



Niche Tourism

Marina Novelli

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Niche Tourism examines one of the fastest growing areas within the tourism sector.

This book provides an integrated picture of speciality/niche tourism as a whole looking at both the 'macro' and 'micro' niche area. It has a comprehensive theoretical framework, and discusses initiatives, policies and strategies adopted internationally. With an emphasis on linking theory to practice, it is underpinned by up-to-date international case studies from around the world.

Divided into 3 parts, it covers a variety of aspects under the headings of special interest tourism, tradition and culture base tourism and activity-based tourism.

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