

STUDY ABROAD and BACKPACKING DESTINATION ROLE FULFILLING INTRINSIC AND EXTRINSIC MOTIVATIONS

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Abstract

This paper aims at understanding key motivations of young students and backpackers as well as the role the destination could play to fulfil their motivations to go abroad. Theoretical framework is the self-determination theory based on intrinsic and extrinsic motivations. Two research models were tested using two online surveys. 270 young students and 413 backpackers from Mexico and France answered. Results show that destination mediates the relation between institution and student's intrinsic motivations. For backpackers, they have both intrinsic and extrinsic motivations and expect the destination to fulfil them. Consequently, even if their initial choice is different, having the same age, attitudes and behaviours towards destination were found to be very close. Destination is key in their decision process. The research provides practical implications for destination marketing managers and opens to new research for comparison with young graduates looking for expatriation.

Keywords: *Study abroad; Intrinsic & Extrinsic Motivations; Backpacking*

Track: Tourism Marketing