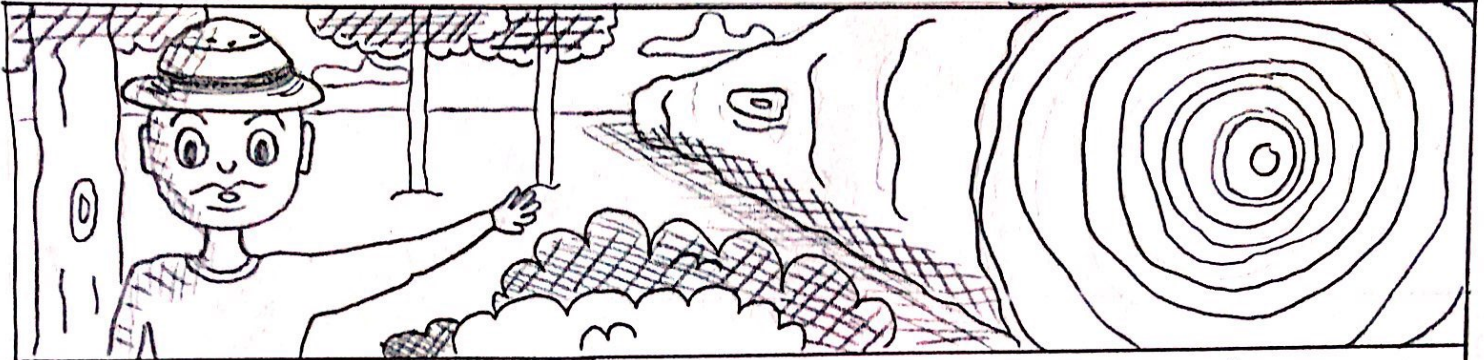


THE NEW GLOBAL NOMADS: Youth travel in a globalizing world ©

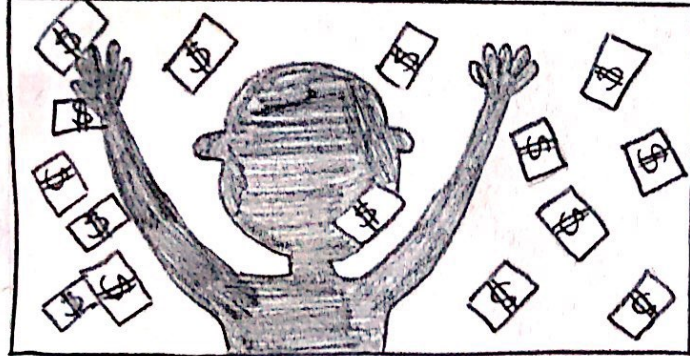
© Richards, G.W. 2015

drawn by Hella de Jong, 2019

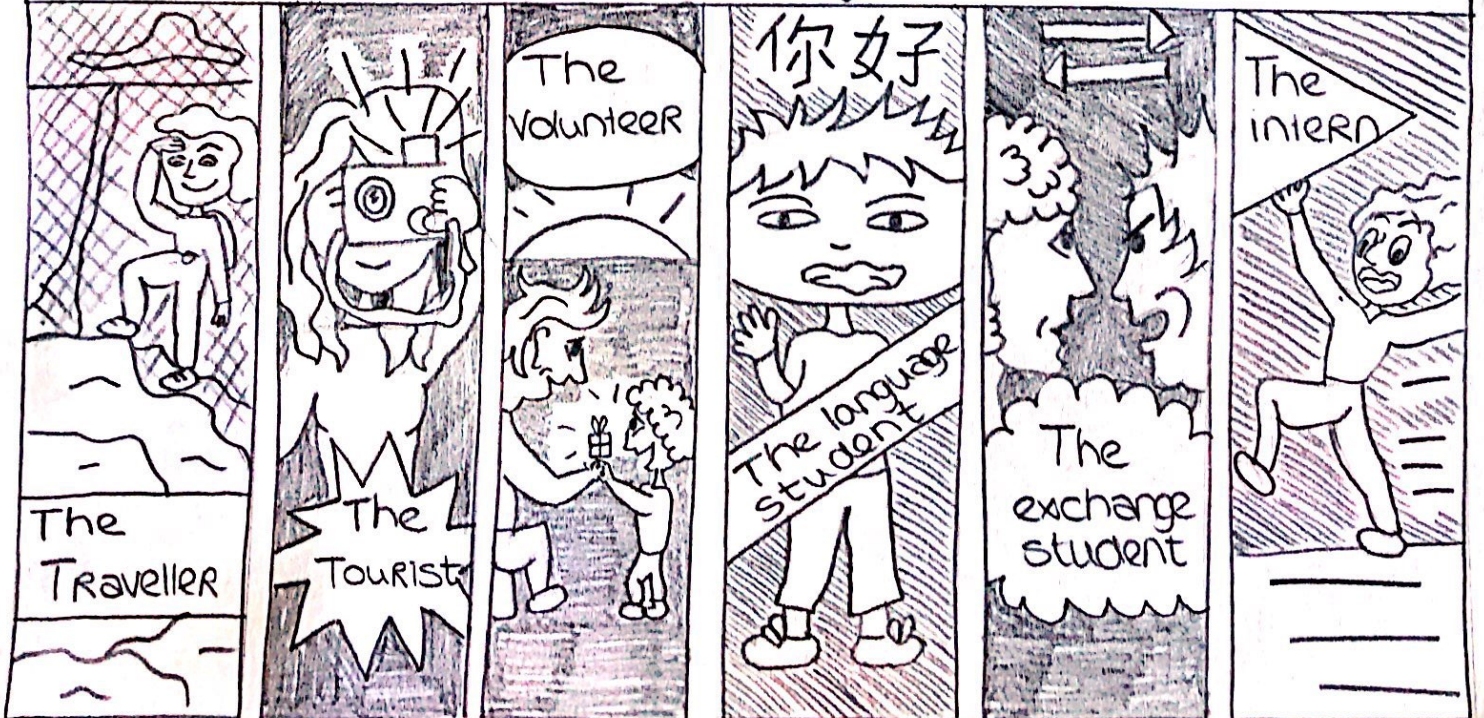


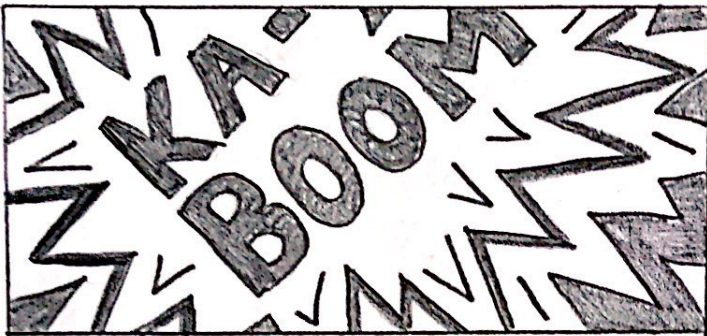
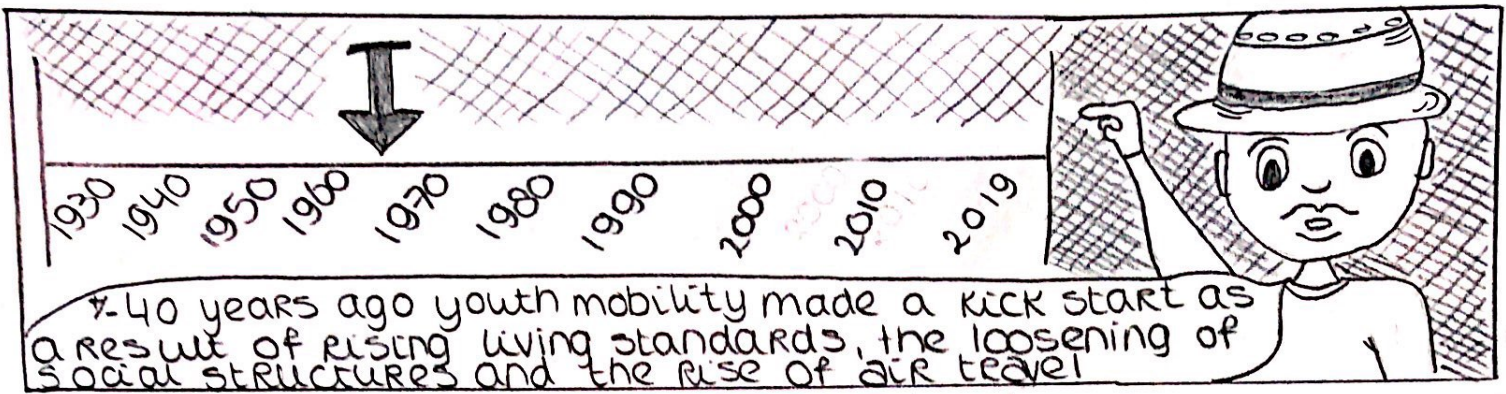
The volume of tourism has expanded in the recent years

The young people have attained more purchasing power



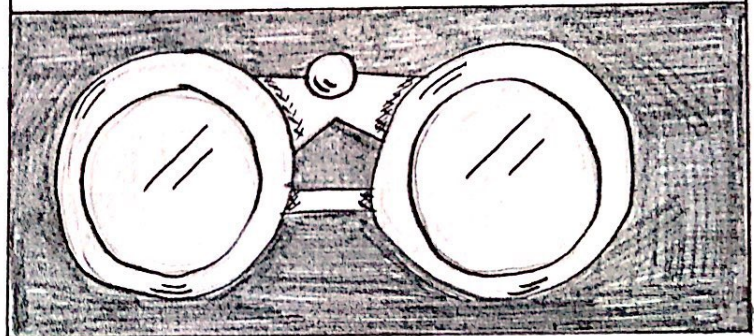
The classic backpacker has been joined by others:



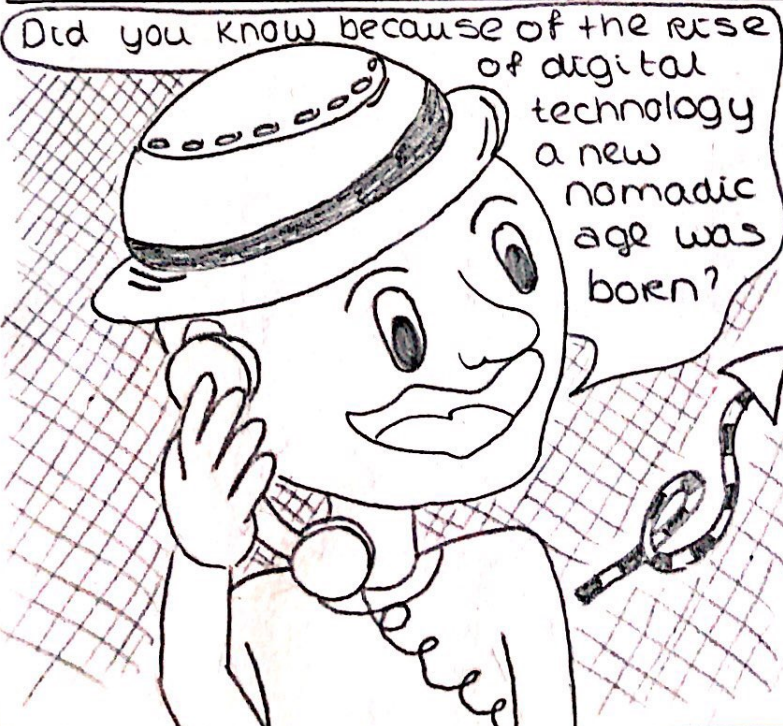


Between 1960 and 1970 there was an explosion in youth travel and hostelling

Through extensive travelling and backpacking, youth people began to look for themselves and seek meaning in cultures

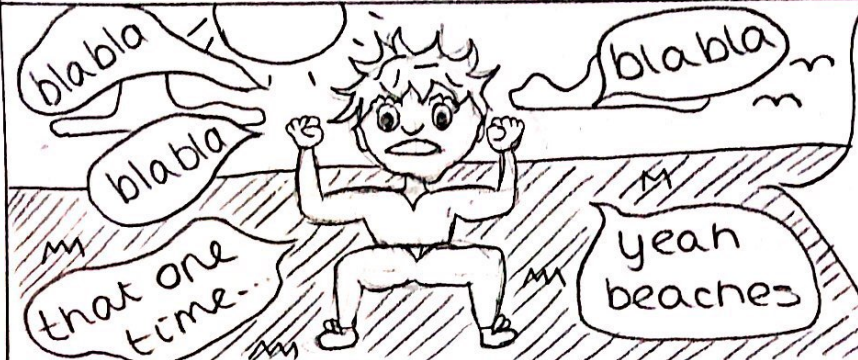
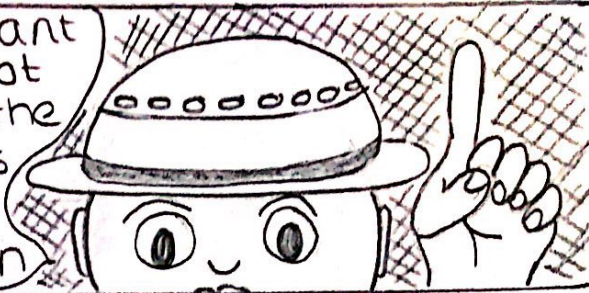
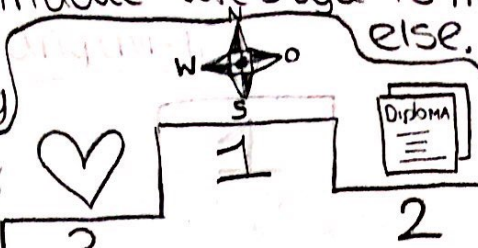


Backpackers were like pioneers of tourism waking up mass tourism and development



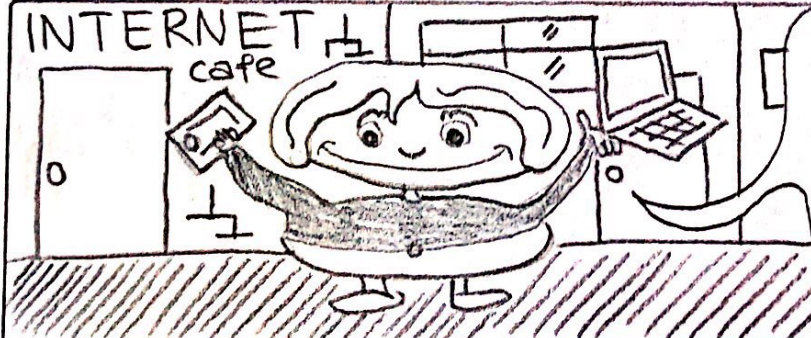
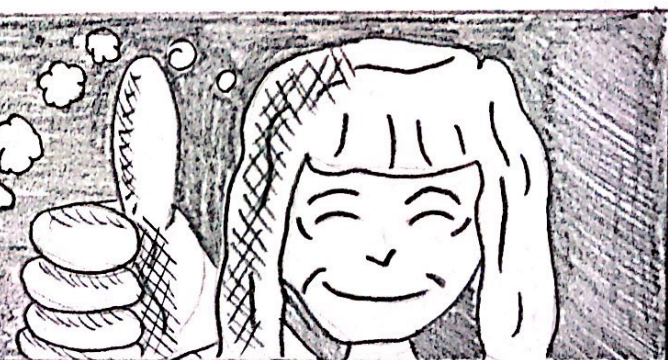
- new age nomads:
- rejection of original homelands
- integrating leisure, labour and spirituality into a holistic lifestyle that romanticises non-western cultures
- partaking in a cosmopolitan culture of expressive individualism
- overlapping with a cultural-artistic elite that relates to tourism, entertainment, wellness and media

The nomadic lifestyle is more important than anything else, if this is not the case the lifestyle is hard to maintain



Backpackers can be seen as tribal nomads that center in specific enclaves to share stories that form the shared culture of the tribe

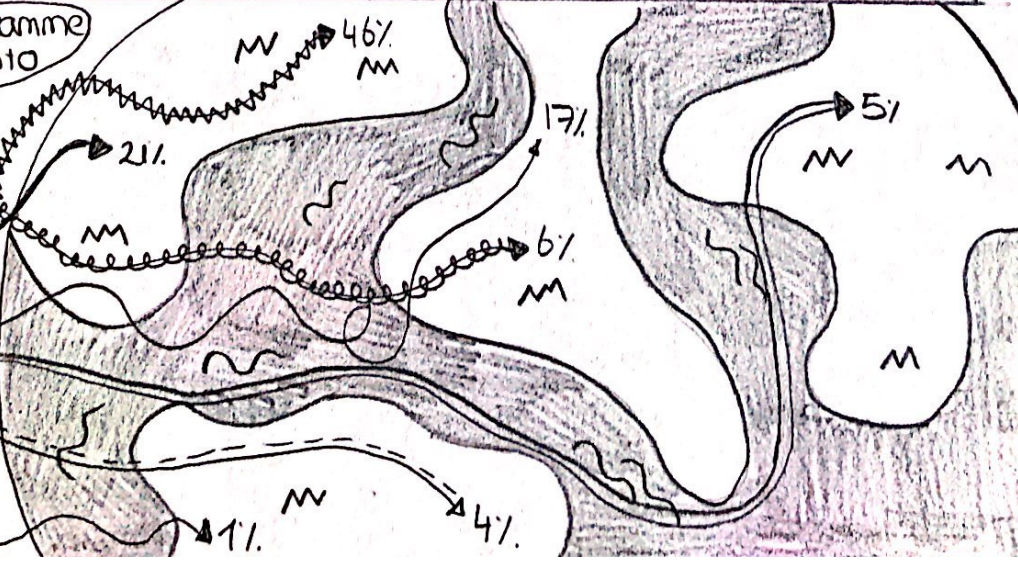
Global nomads are location independent travellers who stay away from home for long periods of time and generally reject the ideology of the settled society

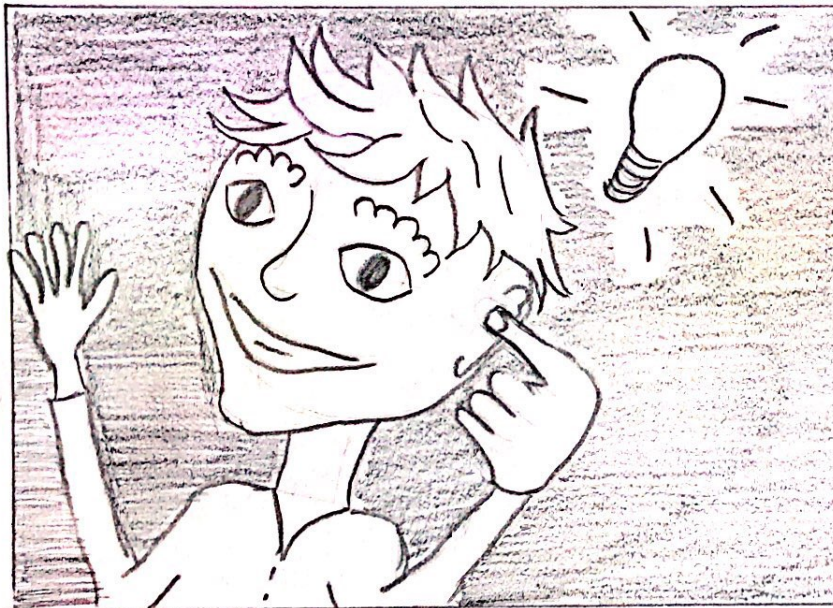
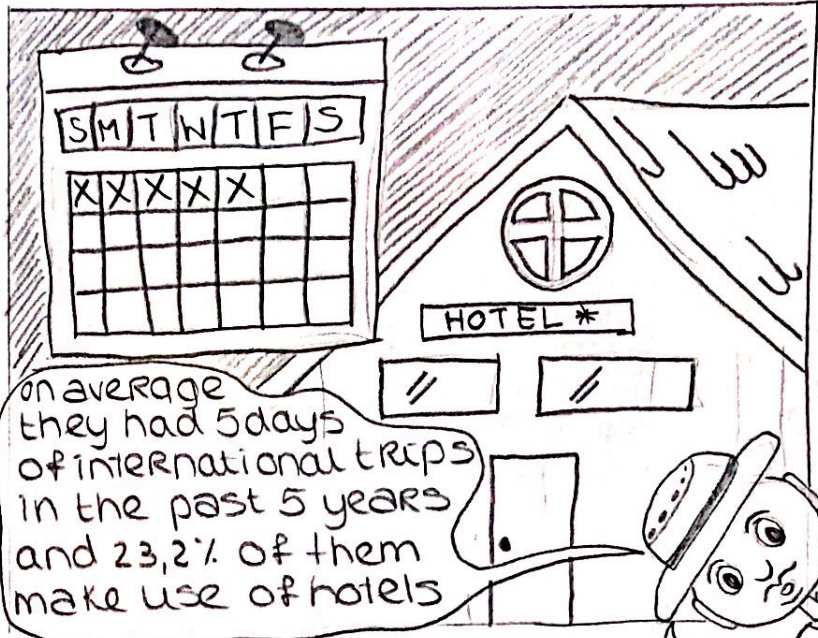


Flashpackers have much love for their communication devices and are related to digital nomads

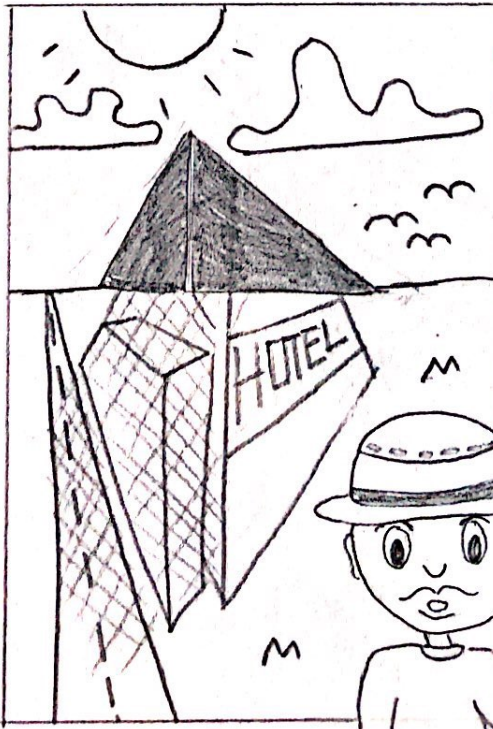
The new horizons research programme conducted a survey to look into youth travel behaviour

- The respondents came from:
- Asia
 - Western Europe
 - North America
 - Eastern Europe
 - South America
 - Oceania
 - Africa





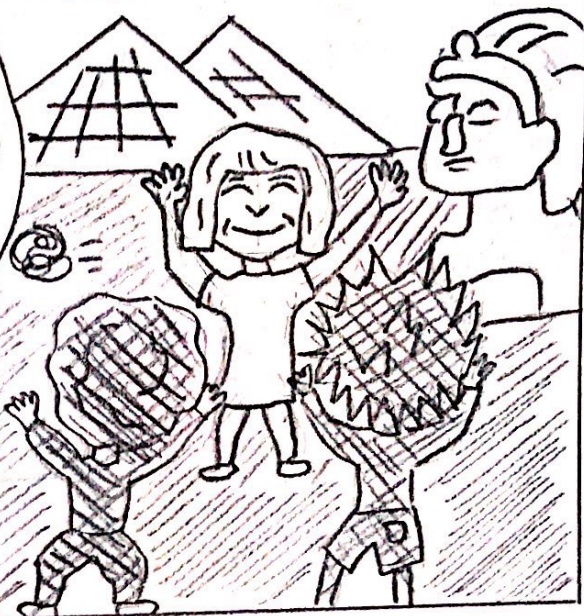
Backpackers travel the longest, on average 77 days. Their main motivations are: explore other cultures, experience day life abroad and increase their knowledge.



Global nomads travel on average 70 days, with 7 days of international trips in the last 5 years + 18,5% use hotels to get comfy in bed at night.

MONDAY
 todo:
 1. travel
 2. groceries

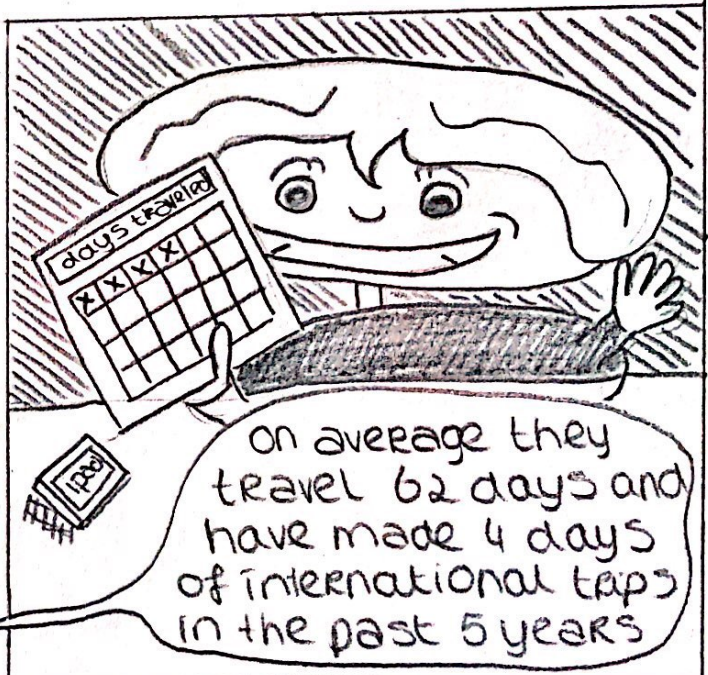
Global nomads like to explore other cultures and experience everyday life abroad and increase their knowledge. That's why they engage and interact with local people



BAR

can I pay?

Flashpackers are on average 26 years old, have the highest income and are the least likely to be unemployed



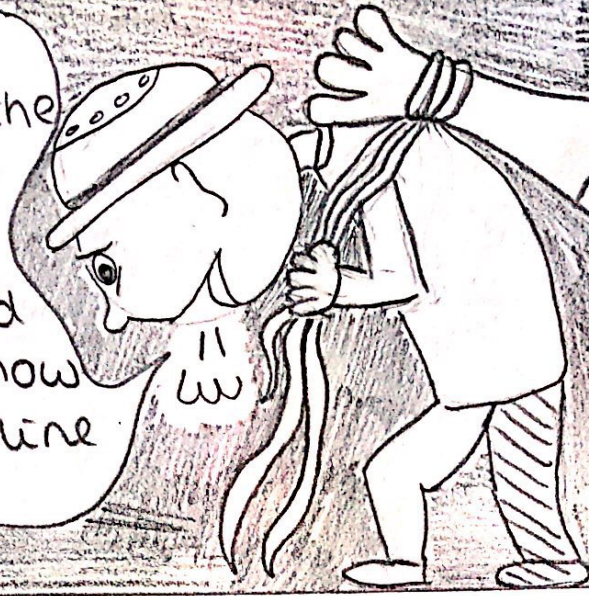
on average they travel 62 days and have made 4 days of international trips in the past 5 years

Let's go to the beach ey
let's go get away ey ey

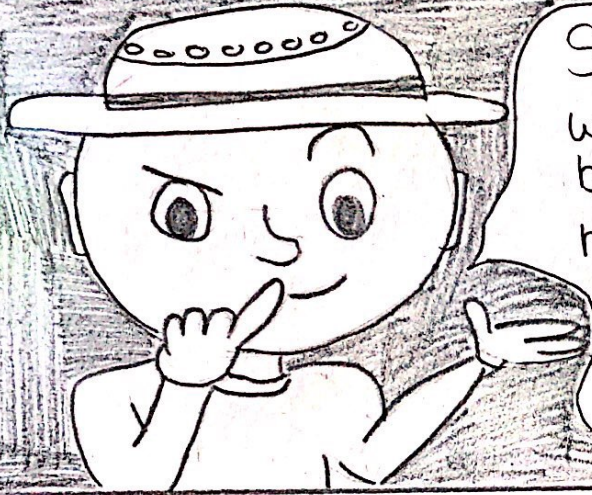
Flashpackers are mainly motivated to explore other cultures, experience everyday life abroad and increase their knowledge



Social media has replaced the authority of guide books. All tips and tricks can now be found online.



FACEBOOK
INSTAGRAM
YOUTUBE
SNAPCHAT

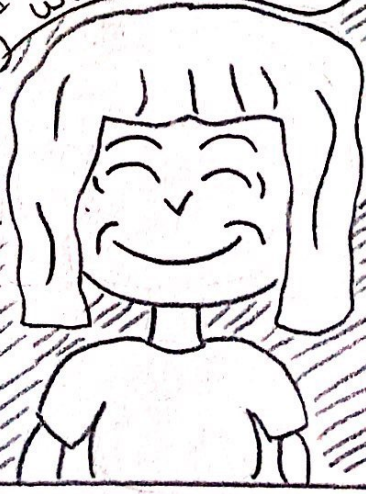


So, leisure and work are blurring, but how do you recognize these youth travellers?

Hi, I am a backpacker. I am self-sufficient and like face-to-face contact with others.



I am a global nomad. I try to avoid the system and paying. I do like contact with locals.



I am a flash-packer and I like to be in contact with local cultures. My life is also all about staying in contact via internet.

