While a conspicuous body of knowledge about tourism in Asia is emerging, Western academic ontologies and epistemologies still represent the dominant voice within tourism circles. This series provides a platform to support Asian scholarly production and reveals the different aspects of Asian tourism and its intricate economic and socio-cultural trends.

The books in this series are aimed to pave the way for a more integrated and multifaceted body of knowledge about Asian tourism. By doing so, they contribute to the idea that tourism, as both phenomenon and field of studies, should be more inclusive and disentangled from dominant (mainly Western) ways of knowing.

More specifically, the series will fill gaps in knowledge with regard to:

- the ontological, epistemological, and methodological assumptions behind Asian tourism research;
- specific segments of the Asian tourist population, such as Asian women, Asian backpackers, Asian young tourists, Asian gay tourists, etc;
- specific types of tourism in Asia, such as film-induced tourism, adventure tourism, beauty tourism, religious tourism, etc;
- Asian tourists’ experiences, patterns of behaviour, and constraints to travel;
- Asian values that underpin operational, management, and marketing decisions in and/or on Asia (travel);
- external factors that add to the complexities of Asian tourism studies.

More information about this series at [http://www.springer.com/series/15382](http://www.springer.com/series/15382)
Catheryn Khoo-Lattimore
Elaine Chiao Ling Yang
Editors

Asian Youth Travellers
Insights and Implications

Springer
Foreword

The landscape of tourism has changed remarkably in the past three decades. Some of the tourism products we observe today were considered niche markets 30 years ago; for example, adventure tourism, dark tourism and backpacking. These once-perceived eccentric forms of travel have received increasing acceptance and gained popularity among the young travellers across the globe. Industry reports have documented the rise of millennial travellers who represent 20% of international travelers. Many of these young travellers are interested in novel and meaningful travel experiences, such as volunteering abroad, working holiday, learning a foreign language and discovering the self through backpacking.

Existing scholarly research has mainly focused on Western youth perspectives, given that backpacking, for example, is often portrayed in the media as a cultural rite of passage for Western youths where they gain independence by travelling to less developed destinations to experience hardship, adventure and risk. Many Asian countries are included in the classic backpacking route but we know very little about the needs and experiences of young travellers from these destinations. The presence of young Asian travellers has been felt by the industry but remains invisible in scholarly research. Hence, this book, Asian Youth Travellers, is a timely contribution and provides insights to the growing youth travel market in Asia.

The book is a collection of ten independent chapters, which explore a wide range of exciting topics that reflect the characteristics of young Asian travellers. The book adopts a broader definition of Asia. While it continues to advance knowledge of the relatively mature markets, such as the Japanese and Chinese travel markets, the book also includes other emerging markets in Southeast, East and West Asia (e.g. Thailand, South Korea and Azerbaijan). The chapters investigate different forms of tourism undertaken by Asian youth travellers, encompassing educational tourism, adventure tourism, working holiday, backpacking, dark tourism, voluntourism, self-driving tourism, cultural tourism and food tourism. The book has fruitfully brought together different perspectives and advances current understanding of Asian youth travellers from the current trends to implications, from motivations to safety concerns, from the influence of collectivist culture on travel behaviour to the search of social freedom through independent travel and from destination image to visit
intention. The most important contribution of this book is that it has built an intellectual platform for many Asian scholars to share their ideas and works with the international tourism academy.

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