Tourism’s New Markets:
Drivers, details and directions
The purpose of this series of cutting-edge research-informed edited books is to introduce the reader to a range of contemporary marketing phenomena in the domain of travel and tourism. Authored by leading academics in their fields of research interest, each book will bring together a selection of related themes with individual chapters contributing theoretical, methodological, policy-related and/or practical outcomes for the reader. Each book will be introduced and brought to a conclusion by the series editors who between them have many decades of research and publishing experience. The singular aim of this advanced series of scholarly texts is to stimulate and engage readers in the fast-changing, complex and increasingly interdisciplinary nature of tourism marketing, and serve as a catalyst for future intellectual, academic, and professional-driven research agendas. This series encourages critical, participatory and humanistic approaches to research and welcomes contributions from all over the world. In particular, the series welcomes contributions from a non-Western perspective as tourism becomes truly global in both its reach and impact.
Tourism’s New Markets:
Drivers, details and directions

Editors:
Philip L. Pearce and Antónia Correia
Philip L. Pearce, 1951 – 2020

If I die young,
without being able to publish any book
Without seeing the face that my verses have in print,
...
Even if my verses are never printed,
They will have their beauty there, if they are beautiful.
But they cannot be beautiful and go unprinted,
Because the roots may be underground
But the flowers bloom outdoors and in plain sight.
It has to be so by force. Nothing can stop it.


This book, your last book, Philip Pearce, has to be printed without your physical presence in the world. You said that this book has, hopefully, some gems to restart tourism in this time of pandemic.

I was very happy and proud to work with you. For me, this book is a lovely learning experience; for you, this is only one more seed in a magnificent legacy that will surely inspire all of us forever.

While with us, you had so many accomplishments for us, for the academic community and for the society. So it is now your turn to rest in peace, Philip my friend, and it is our duty to keep your memory alive.

This book is the last testimony of your everlasting endeavours.

AC
# Contents

List of tables ix  
List of figures x  
Author biographies xii

1 Introduction: traversing an unprecedented divide  
*Philip Pearce and Antónia Correia*  

## Part I: Drivers of the new globally significant tourism markets  

2 Post-communist tourism in Cambodia  
*Noel Scott and Bill Carter*  

3 New edges from China: Emerging tourism markets driven by young Chinese  
*Jing Li and Ding Xu*  

4 A panorama of Muslim tourists’ queries: What do they want to know about travelling?  
*Hera Oktadiana*  

5 Creating the new coffee tourism market: Disneyization processes at work in Indonesia  
*Heri P.D. Setiyorini*  

6 Failures and successes in emerging and developed tourism markets  
*Edina Ajanovic and Beykan Çizel*  

## Part II: Niche and distinctive new tourism market groups  

7 Astronomy tourism: A rising star among niche markets  
*Junjie (Teddy) Wen*  

8 Motivations, preferences and personality of senior tourists: Cross-cultural comparison between American and Chinese groups  
*Felix Elvis Otoo and Seongseop (Sam)Kim*  

9 Popular culture tourism: trend or transition?  
*Valeriya Radomskaya*  

10 Paranormal tourism: Old beliefs and new markets  
*Chonlada Pharino*
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Listening to children as a tourism market: The Asian context</td>
<td>176</td>
</tr>
<tr>
<td></td>
<td><em>Zohre Mohammadi</em></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Tourism luxury values: a global approach</td>
<td>191</td>
</tr>
<tr>
<td></td>
<td><em>Antónia Correia, Helena Reis and Vahid Ghasemi</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Part III: New ways of marketing to emerging tourist markets</strong></td>
<td>211</td>
</tr>
<tr>
<td>13</td>
<td>Long-stay tourists and the world of international retirement migration</td>
<td>211</td>
</tr>
<tr>
<td></td>
<td><em>Simon Hudson and Louise Hudson</em></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Investigating the affective image of emerging tourism destinations</td>
<td>230</td>
</tr>
<tr>
<td></td>
<td><em>Adriana F. Chim-Miki, Metin Kozak and Edvan Cruz Aguiar</em></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Regional destination branding in a developing country context</td>
<td>244</td>
</tr>
<tr>
<td></td>
<td><em>Mostafa Selima, Alan Fyall and Giulio Ronzoni</em></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Authenticity and aesthetics of global tourists’ experiences</td>
<td>267</td>
</tr>
<tr>
<td></td>
<td><em>Eunkyung Park</em></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Misbehaviours of emerging tourism markets</td>
<td>278</td>
</tr>
<tr>
<td></td>
<td><em>Philip L. Pearce</em></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>New markets and selling hope in a changed tourism world</td>
<td>297</td>
</tr>
<tr>
<td></td>
<td><em>Philip L. Pearce and Antónia Correia</em></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Conclusion</td>
<td>318</td>
</tr>
<tr>
<td></td>
<td><em>Antónia Correia, Philip L. Pearce</em></td>
<td></td>
</tr>
</tbody>
</table>

Index

323
List of tables

2.1: Cambodian historical events (1863-2004) 11
3.1: Categories and themes of the emerging tourism markets in China 27
4.1: Posters, number of posts and contributors 45
4.2: Details of the posts at TripAdvisor forum 47
4.3: Comparison of information sought 51
5.1: General description of coffee tourism destination category 65
5.2: Coffee tourism destination category and description of observed destinations 66
7.1: Natural celestial resources of astronomy tourism 103
7.2: Astronomy tourism products classified by source of suppliers 109
7.3: A synthesis of the seven segments of the astronomy tourism market 115
7.4: Industrial statistics of global astronomy tourism market distribution 116
8.1: Factor analysis on overseas travel motivations of American seniors 126
8.2: Factor analysis on overseas travel motivations of Mainland Chinese seniors 127
8.3: Comparison of travel motivation domains across nationality 129
8.4: Comparison of overseas travel preferences across nationality 130
8.5: Comparison of travel personality attributes across nationality 131
8.6: Comparison of travel-related characteristics across nationality 132
8.7: Comparison of travel behavioral intention across nationality 133
10.1: Comparison of paranormal tourism with other types of tourism 160
10.2: Paranormal destinations in Bali, Indonesia. 166
11.1: Comparative experience analysis of different tourism activities 187
12.1: Factor analysis on luxury values 199
12.2: Test differences of luxury values across continents 202
13.1: International Living’s top 10 countries to retire in 2020 215
13.2: Trends for the senior consumer 223
13.3: Leisure in retirement compared to before retirement 224
14.1: Characteristics of the textual corpus 235
16.1: The relationship between authenticity and aesthetic experience 273
18.1: Sample characteristics 305
## List of figures

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>The procedure of data collection and analysis</td>
</tr>
<tr>
<td>4.1</td>
<td>Nature of responses</td>
</tr>
<tr>
<td>4.2</td>
<td>The WOLF model applied for the Muslim travelers</td>
</tr>
<tr>
<td>5.1</td>
<td>Education-based coffee tourism destination</td>
</tr>
<tr>
<td>5.2</td>
<td>Artisan based coffee tourism destination</td>
</tr>
<tr>
<td>5.3</td>
<td>Merchandise and performative labour in an artisan based coffee tourism destination</td>
</tr>
<tr>
<td>7.1</td>
<td>Spatial boundaries of space tourism and astronomy tourism</td>
</tr>
<tr>
<td>7.2</td>
<td>Map of light pollution’s visual impact and dark-sky resources</td>
</tr>
<tr>
<td>7.3</td>
<td>An integrated understanding of astronomy tourism market</td>
</tr>
<tr>
<td>10.1</td>
<td>Emergence of paranormal tourism</td>
</tr>
<tr>
<td>10.2</td>
<td>Thai spirit houses</td>
</tr>
<tr>
<td>10.3</td>
<td>Definition of paranormal tourism</td>
</tr>
<tr>
<td>10.4</td>
<td>The Orchestra Model of on-site experience</td>
</tr>
<tr>
<td>10.5</td>
<td>Facets of paranormal experiences</td>
</tr>
<tr>
<td>11.1</td>
<td>Orchestra Model of Tourism Experience concepts with frequency percentage, for families travelling with children</td>
</tr>
<tr>
<td>11.2</td>
<td>Dissatisfaction issues for families with children</td>
</tr>
<tr>
<td>12.1</td>
<td>Conceptual Model</td>
</tr>
<tr>
<td>12.2</td>
<td>Joint plot of category points for luxury antecedents.</td>
</tr>
<tr>
<td>12.3</td>
<td>Joint plot of category points for luxury consequents</td>
</tr>
<tr>
<td>12.4</td>
<td>Luxury values means by continents</td>
</tr>
<tr>
<td>12.5</td>
<td>Similarity tree of luxury meanings</td>
</tr>
<tr>
<td>13.1</td>
<td>Retirement migration flows around the world</td>
</tr>
<tr>
<td>13.2</td>
<td>Popeye Village, Malta</td>
</tr>
<tr>
<td>13.3</td>
<td>Feeling welcome abroad</td>
</tr>
<tr>
<td>13.4</td>
<td>The relationship between retirement migration and tourism</td>
</tr>
<tr>
<td>13.5</td>
<td>Malaga, Spain, a popular European retirement destination</td>
</tr>
<tr>
<td>13.6</td>
<td>Projected global population aged 60 years or older</td>
</tr>
<tr>
<td>13.7</td>
<td>The tipping point: The number of ‘time affluent’ vs ‘time constrained’ Americans from 1980-2050</td>
</tr>
<tr>
<td>14.1</td>
<td>Similarity tree of feelings toward João Pessoa as a vacation destination</td>
</tr>
<tr>
<td>14.2</td>
<td>Results of descending hierarchical analysis</td>
</tr>
<tr>
<td>15.1</td>
<td>Inbound tourism to Egypt</td>
</tr>
</tbody>
</table>
15.2: Brand logo 252
15.3: Egypt’s touristic regions 254
15.4: The Nile Valley 255
15.5: Red Sea Region 256
15.6: White Med 256
15.7: Egypt’s emerging regional branding map 259
16.1: Factors influencing tourist experience 274
17.1: A compass of the misbehaviours of new markets 282
17.2: A gradient of managing and altering tourist behaviour to promote less impact 290
18.1: Results of the lexical similarity analysis showing the relationships between the words used in DMOs’ messages 307
18.2: Word cloud of the messages in non-European countries 308
18.3: Word cloud of the messages in Northern Europe 309
18.4: Word cloud of the messages in Southern Europe 310
18.5: Pictorial examples of the message categories 311
18.6: Pictorial examples of the message categories 312
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