

# ITC'24

## LIVRO DE ATAS DO CONGRESSO INTERNACIONAL DE TURISMO - ITC'24

A IMAGEM E A SUSTENTABILIDADE DOS DESTINOS  
TURÍSTICOS

27 E 29 DE NOVEMBRO

**MINDELO, SÃO VICENTE - CABO VERDE**

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## Urban Tourism Marketing Innovation: Mapping the Backpacker's Journey

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### Purpose

The tourism industry plays an important role in the Portuguese economy, particularly contributing to the increase of Gross Domestic Product (GDP) and job creation. Additionally, the rapid development of new technologies and the use of social networks means that tourists are increasingly well-informed and their behavior is changing and adapting to new realities. Among various types of tourism, the growing demand for urban tourism stands out, and although it is a little-studied phenomenon, backpacker tourism is revealed as a market segment that needs to be better understood. Backpacker tourism can be defined as “the activities developed by a complex and heterogeneous group of travelers, made up predominantly of young people who travel for longer periods than usual and with flexible and informal travel itineraries” (Martins & Costa, 2021, p.1).

This article aims to demonstrate a backpacker journey mapping model. Backpacker journey mapping is also known as mapping the tourist's points of contact with the service provider (Lemon & Verhoef, 2016). This proposed model will be a strategic tool that can be able to be used by managers, or tourism professionals, to offer and promote the services' innovation that are more suitable and desired by Backpackers.

### Theoretical framework

Due to the importance of academic studies for a better understanding of backpacker behavior, this study focuses on three keywords: consumer experience, consumer journey, and consumer behavior mapping. This work is based on the theory of consumer behavior. After analyzing several articles (e.g. Crosier & Handford, 2012, Schmitt & Zarantonello, 2013), this study was based on the work developed by Rosenbaum et al. (2016) who presents a structure and a guiding thread for the construction of a consumer journey mapping model, generating important contributions in the area of Marketing.

## Methodology

The study is based on a theoretical approach, using the reading of scientific articles in the area in order to identify, analyze and synthesize studies carried out on the consumer experience, the consumer journey and finally the consumer journey mapping.

## Findings

The main expected results are the presentation of the Backpacker Journey Map model that will come as a strategic tool for tourism professionals.

## Research, practical & social implications

This study intends to contribute to the literature in the sense that no consumer journey mapping model has yet been proposed for a segment as specific as the backpacker. The main limitation of this study is that there is no opportunity to put the proposed model into practice due to time limitations. Future work should develop a practical approach to this map. In this sense, the local economy could benefit from innovative service proposals.

## Originality

This article offers an important contribution to the field of marketing area, more specifically the consumer behavior, based on the backpacker as the target of study. Although it is a conceptual contribution, future studies could put in practice the proposed model.

## Keywords

Marketing, Innovation, Consumer Behaviour, Backpacker, Urban Tourism

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