Index

aesthetic experiences in tourism 271	authenticity loss
aesthetic labour 62	and popular culture 144
aesthetics of tourism 269	
aesthetic tourists 267–277	baby boomers 212
alienation 91	Bali and paranormal beliefs 166
amenity migrants 213	barriers to relocating 218
American and Chinese seniors120–140	behaviour management 289
information technology usage 135	behaviours
personality traits compared 130–131	intentionality-impact mode 282–283
travel-related characteristics com-	Bilibili 25
pared 132	brand attributes, Egypt 253
American seniors	brand equity 246
travel motivations 126	branding destinations 247
Angkor, tourism destination 15	brand loyalty 179
Angkor Kingdom 9	brand management 248
animal species, impact on 285	brand personality, Egypt 253
animation pilgrimage tourism 28	brand positioning 249
Annual Global Retirement Index 215	brand theory 246–247
Asian economic growth 299	Brazil 231–243
Asian financial crisis 299	
astronomical tourism 101	Cambodia 7–20
astronomy tourism 99–119	casinos and resorts 16-17
definitions 101	development of destinations 14
geographic location 107	ecotourism 16
global market distribution 116	orphanage tourism 14
market segments 110–115	recent history 8–11
mobility 104	Tourism Development Strategic Plan
observatory and planetarium	2012-2020 13
visitors 111	tourism governance 13-14
products, suppliers and tourists	tourism growth since 1991 12
108–110	World Heritage properties 15
rarity of phenomenon 106	Cardamom Mountains 16
viewing conditions 106	celestial ecotourism 101
astrotourism 102	Certified Retirement Community
auroras 113	programs 213
authenticity 90-92, 267-277	children, influence on parents' choices
and aesthetic appraisal 269	177
and subjectivity 271	children's tourism market, importance
cultural villages in South Africa 90	of 177
definitions 270	China
lost 92	growth as tourist market source 21
philosophers' views 273	outgoing tourism market 84–85

Chinese and American	marketing to attract retirees 213
senior tourists compared 120–140	digital-free tourism 30
Chinese millennials 22	digital nomads 213
and consumerism 32–33	Disneyfication 58
Chinese tourism market 21–36, 85	Disneyization 57–78
new trends 28–33	defined 58
Chinese tourists	of coffee tourism 67–71
behaviours 22–24	DMOs. See destination marketing
coffee tourism 57–78	organisations
and hybrid consumption 60	
destinations 63	eclipse chasers 113
artisan-based 64, 71–72	Egypt 244–266
education-based 63, 67–69	brand attributes 253
themes 59–60	brand personality 253
merchandising 61	national strategic plan 258–261
communism	national tourism brand 252
collapse in Eastern Europe 12	regional branding map 259
in Europe and Asia 8	tourism growth 250-252
communities	tourism regions 255–257
locals and tourists 279-281	elderly population growth 123
cost of living 214	electronic word-of-mouth 232
COVID-19 1, 297–317	emerging tourism destinations
and Chinese tourists 22	230–243
reaction of DMOs 306-308	emotional labour 62
cross-border destination marketing 83	Expedia as research source 234
cross-marketing	_
tourism and TV/film 149	family re-unification 219
cultural boredom 143–156	family tourism 176–190
cultural borrowing 145	dissatisfaction issues 183
cultural homogenization 91	child-focussed 185
culture shock 281	studies from children's angle 178
culture tourism 141–156	festivals 146
	French Indochina 9
dark sky 102–104	
dark tourism 160	geek tourism 147
data mining 233	ghost tourism 160
decision-to-move factors 216	globalization 267–268
demographic trends 300	global tourists 267–277
descending hierarchical analysis	Gore, Al 300
236–238	graffiti 283
destination branding 247	Grand Egyptian Museum 261
destination image 230-243, 303-304	Grand Tour 191
destination marketing organisations	
COVID-19 response	Halal culinary tourism 81
Non-European countries 308–309	Halal tourism 81
Northern Europe 309–310	halo effect 221
Southern Europe 310–311	hunting and fishing 284
marketing policy 301–302	hybrid consumption 58
destinations	and coffee tourism 60
astronomy tourists 104	

income tax exemption 214 India, tourism brand image 86 Indonesia 57-78 and coffee agriculture 58 paranormal tourism case study 166 information search, online 41 interactive technology and popular culture tourism 149 intercultural contact, impact 280 International Living 215

Java coffee 58

Kazan Resolution, astonomy tourism keyword inquiries, websites 25

Khmer Rouge 9 lifestyle tourism 30

light pollution 105 long-stay tourists 211-229 loyalty

cognition, affect and behaviour 179 to destinations 179

lunar eclipses 113 Luwak coffee 61

luxury, democratization 192

luxury consumption 33 luxury meanings 204–205

luxury tourism 191-210

antecedents 194-195

solution for tourism post-COVID-19 192-193

consequents 195

merchandising 61

luxury values

factor analysis 199-200

global variations 202

Mainland Chinese seniors travel motivations 127 Malaysia, medical tourism 81 Malaysia My Second Home 214 Malta Retirement Plan 214 marketing approaches, successful 80 - 84medical tourism 82 Mekong tourism 17 memory tourism 148

microblogs 24-25 millennials, Chinese 22-24 misbehaviours of tourists 278-296 motivations 216

mundane authenticity 30 mundane tourism 30 Muslim tourists 38-40

meteor seekers 112

favorite destinations 51-52

needs 40

queries before travelling 37–56

travel motivations 40

types of information sought 44-47

Muslim women travellers 39

new and emerging markets definitions 281-282 new edges 24 niche tourism 157-175 nostalgia, as tourism motivator 148 nostalgia tourism 31

online tourism information search 41 orbital space tourism 102 Orchestra Model of on-site experience 164-165, 181-182 overtourism 87-89, 192 Venice 88

paranormal tourism 30, 157-175 defined 161 emergence 158 experiences and contexts 169 overlapping categories 162 parent-child relationships 178 party culture 287 PCT. See popular culture tourism performative labour 62 Phnom Penh 14 pilgrimage tourism 160 place branding, regional 257-258 place identity 80 place storytelling 80 Pol Pot regime, legacy 14 Pop Culture campaign, Thailand 148 pop culture tourism 28 popular culture tourism 141–156 artefacts as tourist attractions 146 globalisation 144

loss of authenticity 144

popular culture based marketing campaigns 148 population changes, impact on tourism 2 post-communist tourism 7–20 push and pull forces 123

re-circulation 213 regional branding, 244-266 religious tourism 160 retiree destinations 213-216 best countries 215 Europe 214 retiree migration and COVID-19 226 retiree population, US 212 retiree transition stage 218 retirement migration, 219 and tourism 218-219 desirable demographic group 213 future trends 221-224 Japanese government policy 220 motivations 216-218 retirement transition 213

sacred tourism 161 screen-induced tourism 28 senior tourism market 120-140 motivations 125-128 trends 223 value of 122 sentiment analysis process 233 tourists' reviews 231 value to destination authorities 239-241 serious leisure 32 sex tourism 288 similarity analysis 236 Similarity tree 237 Sina Weibo 25 Singapore, tourism destination 179 skyglow 105 social media as data source 25 social rules, tourist-local conflicts 286 solar eclipses 113 space tourism 101 SpaceX Dragon 117 special interest tourism 99-119, 159 - 162

wider appeal 87 spiritual tourism 161 stargazers 110 starlight reduction 104 star party travellers 110 strangers, impact on communities 279-281 subjective age 223

tangible astronomical heritage 103 tax base 213 tech-tourism 149 terrestrial space tourism 101 terrorism 245 tourism destinations, artisan-based tourism development 141-156 tourism markets emerging and developed 79-98 influence of children 176-190 tourist experiences 269-270 and Orchestra Model 164 cognitive and affective components factors affecting 163 travel vlogs 32 trendsetters 225 TripAdvisor 41 as research source 234 as research tool 180 key source of information 43 posts for research 43-46

UNESCO, Astronomy and World Heritage Thematic Initiative 103

vandalism 283 historic roots 89 Venice and overtourism 88 video blogs. See vlogs Virgin Galactic 117 vlogs 24-25

web scraping 234 website, keyword inquiries 25 weird tourism 30 Wellness programs 217 World Heritage List 15