## Niche Tourism

Contemporary issues, trends and cases

Edited by

Marina Novelli (PhD)

Senior Lecturer in Tourism Development and Management Centre for Tourism Policy Studies, University of Brighton



AMSTERDAM • BOSTON • HEIDELBERG • LONDON • NEW YORK • OXFORD PARIS • SAN DIEGO • SAN FRANCISCO • SINGAPORE • SYDNEY • TOKYO

## Contents

List For	face t of contributors eword by Mike Robinson cnowledgements	vii xi xix xix
	he tourism: an introduction Robinson and M. Novelli	1
Par	t I: Special interest tourism	
1	Photographic tourism – Shooting the innocuous, making meaning of tourist photographic behaviour <i>C. Palmer and J.A. Lester</i>	15
2	Geotourism – Appreciating the deep time of landscapes $T.A.$ Hose	27
3	Youth tourism – Finally coming of age? G. Richards and J. Wilson	39
4	Dark tourism – The appealing 'dark' side of tourism and more <i>P. Tarlow</i>	47
5	Genealogy tourism – The Scottish market opportunities <i>M. Birtwistle</i>	59
6	Gastronomic tourism – Comparing food and wine tourism experiences C.M. Hall and R. Mitchell	73
7	Transport tourism – Travelling through heritage and contemporary recreation <i>D. Hall</i>	89
Par	t II: Tradition and culture-based tourism	
8	Tribal tourism – ' <i>Cannibal Tours</i> ': Tribal tourism in hidden places <i>P.M. Burns and Y. Figurova</i>	101
9	Cultural heritage tourism – Being, not looking: beyond the tourism brochure of Greece <i>E. Wickens</i>	111

10	Tourism in peripheral regions – Discovering the hidden histories of Italy $R$ . Grumo and $A$ . Ivona	121
11	Research tourism – Professional travel for useful discoveries <i>A. Benson</i>	133
Par	t III: Activity-based tourism	
12	Small ship cruising – From muddy rivers to blue lagoons N. Douglas and N. Douglas	145
13	Sport tourism – Small-scale sport event tourism: the changing dynamics of the New Zealand Masters Games <i>B. Ritchie</i>	157
14	Wildlife tourism – Wildlife use vs local gain: trophy hunting in Namibia <i>M. Novelli and M.N. Humavindu</i>	171
15	Volunteer tourism – Deconstructing volunteer activities within a dynamic environment <i>M. Callanan and S. Thomas</i>	183
16	Adventure tourism – Hard decisions, soft options and home for tea: adventure on the hoof <i>G. Shephard and S. Evans</i>	201
Par	t IV: The future of niche tourism	
17	Space tourism – Small steps, giant leaps: space as the destination of the future <i>D.T. Duval</i>	213
18	Virtual tourism – A niche in cultural heritage <i>D. Arnold</i>	223
19	Ethical tourism – Is its future in niche tourism? C. Weeden	233
	Niche tourism: A way forward to sustainability? M. Novelli and A. Benson	247
Inde	2X	251