeking assistance from some of the world's leading travel research authorities ISTC heard the same answer each time; almost no market research existed on the youth and student traveller.

Greg Richards and Julie Wilson of the Association for Tourism and Leisure Education (ATLAS) had a similar interest in studying the youth and student travel market. Over the next three years, ATLAS and ISTC worked together to publish 'New Horizons in Independent Youth and Student Travel' the first ever global study of student and youth travellers conducted using primary research.

Around the same time, ATLAS created the Backpackers Research Group, an international network of academics involved in studies of student and youth travel. Through their collective efforts this group exploded the myth that there was little or no research on this market by assembling the first comprehensive bibliography of studies on the young independent traveller.

ISTC has subsequently published this extensive bibliography, which draws together for the first time a wide range of academic and market-based research on youth and student travel and includes summaries or abstracts of each study. Research subjects cover the psychological, economic, market and personal development impact of the young traveller.

ISTC thanks Greg Richards, Julie Wilson and the Backpackers Research Group for their vision, dedication and attention to detail in the compilation of this bibliography. Their efforts make a significant contribution to the worthy cause of understanding Student and Youth travel.

David Jones



Director General  
ISTC

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## From the author

A few points should be noted in relation to the list of sources. Firstly, the list does not include, for the most part, sources specifically based on backpacker travel, principally for the reason that there are a rapidly expanding range of sources in this field which have been well documented elsewhere. For a comprehensive review of these sources refer to Ateljevic and Doorne, Chapter Four as well as the extensive list of references in Richards and Wilson, 2004, which reflects the ATLAS Backpacker Research Group's bibliography of sources on backpackers and backpacking. Secondly, it is acknowledged that while this list of sources is comprehensive, it is not designed to be exhaustive. The list has been limited to sources with an overt focus on youth travel and thus many relevant sources have not been included, particularly those in the wider field of youth mobility and intercultural experiences. It is therefore recommended that those wishing to gain a deeper understanding of the youth travel phenomenon extend their searches to include these and other related but highly relevant fields. Thirdly, both English and American spellings appear in the summaries and this reflects the choice of spelling presented in original abstracts. Finally, any suggestions for additions to the list should be emailed to [info@istc.org](mailto:info@istc.org).

This compilation of research and publications on the youth and student traveller was originally put together as a bibliography for a report entitled 'Today's Youth Tourists, Tomorrow's Global Nomads? New Horizons in Independent Youth and Student Travel', which reported on the main findings of a major transnational study on independent youth and student travel and was undertaken by ATLAS and ISTC. A summary of this report is included in the bibliography. For more information or to obtain a copy of 'New Horizons in Independent Youth and Student Travel', visit [www.AboutISTC.org](http://www.AboutISTC.org).

## How to access sources

The sources in this bibliography generally fall into three categories:

### 1. Mainstream academic journal articles

The first port of call for locating journal articles is the Ingenta website ([www.ingenta.com](http://www.ingenta.com)). Individual articles are generally available for purchase through Ingenta, where there are comprehensive search and browse facilities and electronic delivery of articles.

Alternatively, links to all of the tourism journals listed in this bibliography are available at the following website: <http://www.tourismeducation.org/Tourism%20Education%20Frameset.htm> (NB *Problemy Turystyki* is listed as *Problems of Tourism*).

For other tourism journals mentioned in the bibliography that are not locatable via the above site, please refer to individual websites as follows:

- ❑ *Cahiers Espaces*: see <http://www.revue-espaces.com/>
- ❑ *Youth Travel International*: see [http://www.fiyto.org/Docs/comm/YTI\\_Mission\\_Statement.html](http://www.fiyto.org/Docs/comm/YTI_Mission_Statement.html)
- ❑ *EIU Travel and Tourism Analyst*: see Mintel, [www.leisuretourism.com](http://www.leisuretourism.com) or [www.ingenta.com](http://www.ingenta.com)

The websites for the following non-tourism journals mentioned in this bibliography are:

- ❑ *Affari Sociali Internazionali*: see [www.francoangeli.it/Riviste/Asi.asp](http://www.francoangeli.it/Riviste/Asi.asp)
- ❑ *BITS Información*: see [www.leisuretourism.com](http://www.leisuretourism.com)
- ❑ *International Journal of Comparative Sociology*: see Ingenta or [www.desitterpublications.com/Journals/ijcs.asp](http://www.desitterpublications.com/Journals/ijcs.asp)
- ❑ *International Journal of Intercultural Relations*: see Ingenta, [www.sciencedirect.com](http://www.sciencedirect.com) or [http://www.elsevier.com/wps/find/journaldescription.cws\\_home/535/description#description](http://www.elsevier.com/wps/find/journaldescription.cws_home/535/description#description)
- ❑ *Journal of Youth Studies*: see Ingenta or [www.tandf.co.uk/journals/carfax/13676261.html](http://www.tandf.co.uk/journals/carfax/13676261.html)
- ❑ *Phenomenology and Pedagogy*: see [www.ualberta.ca/~vanmanen/PandP.htm](http://www.ualberta.ca/~vanmanen/PandP.htm)
- ❑ *Sociologia Urbana e Rurale*: see <http://www.francoangeli.it/Riviste/Sur.asp>
- ❑ *World Leisure and Recreation*: see <http://www.worldleisure.org/Publications/Journal/journal.html>

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Other useful journal locating resources are [www.leisuretourism.com](http://www.leisuretourism.com) (a subscription site with a free trial period) and [www.waksberg.com/research](http://www.waksberg.com/research) (a comprehensive free research resource).

It may also be possible to access hard copies of journals at university or college academic libraries with tourism teaching and research sections. Such libraries generally have an inter-library loan or document ordering service. ATLAS has academic institutional members worldwide who have access to academic libraries. For a local ATLAS member, see the membership list at [www.atlas-euro.org](http://www.atlas-euro.org)

### 2. Reports and Market Research

Various types of reports from Mintel are available through Ingenta or directly from Mintel's websites:

- <http://reports.mintel.com/>
- <http://consumer.mintel.com>
- <http://reports.mintel.com/sinatra/mintel/reports/>

WTO publications are available from: <http://www.world-tourism.org/cgi-bin/infoshop.storefront>

The latest *Backpackers Uncovered* publication is available from:  
<http://atc.australia.com/cms/pdf/Backpackersjan03.pdf>

The reports produced by ISTC / ATLAS are available to download free from [www.aboutistc.org](http://www.aboutistc.org)

### 3. Books

Most books are available to order through online bookstores such as Amazon ([www.amazon.com](http://www.amazon.com)). Specific publishers' sites for book sources in the bibliography are:

- Channel View: [www.channelviewpublications.com](http://www.channelviewpublications.com)
- Pearson Education: [www.pearsoned.co.uk/Academics/](http://www.pearsoned.co.uk/Academics/)
- Routledge: [www.routledge.com](http://www.routledge.com)
- John Wiley and Sons: [www.wiley.com](http://www.wiley.com)

## Student and youth travel bibliography

**Abdel-Ghaffar, A. (1992) Youth Tourism, *Annals of Tourism Research* 19 (4), pp. 792-794**

This article was a conference report of the November 1991 first World Tourism Organisation (WTO) conference on youth tourism, held in Delhi. The report was prepared by Amr Abdel-Ghaffar and Mano Handy in collaboration with Jafar Jafari, Lee Kreul and Francis Stivala, the World Tourism Organization (Spain), University of Wisconsin-Stout (USA), Purdue University (USA) and the National Student Travel Foundation of Malta.

**Adler, J. (1985) Youth on the Road: Reflection on the History of Tramping. *Annals of Tourism Research* 12, pp. 335-354**

Tourism is conventionally traced to the eighteenth century Grand Tour of aristocratic youth which, it is then suggested, was gradually democratized and adopted in modified form by the middle classes. In such a perspective, the road culture of contemporary youth travelers would simply represent one form of this democratized elite tradition. This paper argues instead that contemporary road culture is better seen as an upwardly rather than downwardly mobile cultural form. Tramping originated as a well-institutionalized travel pattern of working class youth. Despite its instrumental functions, it always had touristic components, serving as the young workingman's Grand Tour. When, in the course of the nineteenth century, it declined as a labor institution, it was romanticized and adopted by middle class youth for exclusively tourist purposes.

**ATI (Aviation and Tourism International) (1995) *Europe's Youth Travel Market. Brussels: European Travel Commission (written by S. Wheatcroft and J. Seekings)***

This report is based on a series of analyses of the European youth travel market with the aim of informing the travel industry about this sector. It is based on data derived from the European Travel Monitor as well as ATI's own research. A global overview of the youth travel market is presented at the start of the report, which is followed by sections on intra-European, overseas and European domestic youth travel. Subsequent sections focus on growth forecasts, suppliers, intermediaries and institutions in the youth tourism sector. The report closes with a strategy for raising awareness of the potential value of youth tourism for the travel industry and proposes an action plan containing specific suggestions for the sector.

**Babin, B.J. and KuemLim, K. (2001) International students' travel behavior: a model of the travel-related consumer/dissatisfaction process. *Journal of Travel and Tourism Marketing* 10 (1), pp. 93-106**

A study was conducted to explore a consumer satisfaction/dissatisfaction (CS/D) process among international college students (n=153) at a mid-sized US university. The 2 primary objectives of this study are: to explore travel-related factors that create value and satisfaction for international students; and to explore the usefulness of personal value perceptions in explaining consumers' travel-related activities. A structural model is explored that shows how characteristics such as perceived safety, fun, and educational benefits create travel satisfaction through their impact on personal hedonic and utilitarian travel value perception. It is suggested that hedonic and utilitarian travel values are key facilitators, or mediators, of the relationships between key travel factors and CS/D. Results show that value perceptions appear to be key mediators of travel consumers' satisfaction ratings.

**Bonvecchio, C. (1991) The new needs and new aims of youth tourism in international markets / I nuovi bisogni e le nuove motivazioni del turismo giovanile sui mercati internazionali. *Affari Sociali Internazionali* 19 (1), pp. 161-165**

The motives and needs of young people (14-28) travelling as tourists are examined. The role of the scout movement in preparing young people for travel is mentioned. The suitability of youth hostels to answer current demands is questioned; a survey in the GDR suggests the accommodation offered is considered uncomfortable, regimented and unsuitable. Aspects of provision of facilities for young people are introduced: these must include opportunities for meeting others, cultural, artistic, sports or environment-related events and proper regard for the young people's requirements. The Erasmus

Project is mentioned: this enables young people to study at institutions of higher education in other countries. Tourism provision for these students should be considered.

**Butts, F.B., Salazar, J., Sapio, K. and Thomas, D. (1996) The impact of contextual factors on the spring break travel decisions of college students. *Journal of Hospitality and Leisure Marketing* 4, (3), pp. 63-70**

The college student is a major factor in the tourism success or the failure of many destination resort communities during the spring break season. This study examined the contextual marketing factors utilized by a successful coastal tourism community and their impact on the student's travel destination decision. This particular community utilized marketing factors in an attempt to discourage the label of a college spring break host. The influence that 16 community specific marketing factors exerted on the travel destination choices of 178 college students attending one of three universities in Alabama and Mississippi were identified and studied. The research found that factors other than the contextual marketing factors utilized by the host community may be the overriding influence in the deterrence of college students. Such factors may be related to traveller motivation and situation rather than a community's claimed marketing success.

**Bywater, M. (1993) The Youth and Student Travel Market. *EIU Travel and Tourism Analyst* 3, pp. 35-50**

Measurement of the youth and student travel market is difficult; although there is no doubt that it is a multi-million dollar business. Among the major origin markets are the UK, Germany, the USA, Spain, Austria and the Irish Republic, with a sharp increase in youth travel from Eastern Europe in recent years. In terms of destination trends, the USA is a major attraction for travellers from Europe, the UK is rated highly by continental Europeans and there has been a general increase in long haul travel. Air travel has taken an increasing share of the market, particularly at the expense of the railways. This report looks at the two organizations which dominate the international scene, the Federation of International Youth Travel Organizations and the International Student Travel Confederation, and at five of the major suppliers in the business. Most organizations have their roots in the student movement, academic institutions or government, and they still see their core business in this clearly defined market. However, the reality is that these companies are competing with the rest of the travel and tourism industry and their strategies have to reflect the same commercial concerns if they are to remain competitive.

**Carr, N. (1998) The Young Tourist: A Case of Neglected Research. *Progress in Tourism and Hospitality Research* 4 (4), pp. 307-318**

This paper reviews the state of the young tourist population and the research that has been conducted on the young tourist. It shows that despite the number of young people taking vacations they have generally been neglected by researchers. The separate and heterogeneous nature of this market segment is described. Its current size, economic significance, and potential for the future is highlighted. The lack of a standardised definition of what constitutes a young tourist and the implications of this for research are also discussed. Finally, it is suggested that a wide variety of research on the young tourist is still required.

**Carr, N. (1998) *Gendered leisure spaces: A case study of the young tourist. Tourism Management Working Paper Series, No. 4 University of Hertfordshire (14 pp.)***

Information collected from a survey of 3 female and 5 male tourists during their holiday in the beach-oriented resort of Torquay, UK [date not specified] examined the use of leisure spaces by young men and women tourists in both their home and holiday environments. The study found relatively few gendered differences, in terms of use of leisure spaces, group composition or perception of atmosphere in either the holiday or home environment. This appears to be related to the fact that although both the men and women realized the potential for personal danger neither gender was willing to allow this prevent them from doing what and going where they wished. However, the unwillingness of some of the respondents to enter certain areas within their place of origin suggests the behaviour of young men and women may still be influenced by preconceived mental maps and external sources of information. The apparent preference for both the men and women for going into

leisure spaces and leisure times in groups may be linked to a combination of the social nature of the group and the perceived safety it offers.

**Carr, N. (1998) Gendered Differences in Young Tourists' Leisure Spaces and Times. *Journal of Youth Studies* 1 (3) pp. 279-294**

This paper studies the use of leisure spaces and leisure times by young men and women tourists. It is based on information collected about the behaviour of young tourists during their holiday in the beach-oriented resort of Torquay, in Southwest England. This work is required because of the importance of the young beach-oriented tourist to the tourism industry and the paucity of previous research on this subject. The need to study gendered differences is related to the suggestion that such differences exist in the leisure behaviour of people in their home environment. The study found relatively few gendered differences, in terms of use of leisure spaces and times, group composition, or perception of atmosphere in the holiday environment.

**Carr, N. (1999) A Study of Gender Differences: Young Tourist Behaviour in a UK coastal resort. *Tourism Management* 20 (2), pp. 223-228**

This paper studies the leisure activities of young men and women tourists. It is based on information collected about the behaviour of young tourists during their holiday in the beach-oriented resort of Torquay, in Southwest England. This work is required because of the importance of the young beach-oriented tourist to the tourism industry and the paucity of previous research on this population. The need to study gendered differences is related to the suggestion that men and women engage in different leisure activities in their home environment. The study found very few gendered differences, in terms of the leisure activities of young tourists.

**Carr, N. (2001) An Exploratory Study of Gendered Differences in Young Tourists Perception of Danger within London. *Tourism Management* 22 (5), pp. 565-570**

This paper studies young tourists' perception of danger within the urban holiday environment of London, England. The study of perceived danger is important not only in its own right, but also because of the influence it may have on use of leisure spaces and times. This research assesses gender and group composition differences in perception of danger, addressing the relatively neglected issues of men's perception and the relationship between the genders. For the purpose of this paper 'danger' was assessed by studying how safe, relaxed, vulnerable, threatened, and at risk people felt while in London. The study found a number of similarities and differences between the men and women studied, in terms of how they perceived danger and their group composition during the day and night time. These results indicate that gender may not be the only influence on perception and behaviour, and that men and women should not be regarded as homogenous cohorts.

**Carr, N. (2002) Defining Young Tourists Visiting Beach-oriented Resorts: A behavioural analysis. *Anatolia: An International Journal of Tourism and Hospitality Research* 13 (1), pp. 49-62**

This paper provides a chronological definition of young tourists visiting beach-oriented resorts based on behavioural patterns within the holiday environment. The study on which the paper is based took place in the beach-oriented resort of Cala Millor, on the northeast coast of the Spanish island of Mallorca. The need for this study is related to the lack of a universally agreed definition of the young tourist. The study found tourists between 16 and 24 years old were the most likely to behave in the passive/hedonistic manner that is generally associated with young tourists staying in beach-oriented destinations. In contrast, tourists aged 30 – 35 years old were less likely to behave in this manner. However, the overlap in behaviour between the sub-age groups and the differences within them suggests that chronological boundaries cannot be used in isolation to accurately define young tourists who take vacations in beach-oriented resorts.



**Carr, N. (2002) A Comparative Analysis of the Behaviour of Domestic and International Young Tourists. *Tourism Management* 23 (3) pp. 321-325**

This paper provides a comparative analysis of the behaviour of young, single, British international and domestic tourists during their holidays. The research was located in Torquay, on the Southwest coast of England, and Cala Millor, on the Northeast of Mallorca. These locations represent two of the most popular destinations for young British tourists on domestic and international vacations, respectively. The findings of this research suggest that young, single, British tourists on domestic vacations behave in a different manner compared to those holidaying at the international level. Indeed, compared to domestic tourists, young people on international vacations tended to behave in a more passive and hedonistic manner.

**Carr, N. (2002) Going with the Flow: An assessment of the relationship between young people's leisure and holiday behaviour. *Tourism Geographies* 4 (2) pp. 115-134**

This study compares how young people behave while they are on vacation (i.e. holiday behaviour) and in their place of origin (i.e. leisure behaviour). Data were collected using a series of in-depth interviews and recall diaries. Comparing behaviour in the holiday and home environments provides an analysis of the relationship between tourism and leisure, which is currently a matter of debate (Colton 1987; Ryan 1994; Moore et al. 1995). Consequently, this research explores the relationship between leisure and tourism theories. The results of the study suggest that while they are on vacation the people interviewed tended to behave in a more liberal and hedonistic manner than when in their place of origin. However, this holiday behaviour seems to be an extension of their leisure behaviour, rather than separate from it. This may support the hypothesis that tourists' behaviour is influenced by a combination of socio-cultural norms and values, and personal motivations that are present in both the home and holiday environments.

**Carr, N. (2003) Use And Trust Of Tourism Information Sources Amongst University Students. In B. Ritchie, *Managing Educational Tourism*. Clevedon: Channel View Publications**

This chapter studies the types of information sources utilised by university students when planning a vacation and the levels of trust they ascribe to them. The data on which this paper is based was collected using a combination of a questionnaire survey and a series of in-depth interviews. The students studied were all enrolled at the University of Hertfordshire in the UK at a variety of undergraduate and postgraduate levels. The need for this study is related to the fact that without a clear understanding of how students gain information about potential holiday destinations it is impossible to accurately market products to them. In addition, although university students represent a separate and significant part of the tourist population there is a paucity of research on the holiday experiences of this population. While students in tertiary education may have relatively small amounts of income, they have proportionally high levels of discretionary income and free time to spend on leisure pursuits, including vacations. Although most university students may, in chronological terms, be defined as part of the youth tourism market, there are a number of differences between the student and youth populations that prevent the use of research on the latter to understand the students. These differences include the socio-economic structure of the two populations, the presence of mature students in tertiary education, and the different socio-cultural norms and values that influence young people in general and university students. The results of the research on which this paper is based indicate that the least utilised source of information was the Internet, with approximately one-quarter of the students claiming never to have used it to find out about possible vacations. The most trusted sources of information were informal ones such as previous visits, friends and relatives, although it was recognised that these can sometimes provide biased information. In contrast the least trusted sources were formal ones, including the TV/radio and travel agents. However, a lack of trust in formal sources did not necessarily mean that the students did not use them. Instead, they tended to use other sources to confirm what formal sources claimed, or restricted their use to price guides.

**Carr, N. (2003) University Students' Tourism. In B.W. Ritchie, *Managing Educational Tourism*. Clevedon: Channel View Publications**

Despite the fact that the majority of university students may be chronologically defined as belonging to the youth population (18 to 30 years old) they are actually a distinct population with different age, socio-cultural, educational, and economic characteristics. It is clear that this population has a

preference for independently organised travel and vacation arrangements. Therefore, while recognising the existence of overlaps with the youth population, this chapter focuses exclusively on university students. The chapter is well contextualised within the existing literature on student and youth travel and the importance of various organisations in the youth travel sector (such as the ISTC) in promoting and facilitating youth tourism is evaluated. Tourism as an educational component of the university experience, the variously spontaneous (e.g. independent trips) and organised (e.g. the EU Erasmus programme) nature of student mobility as well as travel for field trips during university. Finally conclusions are drawn as to the future of tourism by university students, noting the issues of increasing student numbers and the growing accessibility of international travel experiences, as well as the increasing incidence of students graduating with debts.

**Carr, N. (2003) University Student's Holiday Behaviour: A Case Study from New Zealand. C. Michael Hall (ed) *Introduction to tourism: Dimensions and Issues* (4th ed). South Melbourne: Pearson Education**

This chapter provides an analysis of the holiday behaviour of 464 New Zealand university students and includes a detailed review of academic and market-based literature on student and youth travel. Information about the students' holiday decision-making and purchasing processes; holiday destinations, timing, and duration; motivations; and behaviour was collected using a questionnaire, incorporating and building on the strengths of previous studies. A likert scale was used to examine motivations for travel. Findings show that on average, the New Zealand students studied took 2.4 holidays each during the survey year, with most holidays being taken within New Zealand (although the most popular international destination was Australia). The majority of the students' holidays lasted between 1 and 7 days. Package tour options were not favoured, demonstrating a higher use and trust of informal sources of holiday information. While the students mainly rely on their own savings, they often gain money from their parents and through loans to help pay for their vacations. Main motives for travel were a combination of passive, social, and hedonistic desires, and their holiday behaviour reflects these motivations. Unstructured behaviour was also favoured while on holiday. Conclusions emphasise the large scale of the university student holiday market and highlight challenges for the tourism industry in terms of providing holidays that cater to the needs / wishes of university students and encourage packages (although this may be difficult given the apparent preference of students to engage in unstructured activities). Another challenge noted is the need to for the tourism industry to persuade students to use more formal sources of information and feel that they can trust them – especially the case for the Internet, which is currently the least used and trusted source of holiday information among the students despite their relatively easy and often free access to Internet-based information.

**Chadee, D. and Cutler, J. (1996) Insights into International Travel by Students. *Journal of Travel Research* 35 (2), pp. 75-80**

Although research on international travelers abounds the literature, international travel by students remains a neglected area. A study reports the findings from a survey of 370 University students in New Zealand. The survey identified student motives for undertaking international travel, the planning process, and the preferred destinations and methods of financing international trips. Logit models were developed and estimated for 2 important aspects of international travel by students. In addition, the study also included cross-cultural comparisons of travel behavior. The findings indicate that students traveling overseas represent a distinct market with specific needs and preferences. Travel behaviors vary significantly for different cultures and it is shown that it is possible to model such behaviors.

**Clarke, J. A. (1992) Marketing Spotlight on the Youth 'Four S's' Consumer. *Tourism Management* 13 (3), pp. 321–327**

This article considers the nature of the demand-supply relationship between the large-scale or mass market inclusive tour operators geared to the youth market and the UK youth target market for holidays abroad: the 'four S's' consumer. It is argued that this youth segment is significantly different from the youth market for independent travel and specialist niche products, on which previous research has largely been focused. The reasons for the success of the mass tour operator in the youth market are considered against the general characteristics of young people. Evidence for the consumer profile is drawn from data analysis of the once leading youth mass tour operator, and three youth sub-segments

are shown to emerge from the dominant profile. Threats to the youth operators are identified and possible moves towards product diversification are briefly discussed.

**Cohen, E. (1973) *Nomads from Affluence: Notes on the Phenomenon of Drifter-Tourism. International Journal of Comparative Sociology* 14 (1-2), pp. 89-103**

This article was one of several seminal pieces by Cohen in the 1970s developing a typology of tourist roles around a major distinction between institutionalised and non-institutionalised travellers. Institutionalised roles are typified by the organised mass tourist displaying a preference for being confined to the 'Western cultural bubble' in which decisions are made on behalf of the traveller and needs are met by the tourist infrastructure. Institutionalised roles also feature the individual mass tourist who makes arrangements for transportation and accommodation through an agency and chooses low risk, familiar situations when planning itineraries. Non-institutionalised roles identified by Cohen include the 'explorer' and the 'drifter'. The primary shared values of these groups were novelty, spontaneity, risk, independence, and a multitude of 'off the beaten track' options. The primary distinction between these two is based around the drifter's lack of a fixed itinerary and a more limited budget, but also reflects the more socio-political stance of a counterculture. These earlier forms of nomadic travel reflected the social structure of the period, just as Cohen's description of the drifter reflects the emergence of affluent middle classes of the West. A strong connection with drifting and drug culture is also made, particularly with respect to the 'Third World' of Asia and Latin America. The economic background of drifters suggests their need to experience 'real life' beyond familiar economic security, but attention is also paid to their ability to travel for extended periods through careful budgeting and skilled financial management.

**Desforges, L (1998) 'Checking out the planet': Global Representations / Local Identities and Youth Travel. In T. Skelton, and G. Valentine (eds) *Cool Places: Geographies of Youth Culture* (pp. 175-192) London: Routledge**

Focusing on the role of travel in contemporary youth culture(s), this book chapter looks at global representations and local identities in youth travel, exemplifying the developing interest in youth and student mobility as a global postmodern phenomenon. The notion of identity in youth travel is set in the context of the practice of 'collecting places' as a way in which travellers relate to the 'Other'. Markers of authenticity for independent young travellers centre on the absence of both the travel industry and other tourists. The chapter argues that the travellers themselves determine which places are brought into and excluded from the tourist economy, and that they determine the terms by which people and places are included in mainstream tourist trade. It is argued that this economic power serves to reshape cultures, employment practices and economies which are all part of tourism's role in the production of place. Travel is also discussed as a mechanism that (as a sign of distinction, c.f. Pierre Bourdieu) enables travellers to gain access to a given social class and its privileges.

**Éditions Touristiques Européennes: S.A.R.L (2003) *Tourisme des Jeunes (16-25 ans)*. Paris: ÉTÉ (Les Cahiers Espaces n. 77) (In French)**

This volume contains a wide variety of chapters on many aspects of tourism by young people aged 16 to 25. Contributions range from demand studies and behavioural analyses of youth tourism to youth hostelling, backpacking and language exchanges as forms of youth mobility. Other contributions examine the roles of organisations involved in the youth and student travel sector. Case studies presented include experiences of and aspirations for youth tourism in Paris and the Île de France, Alsace, Provence-Alpes-Côte d'Azur and London.

**Field, A.M. (1999) *The college student market segment: a comparative study of travel behaviors of international and domestic students at a Southeastern University. Journal of Travel Research* 37 (4) pp. 375-381**

This article focuses on a study that examined the college market segment in the United States by comparing recess vacation travel of Clemson University foreign students to that of domestic students.

**Frost, F. and Shanka, T. (1999) Asian Australian student travel preferences: An empirical study, *Asian Pacific Journal of Tourism Research* 42 (2), pp. 19-26**

A sample of 1083 students comprising students from Australia Singapore, Malaysia, Indonesia, Thailand and Hong Kong and studying at a university in Perth, Australia were surveyed to determine their international travel experience during the previous two years. The information requested included primary destination, length of stay, type of accommodation and purpose of visit. In addition, information was sought on the reasons for choosing destinations, and how they planned their trips. Other issues included the influence of various marketing elements on the decision process, and funding related considerations. The research indicated preferences for various destinations based on a range of pre-selected criteria. In particular, the research focused on preferred travelling options, role of the family and funding related issues in terms of the various nationalities. Significant outcomes in terms of such preferences of travelling were noted. This research has shown a clear opportunity for the travel industry to better target this market.

**Garibaldi, M. and Reborá, L. (1995) El Turismo de jóvenes en México. *BITS Información* 120, pp.10-13**

The Mexican tourist industry is a growing force in the international tourism economy. Increasing numbers of Mexicans are taking holidays. In 1994, the number of Mexican travellers reached the order of 39 million or 46% of the total population. This article (Lourdes, pp. 10-13) examines trends and developments in youth tourism. Mexico has a huge young population who are increasingly willing to travel abroad to different countries. It is estimated that some 50 000 young people travel abroad each year. Mexico is only just beginning to promote this type of tourism and does not yet have the infrastructure, organizations or programmes with which to fully develop it. However, in order to respond to growing tourism demand among young people, a special agency has been set up and several projects are currently being developed.

**Gmelch, G. (1997) Crossing Cultures: Student travel and personal development. *International Journal of Intercultural Relations* 21 (4) pp. 475-490**

This paper is concerned with what students do and learn when they travel abroad. First, the behavior and daily routines of American college students travelling in Europe, while on a term abroad, are examined through their journals and travel logs and the researcher's observations. What the students learn about other cultures is often superficial, yet the experience is found to be educational in ways that were unexpected. Much of the personal benefit of travel comes not from what students learn about the places or cultures they visit, but from the need to continuously make decisions and deal with the demands of daily life in new and unfamiliar settings. It is suggested that these experiences foster personal development in several ways.

**Hartmann, J. et al. (1992) Future forecasts: youth tourism. *Sociologia Urbana e Rurale* 38 pp. 377-411**

The final sections of this article focus on possible future developments in tourist behaviour, attempting to throw some light on the topic by observing current tourist behaviours among the young. The piece draws on evidence from Sweden and Italy in discussing patterns of demand and travel behaviour among young people.

**Hashimoto, A. (2000) Young Japanese Female Tourists: An In-depth Understanding of a Market Segment. *Current Issues in Tourism* 3 (1), pp. 35-50**

Since the launch of the government's Ten Million Program in 1986, the number of Japanese outbound tourists has steadily increased even during the post-bubble economy period. Many destination countries have recognised the importance of the young female market segment as having a rapid growth rate and high spending power. This article investigates the socio-cultural background of the Gal tourist by exploring Japanese values on life and women, sex and sexuality and changing values in the younger generations. Based on the findings, this paper will discuss the significance of the Young Female Japanese tourists as a potential market in the near future, and also importance of understanding the socio-cultural background of the target market segment.

**Hobson, J.S.P. and Josiam, B. (1992) Spring break student travel – An exploratory study. *Journal of Travel and Tourism Marketing* 1 (3), pp. 87-97**

The US college ritual of the spring break has developed into a uniquely North American tourism phenomenon. While numerous studies have focused on student travel, none have focused on spring break travel patterns. The aim of the study reported here was to investigate the characteristics of the spring break student market. A survey was administered to a sample of 384 students at the University of Wisconsin-Stout, USA in late March, 1991. A response rate of 95% was obtained (n=570). The findings show that the majority of students were not tourists over spring break. Only 10.7% of students surveyed went to one of the renowned US and international spring break destinations. Details of how the spring break was organized, main modes of transport used, the total cost of the holiday, and who paid for the trip are given.

N.B. A subsequent study by the same authors also exists – Hobson, J.S.P. and Josiam, B. (1996) Spring Break Student Travel: A longitudinal Study. *Journal of Vacation Marketing* 2, pp. 137–150. A summary was unavailable at the date of publication.

**Horak, S., Crnkovi, S. and Mikaci, V. (1989) Development of youth tourism in SR Croatia. *Problemy Turystyki* 12 (2), pp. 51-61**

The development of youth tourism in Croatia, Yugoslavia, is analysed from the Second World War to the present, and looking forward to the year 2000. An examination of the past shows that youth tourism reached the height of its popularity in Croatia in the late 1950s; later years saw it lagging behind commercial tourism. An outline of the present situation as regards tourism facilities for young people in Croatia leads to the conclusion that the conditions of organized youth tourism in the area are inadequate both in terms of number and structure of facilities. This situation signifies a considerable social loss due to the fact that an important part of youth education is neglected. Research into the possibilities of youth tourism development in Croatia bases planned expansion of facilities on estimated demand to the year 2000. The funds required for realization of the suggested development programme are 10 times the size of those set aside by society today. In order to resolve this problem, the adoption of special long-term systematic solutions is suggested for financing the Croatian Ferial Association, the leading youth tourism organization in the Republic.

**Horak, S. and Weber, S. (2000) Youth Tourism in Europe: Problems and Prospects. *Tourism Recreation Research* 25 (3) pp. 37-44**

Youth tourism represents a specific market segment within tourism. It has a long tradition in Europe and its significance is increasing. On the basis of existing available sources and knowledge, this paper attempts to elaborate the concept of youth tourism, describe its characteristics, and then analyse the mobility and expenditure of this dynamic tourism market in more detail. Youth hostel accommodation capacity and travel flows in European countries are analysed and the main features of tourism products intended for young travellers are identified. Finally prospects for development of youth tourism in Europe are emphasized based on important key factors.

**Hsu, C.H.C. and Sung, S. (1997) Travel Behaviors of International Students at a Midwestern University. *Journal of Travel Research* 36 (1), pp. 59-65**

The focus of this study was to identify the travel behaviours and demographic characteristics of international students travelling in the United States. A simple random sampling method was used to select 600 students from a large Midwestern university, of which 278 were returned (46.3% response rate). Findings indicate that international students prefer touring activities when travelling. Automobiles, hotels/motels, and fast-food restaurants were used most often by respondents, although differences were identified by age, marital status, and income level. The development of targeted marketing campaigns is required to utilize this potentially lucrative segment of the population. All inclusive tours and better detailed maps/itineraries would be one way of appealing directly to this sector.

**Hudman, L.E. (1990) Student international travel. *Tourism Recreation Research* 15 (2), pp. 41-45**

There are over 750 semester, year long, or short summer study abroad programmes offered by colleges and universities in the USA. The airlines provide special rates and guidebooks are written specifically for the young traveller. The hospitality segment of the industry has developed a large

infrastructure of facilities such as hostels directed at student travel. A survey of travel of Brigham Young University students in Utah, USA, indicated that 10% of international travellers from the USA are students. In addition student travel is relatively more diverse. The impact of the university on student travel is significant.

**Jagusiewicz, A. (1991) Programmatic principles of German youth tourism to Poland. *Problemy Turystyki* 14 (1/2) pp. 43-56**

German youth travel has a well established post war tradition. Following a cultural exchange agreement between Poland and the former West Germany in 1970, visits to Poland grew rapidly and young tourists played a prominent role. Any discussion of German youth travel to Poland is hampered by the lack of research/statistical data available. The article attempts to describe the trends which have characterized this form of travel. A specific form of Polish-German tourism is the so-called no-currency exchange programme which provided for children and youths to travel between the two countries between 1987-90. These visits were intended to help develop personal relations between participants, and usually took the form of volunteer work camps and various summer camps. The scheme now involves the whole of unified Germany and about 11 000 youths and 7000 school pupils. The social and cultural assumptions central to the exchange programme are discussed. General suggestions are made as regards the service infrastructure and reception facilities.

**Jefferson, A. (1991) Demographics, Youth and Tourism. *Tourism Management* 12 (1) pp. 73-75**

The purpose of this report is to look at the impact of youth on tourism and the tourist industry, not just as travellers but also as employees. Alan Jefferson, International Marketing Director and Deputy Chief Executive of the British Tourist Authority, considers demographic trends which have implications for tourism and demonstrates the importance of the youth segment for the UK's incoming tourist industry. In Europe the proportion of young people is declining and more must be encouraged to pursue higher education as the demand for professional workers increases.

**Jong, P. de and Seekings, J. (1997) The young traveller: A marketing adventure. Part 1: The youth travel market, *Youth Travel International* (May), pp. 13-14**

The characteristics of the youth travel market are examined to provide guidelines for tourism marketers. It is argued that this market is an important segment for tourism, as it constitutes the future mass market. A three tier approach to the youth market is adopted: the under 10s; the 10-20 (or teens); and the 20-30 (twentysomethings) represents the segments whose travel choices are: controlled totally by the parents; exercising significant control over parental choice; and almost complete independence respectively. Also described are the changing youth travel marketing scene, and the marketing role of the Federation of International Youth Travel Associations (FIYTO). This segment is being taken increasingly seriously by many destinations and several surveys into the youth travel market have been conducted. FIYTO has been leading an international programme to educate the travel industry by drawing attention to the many hidden benefits of youth travel, not least of which is its role in opening up new destinations and products.

**Jong, P. de and Seekings, J. (1997) The young traveller: A marketing adventure. Part 2: Youth travel marketing. *Youth Travel International* (September) pp. 9-19**

Following on from part 1, which examined the youth travel market, this paper shows how segmentation by age group has enabled tour operators to successfully market themselves to young people. The scenarios in France, Austria, Germany, and the UK are presented, to demonstrate the differences in approach and to highlight the similarities each distinctive market share. In conclusion, the role of the Federation of International Youth Travel Organizations, in bringing like minded youth travel organizations together and to help them work together is described.

**Josiam, B.M., Clements, C.J. and Hobson, J.S. (1994) Youth Travel in the USA: Understanding The Spring Break Market. In A. V. Seaton, (ed) *Tourism, The State of The Art*. Chichester. John Wiley (pp. 322 – 331)**

The aim of the study that this chapter is based on was to investigate the characteristics of the US spring break student market. As such, the chapter provides a comprehensive overview of student

spring break travel in the USA, including details of trip organising behaviour, main modes of transport used, the total cost of the trips and who funds the travel of these students.

**Kak-Yom, K. and Jogaratnan, G. (2002) Travel Motivations: A Comparative Study of Asian International and Domestic American College Students. *Journal of Travel and Tourism Marketing* 13 (4), pp. 61-83**

This article compares the travel motivations of both Asian and domestic American college students. A review on the psychological motivations of travel for college students is provided, giving impetus to the differences in the students' travel motives. Finally, implications for tourism marketing are discussed.

**Kale, S.H., McIntyre, R.P. and Weir, K.M. (1987) Marketing Overseas Tour Packages to the Youth Segment: An empirical analysis. *Journal of Travel Research* 25 (4), pp. 20–24**

Owing to its size, affluence, and spending habits, the 18 to 35 age group is a viable segment for packaged tours marketing. This study examines the travel preferences of the youth segment and compares these preferences to representative tour offerings targeted to the 18 to 35 age group. It is concluded that the current emphasis on the activities component in a tour package for the youth segment is misplaced; potential travellers in this age group place a higher value on free time, flexibility, exposure to the local culture, and the opportunity to visit scenic attractions.

**Kim, K.Y. and Jogaratnam, G. (2002) Travel motivations: a comparative study of Asian international and domestic American college students. *Journal of Travel and Tourism Marketing*, 13 (4), pp. 61-82**

The purpose of this study was to assess and compare the travel motivations of both Asian and domestic college students. A comprehensive review of the literature was used to identify psychological motivations for travel and these were further assessed in terms of their importance and performance. Data are collected over a period of 8 weeks beginning in May 2001. Based on survey responses from 525 students enrolled at three universities in the US Midwest, there seem to be many similarities as well as some clear differences in the students' travel motives. The importance-performance technique is used to assess the relative significance of attributes and satisfaction with the fulfilment of needs. Implications for marketing decision makers are suggested.

**Li, W.S. (1995) Youth Tourism and Recreation in China. *World Leisure and Recreation* 2, pp. 6-9**

With the increasing demands of Chinese youth for tourism products and recreation programmes, the industry faces a number of challenges. Firstly, it is of vital importance to understand the risks that youth confront when participating in their favoured activities and planning for those risks. Secondly, products and amenities should be of high quality, at low cost, and with easy accessibility. Thirdly, the imposition of regulations and laws should aim to ensure the safety of youth, by the prevention of fire, food poisoning, theft and violent crimes, while enforcing a ban on gambling, prostitution and drugs.

**Loker-Murphy, L. and Pearce, P. (1995) Young Budget Travellers: Backpackers in Australia, *Annals of Tourism Research* 22, pp. 819-843**

This paper examines young budget travelers in the context of the "backpacker" phenomenon in Australia. The origin of this form of travel is discussed and a contemporary social definition of backpackers is proposed. The definitional elements (a preference for budget accommodation, an emphasis on meeting other people, an independently organized and flexible travel schedule, longer rather than brief holidays, and an emphasis on informal and participatory holiday activities) are supported using two data sources. Data from Australia's International Visitor Survey, as well as a backpacker-specific study with 690 respondents, indicate that these young budget travelers exhibit characteristics which differentiate them from other visitors and that they are of economic importance to Australia's tourism industry.

**Méréo, S. (1992) Youth tourism: an expanding world market / Tourisme des jeunes: un marché mondial en pleine expansion. *Cahiers Espaces* 117, pp. 19-36 (In French)**

With an almost 20% share of the world tourism market (compared to 14% 10 years ago), tourism among people in the 15-25 year age group is a significant and expanding activity. This exceptional growth area can be explained by greater targeting of this market segment by tour operators and increasing standards of living and levels of education worldwide. Young tourists no longer fit the traditional image of groups of friends who go hitch-hiking. Instead, they have a wider variety of needs than ever before and are increasingly selective in their choice of holiday, transport, accommodation and activities. The dossier, containing four articles, examines these trends, looking firstly at the world market over the last 10 years, and then at the European market which appears to mirror the world trend, and considers the place of France in this expanding market, and youth tourism policy and projects, including the role of a visitor exchange scheme (EST) where young people are invited to stay with families in Eastern European countries.

(For Part 2 of this report see Smedt, J.P. de, 1992.)

**Mignon, J. M. (1992) The evolution of the youth travel market and youth tourism flow in the world / L'évolution des marchés et des flux touristiques des jeunes dans le monde. *Youth Travel International* 2, pp.10-12**

Since the middle of this century, tourism in general, and youth tourism in particular, have increased more than ever. In 1950 there were 25 million international tourists, by 1990 this figure had risen to 443 million. Youth tourism increased by 7.3% each year over the last 10 years, its development being much faster than international tourism in general, which grew at 4.4% annually during the same period. This article reviews the factors that promote youth travel. They include: the opening of borders and end of the cold war; more leisure time, at least in developed countries, the need, especially in European countries to know foreign languages for professional success, and the tendency to postpone marriage and start a family at a later age. Major youth tourism flows in Europe, the Americas, Asia/Pacific and Africa over the last 10 years are described. Predictions regarding future youth tourism trends are made.

**Mintel (1991) Independent travel – a bias towards youth. *Leisure Intelligence* 1, pp. 1-32**

This report looks at a number of issues connected with youth travel. It concentrates on the incidence of independent travel among young British people. The survey's findings show that the most popular destination for independent youth travel is Europe, with 23% of 15-34 year olds having travelled there in the past five years. However, 29% of this age group have never travelled independently and 30% have never travelled abroad. The perception of independent travel as compared with package holidays among young consumers was very positive. A high percentage of young people regarded the former to be cheaper, more adventurous and exciting and as providing more freedom than the packaged variety. Some 8.6 million UK residents travelled abroad on holiday in 1989, with this number expected to have risen to 8.9 million in 1990. In 1989, an estimated 5.2 million people aged 15-34 holidayed abroad independently and this is expected to rise to 5.4 million in 1990 at a value of pounds sterling 1900 million.

**Mintel (2000) *Independent Travel*. London: Mintel Market Intelligence, Mintel International Group Limited**

This report by Mintel Leisure Intelligence looks at independent travel. Sections focus on the independent travel market factors, the size of the market, market segmentation, the supply structure and distribution of independent travel, and the consumers. Future scenarios are also debated and forecasts are presented.

**Mintel (2001) *Student Travel*. London: Mintel Market Intelligence, Mintel International Group Limited**

This report by Mintel Leisure Intelligence looks at student travel. Sections focus on the student travel market factors, the size of the market, market segmentation, the supply structure and distribution of student travel, and the student consumers. Future scenarios are also debated and forecasts are presented.



**Parfitt, J. and Chinneck, A. (1991) Developments in youth tourism in recent decades and their impact on the youth hostel movement in Europe. *Proceedings of the seminar on travel and tourism in transition: the research challenge*, Dublin 29th-31st May 1991, pp.73-86**

The Youth Hostel movement had become worldwide by the 1960s. It had at this time a near monopoly of organized international budget youth tourism. At some time in the 1970s there occurred a significant change in the needs and attitudes of the young with regard to how they spent their recreational time away from home. Market research revealed the gap between demand requirements and supply, and over the period 1976-89 a framework of changing trends, indicating the strong and weak points of youth hostels, was conducted. The paper illustrates the trends in Western Europe which include changing social expectations and attitudes of young tourists, priorities in planning travel, holiday accommodation preferences, the nature of secondary holidays taken and interest in outdoor recreation activities. The actions taken by the Youth Hostel Association in England and Wales to redress the situation are outlined.

**Pritchard, A. and Morgan, N. (1996) Sex Still Sells to Generation X: Promotional Practice and the Youth Package Holiday Market. *Journal of Vacation Marketing* 3 (1), pp. 69-80**

This article discusses the current tourism promotional activities targeting the youth package market. It argues that marketing messages which use sexual imagery are an example of the successful targeting of Generation X. The marketing strategies of the UK youth tourism operator Club 18-30 form the case study, although the discussion is relevant for all tourism marketers interested in appealing to the youth market segment. The article briefly discusses market segmentation and then reviews some of the recent literature which highlights the lifestyle characteristics of today's young consumers. Its main focus, however, is to highlight the role of sexual imagery in tourism marketing and to assess the success of a particular campaign which clearly uses sex to sell tourism products. It concludes that this is an effective campaign aimed at younger consumers, especially in view of recent arguments that many marketers, particularly in the USA, are not effectively targeting this market.

**Reisinger, Y., Mavondo, F. and Weber, S. (2001) The Australian and Croatian youth travel markets: are they different? *Tourism, Culture and Communication* 3 (2), pp. 61-69**

The purpose of this study is to assess whether there are differences in the psychographic makeup of the international youth travel market. First, the article examines the relationships between major psychographic factors such as lifestyle, preferences for activities, travel motivation, personality, and cultural values. A path model is developed, separately for 2 youth travel markets: 424 Australian and 338 Croatian students. Second, the equivalence of the model structure is tested. Finally, comparisons are made to test whether the regression coefficients are invariant across the two groups. The results suggest that the model is conceptually equivalent in Australia and Croatia. However, the regression parameters are significantly different. The article concludes by discussing implications for future studies.

**Reisinger, Y. and Mavondo, F. (2002) Determinants of youth travel markets' perceptions of tourism destinations. *Tourism Analysis* 7 (1), pp. 55-66**

The primary purpose of this study was to test the relationships between the importance of destination attributes, travel motivation, and perception of destination attributes for two youth markets in the USA and Australia. A path model was developed, separately for each market, to test for these relationships and to assess the similarities and differences between both models. 708 randomly selected respondents from the USA and Australia were surveyed in 2000. The results suggest that in both samples there is a significant association between the importance of destination attributes and internal and external motivation, which also have significant associations with perception of destination attributes. The importance of destination attributes influences perception of destination attributes through the mediating effects of travel motivation. The study implies the need for tourism researchers to test the developed model across different international tourist markets.

**Reisinger, Y. and Mavondo, F. (2003) *Gender Differences in the Psychographic Profiles of The Youth Travel Market*. TTRA**

[www.ttra.com/pub/uploads/GenderDifferences.htm](http://www.ttra.com/pub/uploads/GenderDifferences.htm) (accessed July 2003).

The purpose of this paper is to explore the differences in the psychographic make-up of the female and male youth travel market. First, the paper reviews literature on the differences in travel behaviour between female and male. Second, the paper briefly contextualises the importance of psychographic research in tourism and then reports on the relationships between major psychographic factors of tourist behaviour such as cultural values, personality, travel motivation, preferences for activities and lifestyle. A path model is developed, separately for two youth travel markets, American female and male.

**Richards, G. and King, B. (2003) *Youth Travel and Backpacking*. *Travel and Tourism Analyst* 6 (December) pp. 23**

Based on WTO estimates youth travel now accounts for between 20 and 25% of all international tourist trips. The market is growing, though with falling birth rates in much of the developed world, this is not as a result of demographic change. Growth has been prompted by increased participation levels in tertiary education, labour mobility and overseas study programmes, the emergence of backpacking as an element of global youth culture and changing concepts of youthfulness. The blurring of distinctions between work, study and travel are leading to a hybridisation of youth travel motives. The cultural aspects of youth travel and backpacking including the desire to mix with other like-minded people is an aspect of the market that merits particular attention by destinations interested in this market.

**Richards, G. and Wilson, J. (2003) *Today's Youth Tourists: Tomorrow's Global Nomads? New Horizons in Independent Youth and Student Travel*. Amsterdam: International Student Travel Confederation and Arnhem: Association of Tourism and Leisure Education. (Full and summary versions available)**

This report and its summary version highlight the main findings of a major transnational survey on independent youth and student travel, undertaken by the International Student Travel Confederation (ISTC) and the Association of Tourism and Leisure Education (ATLAS). The aim of the survey was to gather consistent and detailed transnational information on the youth and student independent traveller market, combining data on the social and cultural aspects of young travellers (their backgrounds, motivations and experiences) with data on travel purchases, information gathering, destinations and previous travel experience. It focuses on different dimensions of the last major trip made by youth and student respondents, who were contacted via ISTC's global network of student travel organisations. Responses have been drawn from 2300 young people and students from Canada, the Czech Republic, Hong Kong, Mexico, Slovenia, South Africa, Sweden and the UK. It is the first specific study to cover all aspects of the youth and student travel experience, or the 'whole journey'; from trip planning and booking through to the trip itself.

**Richards, G. and Wilson, J. (2004, eds) *The Global Nomad: Backpacker Travel in Theory and Practice*. Clevedon: Channel View Publications**

The explosion of international youth travel in recent decades has been led by backpackers, who have become the new global nomads. The contemporary culture of mobility, the expansion of travel networks, the search for experience, rising affluence and fashion have attracted backpackers to the remotest corners of the globe, bringing banana pancakes, economic development and cultural change in their wake. As youth travel has changed, so have the participants – the hippy 'drifters' of the 1960s have been replaced by 'backpackers' 'travellers' or 'tourists' with different aspirations and expectations than their predecessors. This study examines the behaviour, attitudes and motivations of the young global nomads themselves, as well as tracing the growth of the 'backpacker industry' that has expanded with them; developing enclaves of backpacker culture across the globe. It also provides the first international overview of the backpacker phenomenon, drawing on a major global survey of young travellers, case studies of individual destinations and theoretical insights from sociology, geography, anthropology, economics, management and marketing. This book will be of interest to students, researchers and practitioners of global youth tourism and youth cultures and the impact it has on the places visited.

**Riley, P.J. (1988) Road Culture of International Long-Term Budget Travelers. *Annals of Tourism Research* 15 (2), pp. 313-328**

This paper describes the subculture of the contemporary international budget traveler. From personal observations, interviews and mail questionnaires, it portrays individuals who have been a part of "road culture" for a year or more. It argues that such travelers are neither "heroes" nor "deviants" and that earlier depictions of them as hedonistic, anarchistic "drifters" is no longer accurate. The average traveler prefers to travel alone, is educated, European, middle class, single, obsessively concerned with budgeting his/her money, and at a juncture in life. Many are recent college graduates, delaying the transition into the responsibilities associated with adulthood in western society, or taking a leave between jobs. Their status is achieved on the road by experiencing hardship and non-touristic experiences, and by "getting the best value".

**Ritchie, B.W. (2003) *Managing Educational Tourism*. Clevedon: Channel View**

This book outlines the main forms of educational tourism, their demand and supply elements, as well as their marketing and management implications. The book has restricted the concept of educational tourism to the following segments: general education tourism with an emphasis on ecotourism and cultural heritage tourism (for both the youth and adult markets); adult and seniors' educational tourism; international and domestic schools' tourism; and international and domestic university/college students' tourism. The book draws examples from around the world, including the USA, Canada, Europe, Australia and New Zealand.

**Schönhammer, R. (1992) Youth Tourism as Appropriation of the World: A Psychological Perspective. *Phenomenology and Pedagogy* 10, pp. 19-27**

The article is based on two studies which aimed to determine how young backpack tourists in Europe experience the freedom of unorganised youth tourism, with emphasis on the *unorganised* aspect (i.e. youth tourism that leaves behind all forms of adult control). The findings of the studies make sense as an expression of the adolescent drive to expand the 'region of free movement'. It concludes that the widening of the 'life space' in youth tourism involves not only hitherto unknown geographical areas but also unknown, strange social situations. A rough schema of the typical life space of adolescents is put forward to facilitate understanding of the 'topology' of youth tourism.

**Seekings, J. (1998) The Youth Travel Market. *Travel and Tourism Analyst* 5, pp. 37-55**

A definitive understanding of the youth travel market is presented in this article. The main segments of the market do not correspond closely with neatly defined age limits, even in the case of young people below school-leaving age. The lack of reliable statistics has hindered effective marketing and has undoubtedly discouraged would-be suppliers from entering the market. If this trend is to be reversed, far greater co-operative efforts are required, at national and international levels, to address the needs of young travellers and develop appropriate products and services.

**Sellars, A. (1998) The Influence of Dance Music on the UK Youth Tourism Market. *Tourism Management* 19 (6) pp. 611-615**

Today's young people are influenced by a variety of factors when considering a holiday. During the late 1980s and 1990s we have witnessed a rise in recreational drug use and the move in music taste towards repetitive rhythms of re-mix DJs creating their music from synthesized tunes on records and CDs. The 'Big Name' DJs such as Sasha, Pete Tong, Danny Rampling, etc. are superstars within today's youth culture and receive wages to match their status. During the past 5-10 years, we have also witnessed a move towards young people taking holidays to pursue their interest in Dance Music and to follow their favourite DJ to wherever in Europe, or the world, they may be playing. Often the established night-clubs within countries will seek to attract these DJs, but sometimes special holidays are packaged by tour operators with a distinct Dance Music theme, highlighting famous 'superclubs' such as Cream and Ministry of Sound. Radio stations are also becoming involved, especially London's well known Dance Music station 'Kiss FM' who, in conjunction with a tour operator, offer a distinct Dance Music tourism experience.

**Smedt, J.P. de (1992) Youth tourism: the opportunities for France (2nd part) / Tourisme des jeunes: la chance de la France (2ème partie). *Cahiers Espaces* 118, pp. 19-43**

Despite recession, youth tourism has become, particularly in developed countries, a new and significantly expanding market. Increasingly, its needs and characteristics are diverse and difficult to determine. No longer can young tourists be correlated with the image of the young travellers or globetrotters of the 1960s-1980s. Today, they are more selective, demanding and discerning in their tastes and choice of holiday and destination, and have a wider variety of needs. Within this growing world youth travel market; France has been making great efforts to maintain its importance, attraction and reputation as a leading destination for young tourists. According to an EC survey conducted in 1989, for example, Paris was chosen as the preferred city for young visitors from among the main destinations of 11 other countries. Following a brief overview of the world youth tourism situation, the report examines the strengths and weaknesses of the youth tourism market in France. It examines trends and statistics relating to supply and demand, the role of and difficulties faced by youth hostels in this changing market, the position of Paris within these developments, and the role and activities of tourist offices and tour operators in promoting and targeting the youth tourism market. (For Part 1 of this report see Méréo, S. (1992) above).

**Son, A. (2003) International students in English language programmes: their images of Australia and travel behaviour. *International Journal of Tourism Research* 5 (3), pp. 235-238**

This paper reports on an ongoing study that aims to examine international students' images of Australia as a destination, the factors influencing these images, and the overseas students' travel behaviour while in Australia. A questionnaire survey yielded 365 usable responses.

**Sung, S. and Hsu, C.H.C. (1996) International Students' Travel Characteristics: An Exploratory Study. *Journal of Travel and Tourism Marketing* 5 (3), pp. 277-283**

The focus of this study was to identify travel characteristics of international students in general and the longest trip taken in the last 12 months, along with demographic characteristics. Information sources among international students were also studied. Results indicated the majority of international students travelled during their study in the U.S., and they planned their trips in advance. Maps, family/friends, and past experiences were the most often used travel information sources. This study was exploratory in nature. Findings of the study may stimulate further investigation of this fast-growing market segment.

**ten Have, P. (1974) The Counter Culture on the Move: A Field Study of Youth Tourists in Amsterdam. *Mens en Maatschappij* 49, pp. 297-315**

This article focused on young tourists in Amsterdam. In particular their activities and consumption behaviour are examined, for example in terms of their use of soft drugs, as well as other aspects of what the author describes as a counter cultural movement subscribed to by young visitors to the city.

**Theuns, L. (1992) The significance of youth tourism: Economic dimensions / Znacaj omladinskog turizma: Ekonomske dimenzije. *Acta Turistica* 4 (2) pp. 165-187**

Youth tourism is a dynamic and growing sector in the tourism movement today. The share of youth tourist arrivals in total tourist arrivals worldwide has increased as have youth tourist expenditure and consumption. Modern youth tourism is different from conventional youth tourism in that it does not use the pre-arranged services of a tour operator and in that group size is more limited. Conventional youth tourism tends to be more of an organized mass movement. The article, based on Vogt's theory and the World Tourism Organization's definition of the tourist, examines youth tourism today and assesses its impact from an economic and scientific viewpoint. International trends and regional variations are covered, as are potential markets and youth tourism's potential future development.

**TNT Magazine / Uni Travel (2003) *Backpackers Uncovered. Australia: TNT / Uni Travel***

This is the 2003 edition of several reports based on a market research project – a joint initiative between TNT Magazine and Student Uni Travel. The project is in its fifth year and consists of three separate intercept surveys per year. The objective of the project is to produce clear and usable market

research to the backpacking industry. The January 2003 survey has a sample size of 965 respondents and included questions on many aspects of backpacking from trip details to motivations and behaviour.

**World Tourism Organization (1991) *International conference on youth tourism, New Delhi (India): Final report. 18-21 November 1991. 13pp.***

This document is the final report of the International Conference on Youth Tourism. The conference, which took place in India in 1991, brought together representatives of government agencies and administrations, youth and youth tourism organizations, the tourism sector, universities, research institutions, international non-governmental and intergovernmental organizations to discuss the theme of youth tourism. The specific objectives were to analyse the nature and importance of the youth tourism market, defined as encompassing those aged 15-29; examine the policies, services, products and facilities destined for this market; investigate the role and functions of governments, the operational sector and other organizations and agencies concerned with the development and promotion of youth tourism; examine the special needs of developing countries in this sector; and formulate practical policies and directives for the development and marketing of youth tourism at national, intraregional and interregional levels. The findings and conclusions of the conference on each of these issues are presented, and 26 specific recommendations are made. The growing importance and dynamics of the youth tourism market which, with an annual growth rate of 7.3% far exceeds the 4.4% growth rate of international tourism as a whole, is highlighted by the conference.

**WTO (2002) *Youth Outbound Travel of the Germans, the British and the French. Madrid: WTO. 48 pp.***

A study was conducted on the international travel behaviour of young people (15-25 years old) from 3 generating markets: Germany, UK, and France. The study uses data (n=400,000 interviews in 2000) from the European Travel Monitor based on representative opinion polling in more than 30 European countries. The study deals with many practical aspects of youth travel such as length of stay, expenditure, preferred travelling season, booking patterns, accommodation, type of transport used, Internet use in organizing and booking trips. It also deals with the personal profile of young travellers, such as sex, age, socioeconomic background, employment status, and area of residence.

**Vogt J.W. (1976) *Wandering: Youth and Travel Behaviour. Annals of Tourism Research 4 (1), pp. 25-41***

The phenomenon of wandering youth, their travel experiences and resulting impact on the visited culture, is explored. The primary motivation is the quest for personal growth, which is achieved through autonomy in decision-making stimulation in daily life, learning through exposure and detachment, and transient yet intense interpersonal relationships. The impact of wanderers is felt mainly at centers of congregation, identified as gathering and resting places. Some suggestions are made as to areas of application and further research.

## Where can I get more information?

### **ATLAS**

PO Box 3042  
6802 DA Arnhem  
The Netherlands  
E: [info@atlas-euro.org](mailto:info@atlas-euro.org)  
[www.atlas-euro.org](http://www.atlas-euro.org)

### **ISTC**

Herengracht 479  
1017 BS Amsterdam  
The Netherlands  
P: +31 20 421 28 00  
F: +31 20 421 28 10  
E: [istcinfo@istc.org](mailto:istcinfo@istc.org)  
[www.AboutISTC.org](http://www.AboutISTC.org)  
[www.ISTC.org](http://www.ISTC.org)

## About the authors

Dr Julie Wilson is a Research Fellow at the Department of Geography, Rovira i Virgili University, Tarragona (Spain), Research Fellow with the Centre for Environment and Planning, University of the West of England, Bristol (UK) and Visiting Fellow at the University of Barcelona (Spain).

Dr Greg Richards is a Lecturer in the Department of Leisure Studies at Tilburg University (the Netherlands) and a Research Fellow at the Interarts Observatory for Culture and Tourism in Barcelona (Catalonia, Spain).

They are the editors of the forthcoming volume 'The Global Nomad: Backpacker Travel in Theory and Practice' (2004, Clevedon: Channel View Publications) and are currently continuing their collaboration with ISTC and ATLAS on a major study on the effect of cultural tourism experiences on the attitudes and values of young travellers towards other cultures.

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