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Consumer Tribes in Tourism Christof Pforr

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this book adopts a collectivist perspective on special interest tourism consumption bringing together research on special interest tourism and niche tourism as well as more recent research into the interdisciplinary applications of the sociological concept of neo tribes it promotes a shift in perspective away from special interest tourism understood as a sum of similarly motivated individuals to a collective view of special interest tourists who share common characteristics e g shared values beliefs and mutual interests and group structures this approach provides a better understanding of groupings that are not unified by a common tourism motivation but brought together by otherwise conditioned commonalities in actual behavior triggered by supply side contexts e g airbnb the book considers tourism micro segments as consumer tribes i e as symbolic communities in which individuals are embedded and loosely bound together as there is limited research on the collectivist perspective on special interest tourism consumption in the first part the book s conceptual theoretical discourse contributes to a better understanding of groupings in tourism behavior but also collectives that are not unified by a common tourism motivation presenting international examples the book explores in part 2 the group culture of a range of tourist tribes by describing emerging tourism micro segments identifying shared identities and analyzing their collective mechanisms

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