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

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

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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.