Uncovering International Backpackers to Malaysia. Edition No. 1

Description: Although tourism is a key industry in Malaysia's economy, the focus of planners here is on international mass tourists. With their low budget travel modes, backpackers are not perceived to be a high yield segment. The purpose of this work is to describe the characteristics of the international backpackers to Malaysia as a distinct market segment; specifically to understand their consumption patterns, travel characteristics and motivations. An understanding of backpacker characteristics will enable tourism marketers to structure the right marketing mix to meet the needs of this niche segment. The work comments on how tourism authorities in Malaysia should deal objectively with the dilemma of planning for small-scale developments in both the urban and rural areas. These include issues related to host-guest interactions, infrastructures and sustainability. This work will be useful for tourism managers, researchers, students and academicians who are interested in the management of backpacker tourism around the world.


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