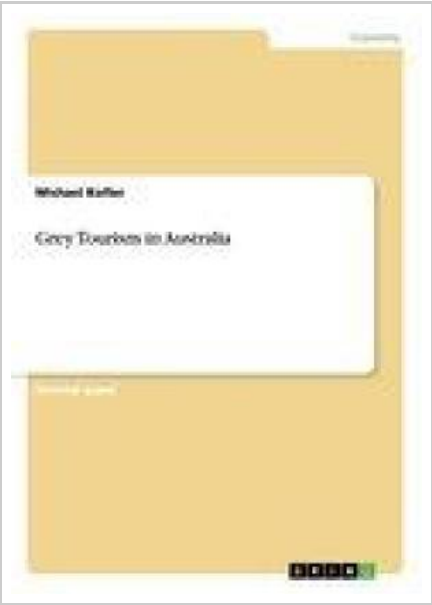

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Grey Tourism in Australia

By Michael Kofler

GRIN Verlag Gmbh Aug 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Tourism, grade: 2,0, Griffith University, language: English, abstract: Grey Tourism in Australia1. IntroductionThis paper deals with Grey Tourism in Australia. First of all, definitions, facts and figures about grey tourism and the motivation for senior travelling will be outlined. Secondly, different forms and activities of Grey Tourism in Australia will be identified. Next, the paper analyses the growing market of Grey Tourism and illustrates factors that influence senior travellers. Moreover, considerations regarding Grey Tourism will be examined. The paper will argue that leisure managers have to take into account that Grey Tourism is gaining significance in their industry and that special measures have to be taken to satisfy this growing market segment.2. Identification & explanation of the issue2.1. DefinitionsGrey Tourism is a niche market in the tourism sector that refers to the seniors travel market (Economic Development Committee, 2010). However, there are different definitions of seniors. In the following, the definition by Tourism Queensland (n.d.) will serve as basis as this definition is also used in other...

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