

Contents

List of figures	vii
List of tables	viii
List of case studies	ix
Editors	xi
Contributors	xii
Foreword	xviii
Preface	xx
Acknowledgments	xxi
1 Introduction	1
<i>Carlos Costa and Dimitrios Buhalis</i>	
Part One: New Consumers	7
2 The transformation of consumer behaviour	9
<i>Ulrike Gretzel, Daniel R. Fesenmaier and Joseph T. O'Leary</i>	
3 New and emerging markets	19
<i>Chris Cooper, Noel Scott and John Kester</i>	
4 Third-age tourism	30
<i>Gianna Moscardo</i>	
5 Youth and adventure tourism	40
<i>Greg Richards and Julie Wilson</i>	
6 Domestic and visiting friends and relatives tourism	48
<i>Philip L Pearce and Gianna Moscardo</i>	
7 Conference tourism – MICE market and business tourism	56
<i>Adele Ladkin</i>	
8 The moralisation of tourism, and the ethical alternatives	67
<i>Jim Butcher</i>	

Part Two: New Products	75
9 Re-engineering established products and destinations <i>Dimitri Ioannides</i>	77
10 Urbanization and second-home tourism <i>Aurora Pedro</i>	85
11 The influence of fashion and accessibility on destination consumption <i>Richard Butler and C. Michael Hall</i>	94
12 Experience design in tourism <i>Antti Haahti and Raija Komppula</i>	101
13 Nature-based products, ecotourism and adventure tourism <i>Tanja Mihalič</i>	111
14 Sport and events tourism <i>P. De Knop</i>	118
15 Shopping and tourism <i>Yvette Reisinger</i>	127
16 Gastronomy, food and wine tourism <i>C. Michael Hall and Richard Mitchell</i>	137
17 Travel/tourism: spiritual experiences <i>Yvette Reisinger</i>	148
18 Space tourism <i>Vaios Lappas</i>	157
Part Three: New Industry	169
19 Intermediaries: travel agencies and tour operators <i>Dimitrios Buhalis and Dorota Ujma</i>	171
20 Transport and transit: air, land and sea <i>Anne Graham</i>	181
21 Hospitality megatrends <i>Peter Jones</i>	191
22 Attractions megatrends <i>Pierre Benckendorff</i>	200
23 Culture, heritage and visiting attractions <i>Bob McKercher and Hilary du Cros</i>	211
24 Entertainment and new leisure tourism <i>Melanie Smith</i>	220
25 Destination management organizations and actors <i>Mara Manente and Valeria Minghetti</i>	228
Part Four: Conclusion	239
26 Conclusion: tourism futures <i>Carlos Costa and Dimitrios Buhalis</i>	241
References	247
Index	267