

Alternative Forms of Tourism

This course provides students with a comprehensive understanding of the factors leading the tourism industry being increasingly fragmented into a series of niche or special interest tourism types that emerge over recent years. As travelers move away from traditional offerings industry-driven and mass-produced packaged tourism products and services, and start searching for novel and exciting types of experiences, more tourism types develop. The traveller is now a savvy consumer, motivated by a desire to indulge in new experiences across a range of diverse settings and has a desire for the authentic. Managers need to respond to understand how such tourism trends develop in order to effectively engage with tourists, and competitively design their services. Contributing towards this direction, the course first explores current tourism trends and how these have developed in recent years. Focusing on resilience and sustainability, students then understand how and when to match tourism trends with destination resources by focusing on examples and cases of specific special interest tourism types.