

2017

What Tourists Seek in Fair Travel: A Case of Korean Participants of Good Travel Programmes to Asian Destinations

Suh-hee Choi

Institute for Tourism Studies, Macau, suhhee@ift.edu.mo

Follow this and additional works at: <https://digitalcommons.library.tru.ca/cts-proceedings>



Part of the [Tourism and Travel Commons](#)

Recommended Citation

Choi, Suh-hee (2017) "What Tourists Seek in Fair Travel: A Case of Korean Participants of Good Travel Programmes to Asian Destinations," *Critical Tourism Studies Proceedings*: Vol. 2017 , Article 115.

Available at: <https://digitalcommons.library.tru.ca/cts-proceedings/vol2017/iss1/115>

This Abstract is brought to you for free and open access by Digital Commons @ TRU Library. It has been accepted for inclusion in Critical Tourism Studies Proceedings by an authorized editor of Digital Commons @ TRU Library. For more information, please contact apaterson@tru.ca.

Title: What Tourists Seek in Fair Travel: A Case of Korean Participants of Good Travel Programmes to Asian Destinations

Author: Suh-hee Choi

Affiliation: Institute for Tourism Studies, Macao

Contact: suhhee@ift.edu.mo

Session Type: Presentation

Abstract:

This case study about Good Travel—a community-based tourism enterprise—focuses on the organization of alternative tourism programmes and explores how one of its targeted, and its most loyal, demographic group—Korean middle-aged alternative tourists—is motivated to participate in and experience such an alternative form of tourism. Interviews with the repeat participants showed that, rather than consuming the host community's unique tourism offering, the tourists considered interactions with the host community and feelings of compassion as the most memorable components of their experience.