

Chapter 3

Literary Tourism in Northern Portugal and Its Contribution to Regenerative Tourism: Preliminary Insights

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ABSTRACT

Literary tourism has been the subject of new studies and new approaches in the academic context, not only from a historical and cultural perspective, but also for the benefit of the local community and the progress of the territory. This chapter aims to present an embryonic reflection on the importance that literary tourism could represent for the benefit of regenerative tourism and the long-term preservation of territories and communities. This research aims to focus on the context of Northern Portugal (a Portuguese geographical context strongly characterized by its cultural wealth and heritage). Regenerative tourism frameworks point to the restoration and building of social, cultural and environmental conditions in destinations. This initial reflection aims to focus on national visitors, considering the importance that domestic tourism can promote in the interior of each country, as a preponderant element for the good practice of a more regenerative tourism (not only in terms of sustainability, but also in terms of culture, history, literary heritage and local resources).

INTRODUCTION

Tourism is a sector of activity strongly characterized by different motivations and particular individual interests. There are many studies on the subject of tourism segmentation, niche markets and even special interest tourism (Santos et al., 2021; Santos et al., 2022; Sousa & Simões, 2019). In this context, and in particular, literary tourism has been the subject of new studies and new approaches in the academic context, not only from a historical and cultural perspective, but also for the benefit of the local community and the progress of the territory (from the perspective of residents, visitors and stakeholders) (Liberato et al., 2021; Rodrigues et al., 2024; Liberato et al., 2024). Literary tourism encompasses visits to places related to literary works and their writers and usually includes visits to places highlighted in literature or places related to the lives of writers, being categorized as cultural tourism (Anjo et al., 2021; Bu et al., 2021; Bargenda, 2024). Regenerative tourism has also been a hot topic in recent years. Accordingly Cave and Dredge (2021), regenerative tourism frameworks point to the restoration and building of social, cultural and environmental conditions in destinations - something with the intention of tourism experiences beyond sustainability.

The aim is to develop community capacity and resilience, making destinations more attractive and ensuring long-term environmental and social well-being (Scheyvens & Biddulph, 2017). Thus, this chapter aims to present an embryonic reflection on the importance that literary tourism could represent for the benefit of regenerative tourism and the long-term preservation of territories and communities. In particular, our exploratory reflection aims to focus on the context of Northern Portugal (a Portuguese geographical context strongly characterized by its cultural wealth and heritage). This initial reflection aims to focus on national visitors, considering the importance that domestic tourism can promote in the interior of each country, as a preponderant element for the good practice of a more regenerative tourism (not only in terms of sustainability, but also in terms of culture, history, literary heritage and local resources). The connection between the two lies (i.e. literary tourism and regenerative tourism) in their shared goal of benefiting local communities and promoting sustainable practices. Literary tourism can be a part of regenerative tourism if it includes efforts to preserve and enhance the cultural and natural environments of the destinations. Both forms of (special forms of) tourism can work together to create meaningful and sustainable travel experiences that respect and restore the places visited.

THEORETICAL BACKGROUND

Literary Tourism

Literary tourism brings people closer to the literary heritage (Alghureiby, 2015; Grum-Schwensen & Frandsen, 2016; Rodrigues et al., 2024; Jiang & Xu, 2016) in its most diverse forms, genres, historical periods, and geographies (Alghureiby, 2015; Busby & Devereux, 2015; Brown & Gentile, 2015; Pennacchia, 2015; Yu & Xu, 2016), being a special experience of literature in the tourism world (Jiang & Xu, 2017). Thus, literary tourism enables the connection between literature and the world in which it exists. Literary tourism is usually identified as a niche market (Brown, 2016; Gentile & Brown, 2015; McClinchey, 2015; Pennacchia, 2015), as its sustainable characteristics enable both important economic dynamics and the preservation of literary heritage (Alghureiby, 2015).

Literary tourism has significant educational potential. As Baleiro & Quinteiro (2019) note, literary museums, tours, and festivals offer rich opportunities for learning, not only about literature but also about the broader cultural and historical context in which literary works were produced. Kennon (2016) highlights that literary tourism can also play an essential role in the development of young readers. For children, literary tourism opens the door to exploring “other” places and perspectives through literature. This aspect of tourism promotes not just the imagination but also fosters educational opportunities by encouraging young people to engage more deeply in the literary worlds they encounter.

Profiling literary tourists reveals a complex interplay of motivations that drive individuals to engage with literary places. Research indicates that motivations for visiting literary destinations can be categorized into distinct factors, which help in understanding the diverse profiles of literary tourists. Topler et al. (2024) highlight that it is often challenging to isolate literary interests from broader travel motivations. For many visitors, stopping at a literary site may simply be a byproduct of another primary travel motive. This complexity indicates that, although a large number of visitors may engage with literary places, only a few have deliberately chosen these sites for their connection to literary art (Topler et al., 2024). Herbert (2001) examined the connection between social class and literary tourism, noting that most visitors to literary heritage sites are “service classes”, from managerial, professional, and white-collar backgrounds.

The motivations driving literary tourism are also closely tied to the literary works themselves. As Bu et al., 2021 explain, literary sites offer a unique opportunity for visitors to bring to life the fantasies and dreams sparked by reading. These sites are not just physical locations; they are infused with imagination and emotion, creating spaces where visitors can connect with their favorite works of literature. This imaginative engagement often bridges the gap between reality and fiction, allowing tourists to feel closer to the narrative worlds they have encountered in books. Bu et al. (2021) further classify literary tourists into three clusters based on their motivations: “Literary Motivated,” “Literary Inspired,” and “Literary Neutral.” This classification underscores the diversity in the level of engagement that different types of literary tourists have with the sites they visit.

One of the key themes that emerge from the literature on literary tourism is the concept of authenticity. Jia (2009) argues that tourists seek a form of constructive authenticity, where the importance is not only placed on the historical accuracy of the sites but also on the personal, symbolic experiences they evoke. For literary tourists, the search for meaning is often personal and subjective. This means that the emotional and intellectual connection with a site can be just as important, if not more so, than its factual or historical authenticity.

Bu et al. (2021) also point to the HAIR acronym (heritage, author, intellectual, and residence) to explain the top motivations for literary tourists, which frequently revolve around an interest in the author, their works, and the place they lived or worked. This concept aligns with the idea that adapting literary texts for film or television can significantly heighten tourists' desires to visit film locations, adding another layer of engagement between tourists and literary works (Pennacchia, 2015). Similarly, van Es & Reijnders (2016) discuss how literary tourism can lead to fan-based experiences, where fans of fictional narratives are motivated to explore locations in the same way as the protagonists of the stories. This interaction between tourists and the narrative world enhances the emotional connection to the place, blurring the lines between fiction and reality.

Further expanding on motivations, Brown and Gentile (2015) identify emotional drivers such as nostalgia, escape, and cultural enrichment as fundamental to the literary tourist experience. These emotional connections are often linked to the biographies of authors and the places where they lived and worked. Literary tourists often seek a deeper understanding of the lives of the authors whose works they admire, driven by a desire to experience the places associated with the creative process. In addition to nostalgia and escape, literary tourism provides a space for tourists to reflect on their own cultural identity and engage with history and heritage in a personal way.

Literary tourism can also be seen as a secular pilgrimage, where visitors are drawn to sites not only for their literary significance but also for a spiritual or emotional connection to the author or their work. Brown (2016) provides an example of this in the case of visitors to the graves of Jean-Paul Sartre and Simone de Beauvoir, in Paris, where tourists are motivated by a desire to feel a sense of closeness and communion with the authors. This act of visiting the resting places of authors functions similarly to religious pilgrimages, where the space serves as a site for reflection, connection, and even the offering of tributes. Another important aspect of literary tourism is the aestheticization of everyday life, as described by Brown and Gentile (2015).

Quinteiro et al. (2020) further argue that literary-based tourism products act as significant pull factors, attracting visitors to destinations that they may not have considered otherwise, thanks to the connection with literary texts. In terms of sensorial and emotional engagement, Jiang & Yu (2020) emphasize that literary tourism experiences often engage multiple senses and evoke strong emotional responses. For literary tourists, the multisensory experience of visiting a literary site involves not only perception and imagination but also a deep emotional and intellectual connection to the place.

McClinchey (2015) analyzes 20 non-fiction English-language travel books about Paris, identifying themes such as transformation, sensuous experiences, home and belonging, and nostalgia. These narratives reveal that authors prioritize slow pleasures and emotional connections to the past, illustrating how travel literature enhances the understanding of distinct place experiences. Cultural elements, like art and literature, are shown to significantly shape the tourist imagination and the emotional depth of travel experiences.

Finally, MacLeod (2021) introduces the concept of *genius loci*—the spirit of place—when describing the experience of visiting authors' homes. Visitors are often drawn to these spaces because of their association with the creative process. The presence of personal objects, domestic settings, and a tangible connection to the author's life work together to create an authentic experience that many visitors describe as profound. This sense of connection with the “spirit” of the author is a significant draw for literary tourists, reinforcing the idea that literary tourism is not just about physical places but also about the emotional and intellectual experiences they evoke.

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Moreover, literary tourism has significant educational potential. As Baleiro & Quinteiro (2019) note, literary museums, tours, and festivals offer rich opportunities for learning, not only about literature but also about the broader cultural and historical context in which literary works were produced. Kennon (2016) highlights that literary tourism can also play an essential role in the development of young readers. For children, literary tourism opens the door to exploring “other” places and perspectives through literature. This aspect of tourism promotes not just the imagination but also fosters educational opportunities by encouraging young people to engage more deeply in the literary worlds they encounter.

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Regenerative Tourism

Regenerative Tourism for Social Development emerges as an avant-garde compendium, offering scholarly disquisitions that transcend conventional paradigms of sustainable tourism. This volume delineates a radical rethinking of tourism as a catalyst for socio-environmental renewal, positioning it as a crucible for transformative impact (Dredge, 2022; Alhitmi et al., 2024; Elgani et al., 2024). Regenerative tourism has recently emerged as a prominent concept, yet its full implications for destinations and communities still need to be explored. According to Bellato and Pollock (2023) regenerative tourism is an evolving paradigm that emphasizes creating opportunities for healing and renewal in tourist destinations while addressing tourism's broader social, economic, and environmental impacts. It seeks to mitigate the

challenges posed by the climate crisis, resource depletion, and ecological degradation through a more meaningful and sustainable approach to tourism. According to Bellato & Cheer (2021), Regenerative tourism not only aims to reduce the negative impacts of tourism but also fosters the revitalization of destinations by holistically incorporating the perspectives and active participation of local communities, businesses, and stakeholders.

Regenerative tourism frameworks point towards the restoration and building of social, cultural, and environmental conditions in destinations—something with the intention of tourism experiences beyond sustainability (Cave & Dredge, 2021). The goal is to develop community capacity and resilience, making destinations more attractive while ensuring long-term environmental and social well-being (Scheyvens & Biddulph, 2017; Tham & Sharma, 2023). Thus, regenerative tourism goes far beyond sustainable tourism, it aims to regenerate and preserve ecosystems and biodiversity, as well as benefit local communities, while offering authentic and unique experiences to those who visit the region (Hui, Raza, Khan, Zaman & Ogadimma, 2023; Pereira et al., 2024).

Beyond disaster recovery, regenerative tourism models have demonstrated their value in fostering resilience by addressing systemic vulnerabilities within communities. Projects that focus on ecological restoration, sustainable farming practices, and community-based conservation empower local populations to take an active role in managing their resources. These initiatives, supported by volunteer involvement, help to mitigate environmental degradation while creating economic opportunities that enhance community stability (Paddison & Hall, 2024). In this context, and moreover, literary tourism has significant educational potential. As Baleiro & Quinteiro (2019) note, literary museums, tours, and festivals offer rich opportunities for learning, not only about literature but also about the broader cultural and historical context in which literary works were produced. Kennon (2016) highlights that literary tourism can also play an essential role in the development of young readers. For children, literary tourism opens the door to exploring “other” places and perspectives through literature. This aspect of tourism promotes not just the imagination but also fosters educational opportunities by encouraging young people to engage more deeply in the literary worlds they encounter.

METHODOLOGY AND CONTEXT

The preliminary study area selected for this empirical research corresponds to the Northern region of Portugal, more specifically, the area under the jurisdiction of the Regional Tourism Authority of Porto and the North, which includes several cities and towns of literary importance. From an embryonic perspective, and as far as the methodology is concerned, this chapter presents a survey and diagnosis of the phenomenon to be studied, namely seeking to identify some of the main authors and writers in literary tourism in the north of Portugal and to design an initial investigation that will make it possible to understand the profile of the literary tourist in the north of Portugal, in particular national tourists. This initial diagnosis also aims to gauge the sensitivity (for future studies) of the link between literary tourism and the promotion of more regenerative tourism and the preservation of culture, heritage, history and the tangible and intangible resources of the local community and literary wealth for future generations.

Portugal is emerging as a key location for literary tourism, with cities like Porto, Coimbra, and Lisbon and rural areas offering significant potential for tourism development based on literary heritage. Porto stands out due to its historic ties with notable literary figures like Júlio Dinis, whose novel *An English Family* has inspired a literary itinerary that highlights the city’s cultural and historical identity (Oliveira

& Albuquerque, 2023). Similarly, Lisbon has embraced literary tourism with the creation of a digital literary map of Fernando Pessoa's works (Anjo et al., 2021) and the development of literary-themed hotels, such as the Lisboa Pessoa Hotel, which integrates literary heritage into the guest experience (Oliveira, 2020). Studies on literary museums in Portugal demonstrate how these spaces enhance visitor connections with authors and their works, promoting cultural engagement (Baleiro, 2023). In Coimbra, research on Miguel Torga illustrates the use of literary heritage in creating sustainable tourism products (Quinteiro et al., 2021; Sousa & Pereira, 2022). Additionally, (Quinteiro et al., 2020) highlight the creation of a digital literary map and the potential of Coimbra as a literary tourism destination. Rural areas in northern Portugal offer opportunities for literary and rural tourism, with a focus on local literary resources contributing to sustainable development (Marques & Cunha, 2013). The promotion of José Saramago's Baltasar and Blimunda in Mafra and Lisbon as part of literary tourism strategies highlights the role of literature in shaping visitor experiences (Oliveira et al., 2017). Moreover, the connection between literary heritage and traditional games, such as the "Jogo do Pau," showcases how literature and traditions intersect in Cabeceiras de Basto, contributing to new tourist experiences (Aguiar & Ribeiro, 2024). Finally, the rise of literary festivals across Portugal is fostering cultural tourism and increasing the visibility of the country's literary heritage (Martinez Tejero, 2021).

PRELIMINARY DISCUSSION

Some of the chapter's preliminary conclusions seem to show that the older public is more interested in literary tourism. This can be explained by the fact that they are more knowledgeable about authors, have more free time and economic capacity. On the other hand, literary tourism involves activities that include outings for two or excursions. Literary tours are more frequently offered in groups in the northern region of Portugal. Literary tourists visiting the north of Portugal are motivated by the culture, events and experiences of the region due to its dynamics and uniqueness. Activities related to literary tourism are a way of escaping routine and acquiring knowledge about literature, authors and works, promoting the region's culture. Taking part in routes and visiting museums are some of the most popular literary tourism activities in the northern region. Literary tourism in the northern region of Portugal offers affordable prices combined with hospitality, a diversity of accommodation and restaurants, helping to motivate customers to buy and visit certain products. According to Pascoal (2019), the north of Portugal is a region with a vast literary heritage, inhabited, visited and even mentioned by several authors in the most varied texts of our literature. Some of Portugal's leading writers were inspired by its landscapes, through their travels and/or experiences, giving rise to great works, many of which today are covered in schools or even mentioned in the media.

Notable names include Almeida Garrett, Camilo Castelo Branco, Arnaldo Gama, Júlio Dinis, António Nobre, Antero de Quental, Guilherme Braga, Sampaio Bruno, Soares de Passos, Oliveira Martins, Ramalho Ortigão, Eça de Queirós, Guerra Junqueiro, Raúl Brandão, Sophia de Mello Breyner or Agustina Bessa-Luís. By examining the preliminary socio-demographic characteristics, motivations (both push and pull), satisfaction levels, and behavioral intentions of literary tourists, this (future) research will provide an important base for the identification of strategies for enhancing literary destination management and literary visitor engagement. This study underscores the critical role of infrastructure, cultural preservation, and literary activities in shaping the success of literary destinations. Thus, this chapter presented an embryonic reflection on the importance that literary tourism could represent for the benefit

of regenerative tourism and the long-term preservation of territories and communities. In specific, our exploratory reflection aims to focus on the context of Northern Portugal (a Portuguese geographical context strongly characterized by its cultural wealth and heritage). This initial reflection aims to focus on national visitors, considering the importance that domestic tourism can promote in the interior of each country, as a preponderant element for the good practice of a more regenerative tourism (not only in terms of sustainability, but also in terms of culture, history, literary heritage and local resources).

The literary tourist is a type of tourist who visits a particular place mainly because of a writer and/or work. They visit the landscapes and moments that have been significant in the work they have read and/or in the life of a particular author they admire. At the same time, this argument seems to show a strong relationship with the orientation towards regenerative tourism in the territories and the practice of actions that promote the preservation of the place and the sustainability of material and immaterial resources for generations to come. The connection between the two lies (i.e. literary tourism and regenerative tourism) in their shared goal of benefiting local communities and promoting sustainable practices.

Literary tourism can be a part of regenerative tourism if it includes efforts to preserve and enhance the cultural and natural environments of the destinations (Squire, 1996; Rodrigues et al., 2024). Both forms of (special forms of) tourism can work together to create meaningful and sustainable travel experiences that respect and restore the places visited. Some examples (e.g. Dublin) show how destinations can integrate literary tourism with regenerative tourism principles to create enriching and sustainable travel experiences. Dublin is known for its rich literary history, being the home of James Joyce, Samuel Beckett, and other notable writers (Carvalho et al., 2021; Johnson, 2004). This European city offers literary tours, festivals, and museums dedicated to these authors. On the other hand, initiatives focus on sustainable tourism practices, such as reducing carbon footprints and supporting local businesses. Literary events often highlight environmental themes and promote eco-friendly practices (Alghureiby, 2015).

FINAL CONSIDERATIONS

The major challenge is to assess the relevance of the writers, literary works and associated facilities in a regional and sub-regional context, and to develop strategies for their valorization through tourism, namely by framing them in literary itineraries. The writers identified in this first phase of the project will be: Camilo Castelo Branco, Eça de Queiroz, Miguel Torga, Aquilino Ribeiro, José Rogério, Guerra Junqueiro, Domingos Monteiro, Pina de Moraes, Ferreira de Castro, Mário Cesariny, Lisa Pina de Moraes and Graça Pina de Moraes. Although they are a small sample of those who enrich the literary heritage in the north of Portugal, they stand out for their territorial scope, the value of their published work and their national and international recognition. It is hoped that the chapter will present a set of proposals to support the continuation of the initiative now being presented. One of the premises of this chapter is to frame its overall objective within the Sustainable Development Goals (SDGs): SDG 4: “Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all” | SDG 5: “Achieve gender equality and empower all women and girls” | SDG 8: “Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all” | SDG 9: “Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation” | SDG

11: 'Make cities and human settlements inclusive, safe, resilient and sustainable' | SDG 17: 'Strengthen the means of implementation and revitalize the global partnership for sustainable development'.

The following will be used in future stages, based on the collection of information (survey of writers in the region, questionnaire survey of visitors), strategies will be used to enhance the literary tourism heritage of the Northern region, in a regenerative tourism logic, by designing literary itineraries, enhancing the tourist experience through storytelling and co-creating innovative experiences, with the participation of professionals in the sector, the local community, organizations and visitors. The expected results include the creation of literary routes, the development of a prototype APP for a literary route (selected from among the proposed routes), relevant to the topic of the chapter applied to NUT II.

This chapter intends to help to address critical gaps in literary tourism literature by adopting a quantitative approach to explore the literary tourists' motivations, satisfaction and behavioral intentions in the northern region of Portugal. By analyzing the interaction between push and pull motivations, it offers empirical insight into how these elements shape visitors' experiences and behaviors. In addition, the results bridge the gap between the literary destinations offers and the profile of literary visitors, providing a useful framework for the definition of strategies that will improve the management of literary tourism. In Portugal, given the presence of seasonality, especially in coastal or southern regions, there was also a need to implement literary fairs and festivals, also with the aim of promoting the heritage culture of the different regions. And less than ten years ago there was a spread of this type of offer, present in more than a third of Portuguese municipalities (Liberato et al., 2021). In addition to festivals, another strategy devised by some regions to appeal to literary tourism has been to combine it with hotels, with the emergence of literary hotels and library hotels. Literary hotels focus on an author and their work, through spaces that explore their life and writing, while library hotels are the result of the connection between accommodation and a library, where books play the main role (Quinteiro & Baleiro, 2017). These hotels seek to respond to the new profile of the cultural tourist and are also an aspect to take into account when promoting and developing regenerative tourism practices in the territories. The future analysis of push motivation shows that literary visitors are driven by a combination of emotional, intellectual, social, and recreational factors. While «Cultural and Emotional Experience» and «Exploration and Discovery» directly align with the core themes of literary tourism, «Balance between Work, Leisure, and Well-Being» and «Interculturality and Social Experiences» highlight additional layers of motivation. Together, these motivations should provide a comprehensive understanding of the kind of internal factors that drive visitors to literary destinations and promote regenerative tourism concerns, guiding tourism strategies that respond to these multifaceted motivations. From another perspective, pull motivations highlight the external factors that attract these visitors to a destination, including «Infrastructure and Tourist Services», «Engagement in Literary Tourism Experiences», «Literary Education and Promotion», and the «Literary Cultural Preservation and Diversification». Together, these factors underscore the need for a comprehensive approach to destination development, balancing logistical accessibility and infrastructure with engaging literary offers. Both push and pull motivations found in this study are in line with the literature analyzed.

The literary tourist is a type of tourist who visits a particular place mainly because of a writer and/or work. They visit the landscapes and moments that have been significant in the work they have read and/or in the life of a particular author they admire. At the same time, this argument seems to show a strong relationship with the orientation towards regenerative tourism in the territories and the practice of actions that promote the preservation of the place and the sustainability of material and immaterial resources for generations to come. There are currently several literary tourism initiatives being adopted by the various

municipalities in the north of Portugal, including itineraries, house museums, fairs and festivals, hotels, tour operators/agencies and libraries. Thus, regenerative tourism goes far beyond sustainable tourism, it aims to regenerate and preserve ecosystems and biodiversity, as well as benefit local communities, while offering authentic and unique experiences to those who visit the region. The connection between the two lies (i.e. literary tourism and regenerative tourism) in their shared goal of benefiting local communities and promoting sustainable practices. Literary tourism can be a part of regenerative tourism if it includes efforts to preserve and enhance the cultural and natural environments of the destinations (Squire, 1996; Rodrigues et al., 2024). Both forms of (special forms of) tourism can work together to create meaningful and sustainable travel experiences that respect and restore the places visited.

Thus, from an interdisciplinary perspective, this chapter presents initial insights for the benefit of literary tourism and regenerative tourism. Although it is an embryonic chapter, the document presents some reflections in order to arouse interest among researchers in the debate on the importance of literary tourism for the benefit of regenerative tourism (particularly in the context of northern Portugal). Future studies should provide a more in-depth understanding of the profile of national visitors who practice literary tourism in the north of Portugal and the importance that this may have in terms of promoting regenerative tourism. Future studies should also allow for greater generalization of the results with the empirical study involving international tourists and allow causal relationships to be established in the field of structural equation models.

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KEY TERMS AND DEFINITIONS

Cultural Tourism: A type of tourism in which the visitor's essential motivation is to learn, discover, experience and consume the cultural attractions and products offered by a tourist destination. These attractions and products relate to the intellectual, spiritual, and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries as well as the living cultures with their lifestyles, value systems, beliefs and traditions.

Literary Tourism: A type of cultural tourism that deals with places and events from literary texts as well as the lives of their authors. This could include visiting particular place associated with a novel or a novelist, such as a writer's home, or grave site, following routes taken by a fictional characters, visiting places mentioned in poems, as well as visiting museums dedicated to specific writers, works, regional literatures, and literary genres.

Niche Tourism: Refers to how a specific tourism product can be tailored to meet the needs of a particular audience/market segment. Locations with specific niche products are able to establish and position themselves, as niche tourism destinations.

Regenerative Tourism: A practice of sustainable traveling and discovering new destinations.” It goes beyond “helping to conserve” a destination. The main goal of this tourism is to inspire visitors to impact the destination positively.

