

Slow and Spatial: The OzNomadic Lifestyle

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OzNomads

Australian travellers who practice continuous mobility for lifestyle purposes.

Contribute financially and socially to regional/remote Australia as:

- workers (Solnet et al., 2014);
- consumers (Carson et al., 2019);
- volunteers (Hillman, 2013; Weiler & Caldicott, 2020)



Identity

Corporal/physical mobility as an aspect of identity.

Identity motivation: individuals understand themselves in relation to social categories and membership of groups (Green & Jones, 2005).

Tourism as a source of social identity through membership of subcultures, e.g. backpackers, digital nomads (Maoz, 2007; Thompson, 2019).

Defined by a shared collective identity; sense of 'we-ness':

- Strengthens ties, increasing commitment and solidarity
- Provide cultural context for collective actions (Hunt & Benford, 2004)



Research purpose

As a marginal identity, the OzNomad is often unrecognised amongst the mainstream sedentary population (Williamson, Hassanli, & Grabowski, 2021; Kannisto, 2018), so we aim...

To examine how OzNomads conceptualise their collective mobile identity, and how this may facilitate collective action



Methodology

Qualitative
survey using
Qualtrics

- Distributed over 3 weeks in May 2020 in 5 OzNomad FB groups
- 93 useable responses

Analysis of
open-ended Qs:

NVivo & manually

- Ensured data triangulation and credibility

Analysis of
descriptive
data:

SPSS

- 44% aged 45-59
- Over 50% employed/seeking employment
- travelling with partners (78%), families (12%), alone (8%)
- Aiming to travel for 1 year or more (32%), no timeframe (56%)

Findings

1- Temporality

Ability to move

Slower-paced, more relaxed lifestyle



"Time with our children is infinitely, living small"

"Health issues in our family and looking for more balanced life"

"Simplify our lives. We wanted to work, travel and volunteer"



"Freedom to travel to one location"

"...we all felt marginalised with society and government structures. We have been able to assimilate back into the community with our daughters passing."

"Own our own tiny house. Travel wherever we like."



2- Transience

Ability to move *wherever* (spatially)

An escape and freedom from society and financial commitments, but also freedom to travel with flexibility

Discussion & Conclusion

- **Temporality** and **Transience** - centrality of space and time to *mobility* and the *tourist experience*.
- OzNomad phenomenon: A social movement - travel against the norms.
- Sense of displacement, marginalisation, and social isolation during Covid-19 (Williamson et al., 2021), therefore strengthening of identity:
 - Empowers them to challenge stereotypical representations of travel
 - Provides them with a voice in public policy debates
- Contribute new ideas to the ongoing debate on post Covid-19 tourism.

References

Thank you!

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