



Analysis of the Niche Tourism Segment WellnessSpa Tourism and Evaluation of Its Degree of Sustainability

By Lilly Marlene Kunkel

Grin Verlag. Paperback. Book Condition: New. Paperback. 24 pages. Dimensions: 8.2in. x 5.3in. x 0.2in. Essay aus dem Jahr 2007 im Fachbereich Touristik Tourismus, Note: 2.5, University of Brighton (School of Service Management), Veranstaltung: Niche Tourism Trends and Development, Sprache: Deutsch, Abstract: The aim of this essay is, to evaluate the extent to which the lifestyle tourism sub-niche wellnessspa tourism is adequate as a tool for sustainable tourism development. To reach this aim, an examination of literature surrounding the fields of sustainability and wellness tourism will be undertaken and defined. Arguments for and against the sustainability and trends of the chosen niche segment will be discussed; mainly focussing on the case study of Nusa Dua on Bali, Indonesia, supported by other industry examples, and a final conclusion will be given. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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