

Understanding the new backpackers: A literature review

Entendendo os novos **mochileiros**: Uma revisão de literatura

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Abstract | Backpackers are usually described as a group of young - budget travellers, however new paradigms of travel industry points out to an emerging demand. This paper aims to identify and to understand the new backpacker's demand, through a literature review based in travel history marks and recent academic background. Investigation was conducted through content analysis method, and the result leads to a new and multi-faceted demand of backpackers, that is not limited to budget or age. Instead new backpackers: follow new concepts of youth (are 20-40 years old or more), consider travel as part of their lifestyle, are technology-mediated and search for meaningful experiences

Keywords | Backpackers, new tourism, youth tourism, millennials, consumer behavior, trends in tourism

Resumo | Os mochileiros geralmente são caracterizados como um grupo de jovens viajantes orientados para o preço, no entanto, novos paradigmas do turismo indicam que está a emergir uma nova demanda de mochileiros. Este artigo tem por objetivo compreender os parâmetros dos novos mochileiros, através de uma revisão de literatura baseada em marcos históricos do turismo e do arcabouço acadêmico sobre o tema. Os resultados foram analisados através do método da análise de conteúdo e os resultados apontam para um demanda multifacetada de mochileiros que não limita-se apenas à idade e ao orçamento. Os novos mochileiros: seguem novos conceitos de juventude (e podem ter idade entre os 20 e 40 anos ou mais), consideram viajar como parte de seu estilo de vida, utilizam as novas tecnologias como mediadoras da viagem, e buscam por experiências significativas para suas vidas.

Palavra-chave | Mochileiros, novo turismo, turismo jovem, millennials, comportamento do consumidor, tendências em turismo

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1. Introduction

A new tourism is emerging and consolidating in XXI century as a consequence of the evolution of the “mass tourism” of XX century, the economic, political, demographic and technological factors reconfigured the industries as a whole. In tourism, technology in transportation and accessible fees turn into possibility the fast increasing of an industry that nowadays put into circulation 1 billion of people, generates 1.5 trillion dollar in exports, and it is responsible for 1 in 11 jobs worldwide (UNWTO, 2015). Technology revolution plays its role in a social changing, for instance, low cost airlines and social media, approximated physically and culturally societies. While social media allow us to know and to interact with people and places even before the encounter, the low cost services turn the travel dream into an accessible reality for many. All these changes are conducting tourism industry into a new frontier of business development, with the emergence of new consumers, products, industries, trends, tools and management (Buhalis & Costa, 2006a, 2006b).

Youth tourism is an emergent market and one of most dynamic in tourism industry economy (UNWTO, 2008). According to World Tourism Organization (UNWTO) about 20% of all international tourists are young, it is estimated that there are 190 million international trips a year, and the youth travel industry has grown faster than global travel overall. By 2020 there will be almost 300 million international youth trips per year, according to UNWTO forecasts, it is estimated that youth tourism worth US\$ 136 billion a year, or around 18% of worldwide international tourism receipts (UNWTO - WYSE, 2011).

However, in contemporary society the concept of youth and their role in travel have been changing, in this post-modern scenario youth has particular characteristics, plays different roles and demand new issues from tourism industry. The new travellers were born and raise in the Internet era

and learned and demand a new way of living based in accessible transportation, online services and experience-based services.

In the core of youth travel, backpackers are perceived as an important segmentation. Traditionally they are pictured as young budget-oriented that usually stay in destinations longer than other tourists, however this segment show a complexity of motivations when they travel, and their regular description in literature can be analyzed as restrict considering actual tourism panorama. So, this paper aims to identify and to understand the new backpacker’s demand using a literature review based in travel history marks and recent academic background.

2. The origin of backpackers

The world has changed and is in constantly reconfiguration mostly by human’s mobilities and migrations. Since ancient civilizations, humanity’s needs to discover, to conquer and to explore shaped the world as we know it. Journeys were present in history of many civilizations (Romans, Greeks, Chinese, Jewish. . .), princes, priests, warriors, merchants and explorers were forged over travel. In western civilizations, Greeks were the first to relate epic journeys, which for them have significances of understanding the world, gaining knowledge and also forging adventurers and strong heroes.

In post classical period, the Western Europe along their colonial and imperial conquer, collect chronic, maps, journals and literary of traveling to distant lands such as the Americas, Africa and Middle East. It was considering this stories and myths, lived and imagined memories, that travel shaped the memorial heritage of humanity (Trigo, 2013).

In all of these journeys, migrations and myths of history, young people were present and/or are the leading figure. Hellenistic’s heroes, Marco Polo

and his journey to East (approximately 1271) at age seventeen, are marks in youth travel history. Long-term trips and the seek for adventure and discovery had shaped the profile of young travellers in primary travel trips, a time called prototourism, or as the time before of commercial trips. But it was after grand tour, in middle of 1800's were sold the firsts planned trips, that contemporary backpacker's behaviour has its historical fundamentals. First marks with Abreu travel agency (1840) selling travel tickets to Portuguese to know the new world (Brazil, Portuguese antique colony).

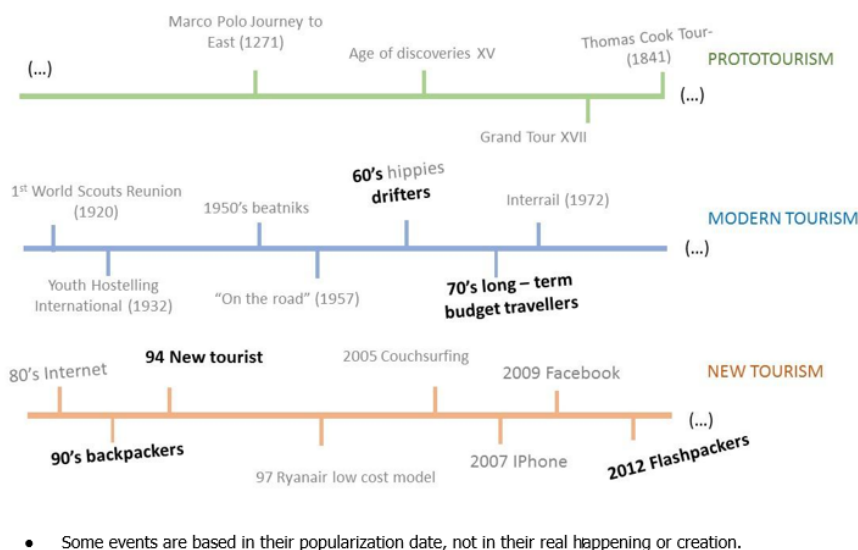
Primary backpacker's behaviour can be associated to the young and well educated travellers of Grand Tour Victorian period (XVII and XVIII). At that time young men went in journeys searching for adventures and to experience the exotic and unknown in distant and non-conventional countries. These journeys were considered as a stage of formal education given the opportunity to the young men increment their sophistication and social abilities (Loker- Murphy & Pearce, 1995).

After the nineteenth century, there were long travel of young men searching for work, this period represented a ritual of separation of young men and their home and families, this process also offered opportunities to tours, adventure and education. Also at the same period, Youth Movement emerged as a reaction of social and life conditions in the industrial cities of Europe, at this time young people started to discovery the beauty of local regions through the Youth Associations. These associations offered a travel escape for the countryside, cultural activities and also a type of cheap accommodation. The scouts and youth hostels movement joint to the trend of taking rides and the low-cost travel, rapidly expanded with first world scout's reunion in 1920 and the creation of the Youth Hostelling International in 1932.

After the second Great War, the economic depression and youth unemployment changed totally the way people travel, and for some young people living on the road this turned into a way of living. For other young people more than a way of living, travel was part of a lifestyle and a type of transgression and non-conformism, in 50's, the beatnik movement (artists and hedonists young Americans willing to live as modern nomads) boomed and materialized through Kerouac novel "On the road" that narrate the story of two young boys that crossed United States in a road trip searching for creativity, drugs and sex. Beatniks were followed by hippie contra-culture, at middles 60's.

For Cohen (2011) the origin of backpackers dates of the 1960-70's, at that time the act of backpacking was considered a marginal activity undertaken by society's drop-outs. O'Reilly (2006) explains that the term backpacker is relatively recent and it had the first description in 1973, when Cohen designated drifters as a term that remains the origin of backpacker's. After Riley (1988 in O'Reilly, 2006) settled on "international long-term budget travelers", but then after 90's, the term backpacker's popularized in literature. With the globalization of tourism and mainly the increasing of independently organized trips, the drifter ideal got in the past and backpacker's tourism turned mainstream (O'Reilly, 2006).

In the longest 1972, Cohen have predicted an increasing in types of tourists, mentioning that some want to run away from mass tourism, including in this group explorers and drifters. Explorers were the ones who arrange their trip alone, and tries to get off the beaten track as much as they can, but somehow they try to plan their steps, in the other hand, drifters has no fixed itinerary, or timetable and has no well-defined goals of travel.



Source: own construction

Figure 1 | Backpacker's timeline

Walton (2009) in his research of tourism in travel history evolution stresses that the great increasing of tourism as we know occurred in 1960's when the globalization and massification of tourism has turned pronounced. The author prospects that the development of purpose-built corporate resorts has proceeded in step with the expansion and increasing sophistication of 'backpacker' and 'sustainable' tourism, which has left the ideal of the traveller 'off the beaten track' increasingly difficult to achieve. But current studies also point out that is the impoverishment of mass tourism model that emerges a new profile of backpacker and market.

In the new century the search for a non-massive tourism upsurge with the facilities of technology revolution, if in one hand travellers search for involvement, connection with locals, and self-discovering, in the other hand, the new technologies and innovation in tourism turn travellers able to gather information and to reach multiple and accessible services. For Poon (1994), those are the new tourists the ones that are more informed, more independent and more involved.

Travellers are also connected in all phases of the trip (before, during, after), and social media,

portability, mobile technology and low - cost services turned tourism easy and accessible, connecting a lot of people around the globe, backpackers just surfed the web wave.

For Paris (2010) the technology-based travellers are the flashpackers, who are generally older, travel as backpacker by choice rather than budgetary necessity, and their tourist experience is mediated by communications technology, mainly, through mobile devices. However, the rapidly change of societies requires from tourism industry and tourism research a constantly review and attention to the emerging demands.

3. Who are the backpackers?

The term backpackers has been used to describe tourist who are mostly young travellers, budget conscious, prepared to long-term trips Chitty, Ward and Chua (2007). As defined per Loker-Murphy and Pearce (1995, p. 831): "Backpackers are travellers who exhibit 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 recreation activities."

Also, backpacker's scene has become an essential part of the tourism economy in recent years and the increasing of this type of tourism has also increased the supply of facilities, hostels as the representation of backpacker's and young travelers lodge are an important element of the tourism supply chain (Wilson & Richards, 2008). The increasing competition in tourism market emerges the opportunity for destinations to focus on backpackers and youth tourism. Countries as Australia have already given importance to consolidate backpackers market, while emergent tourism

destinations as South Africa and Asian countries (China and Malaysia for example) are investing in backpackers market potential.

According to authors Nash, Tyne and Davies (2006) that is a divergence in literature about concept and definitions of backpackers, but some characteristics can be grouped and highlighted (see table 1). These tourists usually stay long periods of time, having long-term trips for multiple destinations but mostly with flexible travel schedule (Musa & Thirumoorthi, 2011; Nash, Tyne & Davies 2006), where they are searching a scape of day by day life and the pressures of work, career and other responsibilities (Sorensen, 2003).

Table 1 | Backpacker's characteristics in literature

Backpacker's characteristics	Authors
Young (under 30 years old)	Chitty et al (2007)
Budget limited	Hampton (1998); Chitty et al (2007)
Stay long periods in a destination	Loker- Murphy and Pearce (1995); Chitty et al (2007)
Visit multiple destinations	Musa and Thirumoorthi (2011); Nash, Tyne and Davies (2006)
Emphasis on interactions with people	Loker- Murphy and Pearce (1995); Nash, Tyne and Davies (2006); Noy (2004)
Independently organized trips	Nash, Tyne and Davies (2006)
Flexible travel schedule	Musa and Thirumoorthi (2011); Nash, Tyne and Davies (2006)
Use Internet as information source	Sorensen (2003); Nash, Tyne and Davies (2006)
Preference for budget accommodation	Loker- Murphy and Pearce (1995); Nash, Tyne and Davies (2006)
Preference for local services and enterprises	Maoz (2007); Visser (2004); Musa and Thirumoorthi (2011); Scheyvens (2002)

Source: Own construction

They are also budget-limited (Hampton, 1998) and have preference for budget accommodation and local services and activities (Nash, Tyne & Davies, 2006). Also according to Nash, Tyne and Davies (2006) backpackers used to organize their own trips, and most of their travel destination choices

are made through guidebooks and internet (Sorensen, 2003), whereas internet face an increasing importance as information source for backpackers (Nash, Tyne & Davies, 2006).

There is also for them, the necessity to interact with other backpackers and meeting other travel-

lers (Nash, Tyne & Davies, 2006), willing to share experiences and meet new cultures through these interactions, even though most of backpacker's local culture interactions are done with front office tourism workers (Sorensen, 2003). Noy (2004) states that backpackers have a great sense of sociability and they are constantly narrating their trips and discussing with others about the best places to visit, considering this a great deal of information is passed on via word-of-mouth, where storytelling is very important factor.

Maoz (2007) add that backpacker's recreational activities are likely to focus around nature, culture, or adventure and they do an effort to look like local. Backpacker's tourism has also the power to benefit local enterprises, mainly for disadvantaged areas and has a multiplier effect to local economy (Musa & Thirumoorthi, 2011), because even though backpackers spend less per day, they spend more money in the whole trip (Hecht & Martin, 2006). Scheyvens (2002) study is based in the theory that backpackers tourism can promote local development in third world economies, because communities can provide services and products demanded by these tourists without the need for large amounts of start capital or sophisticated infrastructure, and they can retain control over such enterprises.

Backpackers discussions are gaining so much importance that even some authors as Hampton (1998) argues that backpacker's tourism can be an alternative to mass tourism and development to emerging tourism destinations, whereas in the local economy, the encouragement of responsible tourism has the potential of alleviating some of the perceived excesses of the industry. Visser (2004) states that backpackers are responsible to local development when they generally choose local activities and establishments (restaurants, accommodation and transport) and reach new spots generating income and employment in less frequently visited destinations.

Pearce and Foster (2007) assume that back-

packers travel experiences develop a series of skill attributes in one's life as: dealing with pressure emotions and stress, self-confidence, teamwork and risk-taking. Through their analysis they could identified four types of backpackers the ones: that travel to develop self, to experience country and cultures, travel for social aspects (socialize, play, party) and the one that travel to escape. That is why for authors backpacking is a kind of university of travel that enrich educational opportunities and skill development.

The role of cross-cultural aspects in backpacker's motivations is also important, with the actual tourism dynamics it's necessary to understand a group characteristics but not to be limited by them. As states Maoz (2007) each tourist has individual characteristics and expectations and backpackers are more diverse and multifaceted than ever, engaging in a variety of social and recreational activities and not being similar in motivations, nationality and cultural background, age, gender, and class.

4. Millennials and the flashpackers

According to Treloar, Hall and Mitchell(2004) the concept of base marketing segmentation by demographic characteristics is a successful strategy that has involved other complementary elements along the year: psychographics, involvement and purpose, and the generational marketing is an example of this joint of techniques. For Furr, Bonn, and Hausman (2002 in Treloar et al, 2004) this technique attempts to segment consumers into generations based on their birth range, assuming that a consumer group which has grown-up with similar formative experiences, technology, culture and environmental changes is likely to desire similar products/product attributes, in this context, one of must recently debate is the generation Y, also known as Millennials or Internet generation.

Per definition the generation Y englobe those

that were born from 1980 till 1993, this generation was raised in a globalized world inserted in technologies since first childhood, as Internet for them is a basic need and online interactions part of daily life. Considering this panorama, all products and services should go into the needs of a generation totally online and connected, in tourism industry is not different.

Douglas and Lubbe (2011) highlight that web 2.0 is vital to the future of tourism businesses, with focus on social media they give to firms the opportunity to explore customer's attitudes, needs, interests, preferences, wants and buying patterns, and they are right!

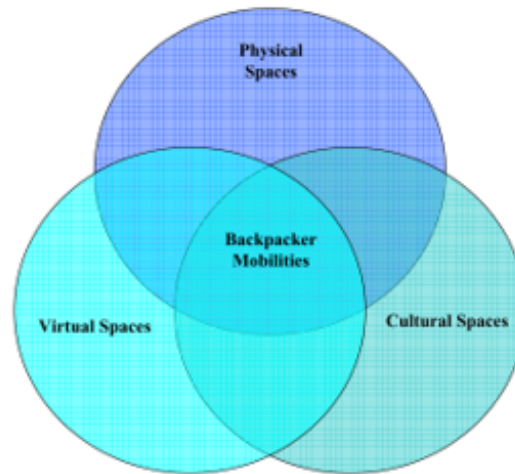
Young and Hanley (2010) state that ICT's disrupt the current notions in tourism of place and time. Backpackers, for instance are connected and mobile interactive, they use ICT's before trip, during, and after it. Due to backpacker's characteristics, such as demographic (young people), and as travellers that use to be in long-term trips that visit many destinations, they tend to be online on the road. As mentioned by Molz (2006 in Young and Hanley, 2010) travellers are travelling with the Internet as well as on it.

Following on the characteristics of generation Y, backpacking is a culture symbolic of the increasingly Internet and mobile world (Paris, 2010), the old figure of the drifter exists, but another profile is emerged - the technology-based backpacker. For Paris (2012) this new emerging culture in backpacker's tourism could be named as flashpackers,

which is considered a new digital elite of travellers. They are generally older, travel as backpacker by choice rather than budgetary necessity, and their tourist experience is mediated by communications technology, mainly through mobile devices. This is a recent phenomenon that can be representative of some trends such as: the increasing in leisure time, older age marriage and having children, disposable incomes and technological innovations.

Many individual travellers, and in particular flashpackers, perceive their personal web presence as their online home and often their email address or social media profiles are their only stable or permanent address at which they can be contacted consistently. ICT's have changed and fragmented the backpacking culture as platforms can be accessible from anywhere, travellers use social media to share photos and videos, are connected during the trip daily and after it (Paris, 2012).

Paris (2010) divide the backpacker's spaces in three part: physical, virtual and cultural, and highlight that nowadays technologies and virtual spaces are a part of backpacker's mobilities (see figure 2), as important as physical and cultural spaces. Paris also states that virtual space has become so important to backpacker's that through it, they can ensure their culture of backpacking, as connected at home they can share their experiences and virtually take part of other's experiences, at the same time they have the same possibility while on the road.



Source: Paris (2010)

Figure 2 | Backpacker's mobilities

The **physical spaces** include backpacker destinations, enclaves, hostels, specialized travel agencies, internet cafes, transportation, home locations and other backpacker travel escapes.

The **cultural spaces** represent the shared ideology, identity, social status, motivations and attitudes, outside representations and perceptions of backpacking and transformative effects of backpacking.

The **virtual space** for instance, include email, online communities, blogs, personal website, as well as mobile devices and connections. Technological innovations have contributed to evolutions and adaptations in the social systems of the backpacker culture.

5. New backpacker's: a multifaceted demand

Although most of authors try to limit backpackers into a defined and homogeneous category, new backpackers may diverge by age, motivations, behaviour and purposes, but they mostly converge into the identity of being and feeling as a backpacker, nowadays backpacker is more a socially constructed identity than a clearly defined category, it

is more about self-definition than a set of description (Sorensen, 2003). Another important point is that even with popularization of backpacking mode of travel, the significance of the experience for most of these individuals seems not to have diminished with the increasingly nature of activity, in other words, even with the increasing number of backpacker's travelling around, the essence of non – massive tourism and enrich experiences are preserved.

Uriely, Yonay and Simchai (2002) also questioned the approach of backpacking as a distinct and homogeneous category and reinforce that a characterization of postmodern tourism is that one can enjoy different types of experiences during the trip. For Uriely et al. (2002, p.521) backpacker's should be consider a form of tourism not a type of it. The authors explain:

Forms refer to visible institutional arrangements and practices by which tourists organize their journey: length of trip, flexibility of the itinerary, visited destinations and attractions, means of transportation and accommodation, contact with locals, and so forth. Types refer to less tangible psy-

chological attributes, such as tourists' attitudes toward fundamental values of their own society, their motivations for travel, and the meanings they assign to their experiences.

Are all backpackers young? Am I a backpacker just for staying in a hostel? I'm not a backpacker if I carry a wheel bag? Well, literature suggests that new backpackers demand are heterogeneous and multi-faceted.

5.1. Ageing and the Peter-Pan Syndrome

Even though most of authors state that backpackers are the youngest, Hecht and Martin (2006) consider that there are two main types of backpackers: the young backpacker and the contemporary backpacker. The young backpacker (tourists between 15 and 29 years old) is the conventional type and of backpackers, but there is also the contemporary backpackers (tourist above 30 years old) that is incrementing youth tourism. Authors highlight that today could be also considered young people the ones above 30 years old, considered as a second youth.

The second youth is mentioned by Locker-Murphy and Pearce (1995) as a Peter pan syndrome, or as people that does not want to "grow up", actually what should be considered is that youth tourism goes beyond age group and is really defined through the identification with the group and the lifestyle. Authors also highlight that even the baby boomers are discovering hostels service and backpacking, what in this context can large the dimension of youth and backpackers market.

For sure, it is common to see in hostels plus 40 people travelling by their own, or even couples with kids travelling with backpacks, for these examples there are many scenarios, firstly, people are getting married later and living more individual lives, the

elders are discovering new ways of travelling, and the ones that once were young backpackers keeps the travel lifestyle even when they get older, what may confirm Sorensen theory that backpacking is a question of identity. In sum, for new backpackers profile it the demographic age is not as important as the youth of spirit.

5.2. Travel as a lifestyle and a way of living

Technology is turning the division between home and away less important, whether it turns possible the mobility and proximity among social life, home life and work life. This mobility is also an exchange to travel whether the profusion of information and facilities with service providers turned independent travel much easier (Paris 2010). O'Regan (2008, p.111) adds:

"travellers can now manage multiple lifestyles (travel, work, home) while on the move - a type of traveller that couldn't exist 20 years ago, in the age before Internet cafés, mid-career breaks, mobile phones, work and family obligations and backpacker infrastructure."

Also technology is in a rapidly progression, for example, things that were discussed just a few years ago, today do not have so importance anymore. O'regan in 2008, discussed the "emergence"of internet cafés to backpacker's world, mainly because this type of service seemed like a "boom"by the necessity of a demand that needed facilities and connection. Internet cafés, although very popular topic at the time, were in fixed places and did not followed the necessity of a hypermobile traveller lifestyle, today it is possible to work everywhere and worldwide, just with a PC and sometimes only with a mobile, technology keeps pressing the market to fulfil traveller's demand and necessity to communicate in a hypermobile lifestyle.

The remote work is a reality for most of millennials that discovered that living as digital nomads is not only possible but cheaper in many cases, some young people (and not so young too) choose to work as digital nomads to enjoy the traveller lifestyle while others opted to do travel as their full time job. Just to give an example, blogger is an uprising profession that ten years ago almost didn't exist, but nowadays travel bloggers beyond being opinion leaders, can be very well- paid for doing their job. Travel is gaining so much importance in people's every day's lives that can be considered for some a lifestyle, and to others as backpackers, a culture.

5.3 The search for meaningful experiences

Since first human's migrations in protourism, travel had different significances, when people with distinct profiles and motivations went into journeys in searching for experiences of adventure, learning, exploring and self-indulgence. Travel can give new significance to one's life as explains Galani- Moutafi (2000, p.204):

Passing through different locations and crossing personal and cultural boundaries, explorers, missionaries, colonial officers, military personnel, migrants, emigrants, exiles, domestic servants, anthropologists, and tourists have their own travel histories.

Nowadays, pressures of post-modern world joint with facilities of travel industry is given new significances to travel's role in people's lives. If in one hand, travellers take advantage of these modern facilities in the other hand they are loyal to backpacker's culture. The actual consumption market bombard one's life with all types of services, and products, at the same time people have easy access to many ways of consumption, however it seems to not be enough. Pine and Gilmore (1999,

p.163) explains:

But what people really want after they enter into all these pursuits? Experiences, yes. But there is more than that: we want to transform ourselves to become different. Individuals want something more lasting than a memory, something beyond what any good, service or experience alone can offer.

Tourism is an experiential business by rigor, and more, carries this potential of personal changing consumption and new backpacker's wants through tourism consumption have memorable experiences for life. More than this, they want to have meaningful and enrich experiences, and they see in experienced- based journeys (travel) a way to meaningful and transformational experiences.

5.4. Technology-mediated travel

ICT's gave new travellers the power to be better informed and to have autonomy to plan their own journey, also it gets easier to contact directly local enterprises as communication is from a click distance. Paris (2010) states that backpacker use to use be connected in all the stages of travel (pre, during, post), nowadays even for the less technology-geeks technology is mandatory at least at some point of the trip.

Prior trip, backpackers gain information by visiting informational websites, other backpacker's personal blogs, virtual communities, and through virtual interactions with personal networks composed of friends, family, and other travellers. Many also book travel online and specifically hostel accommodations prior departure.

During trip backpackers use technologies mainly emails and social networking sites to maintain virtual proximity with family and friends and also to enhance corporal mobility while travelling. Considering this, they prefer accommodation that

have free internet with Wi-Fi access.

Post trip backpacker's want to enhance and maintain their virtual identity by interacting with backpacker culture. They maintain contact by posting photos online and also maintain social interactions by posting in blogs, backpacker's forum and by adding in social networks friends made while travelling.

In sum, the travel experiences technology is an important role for tourism because travel experiences are being expressed by backpackers in a range of online texts, such as: emails, travel weblogs, and social networking sites. These medias are used by backpackers' pre-trip, on-trip and post-trip, providing spaces for reporting and reflecting on actual experiences whilst travelling (Young and Hanley, 2010).

6. Conclusions

To conclude, this article has sought to chart a course through contemporary discourse in backpackers' research, to identify the main implications of new demands to this form of tourism. It suggests that the way literature has been picturing backpackers does not follow the contemporary tourism scenario and seems limited. New issues of technology revolution, accessible tourism and youth roles in society leads to a further and better understanding of new backpacker demand.

Traditional literature has been picturing backpackers as the young – budget travellers with no fixed itinerary or timetable. But are all backpackers young? Is anyone a backpacker just for staying in a hostel or by carrying a backpack? Is backpacking a form or a type of tourism? Well, new issues such as: the role of youth in society, technology, and the experience economy, are changing the way of doing tourism, which make new travelers continuously breaking those boundaries.

For new backpackers, the age seems to be me-

asured through the state of spirit, also they face travel as a lifestyle /a way of living, giving tourism an increasing importance. Contemporary backpackers seem to travel with and within their smartphones, however they don't put apart real interactions. Additionally, when in travel they search for meaningful experiences that impact their lives.

An analysis through literature review leads to a new and multi-faceted demand that should be explored in tourism research, these new backpackers require a set of offerings and facilities, hostels, apps, cultural events and innovative and budget services. It implies that firms in tourism industry should be aware of this new demand requirements, investing in experience-based services, online presence and following millennials lifestyle.

Backpackers profile is gaining new shapes, in sum it can be highlighted that new backpackers:

- Follow new concepts of youth (20-40 or more years old) ;
- Consider travel as part of their lifestyle, putting it as life priority;
- Travel is technology-mediated (post, during, after travel);
- Search for meaningful experiences.

All the hypothesis identified in this paper are exploratory and are part of a larger study based in backpackers and experience-based services, for future research it is suggested that the hypothesis must be tested in qualitative and quantitative methods in order to be validated.

Notes

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