

## GUEST EDITORIAL PREFACE

# Special Issue on Niche Tourism, Green Tourism, Strategies, and Ethical Practices

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What motivates people to travel, spend their time and money seeing new sights and experience different cultures? The reasons are many but one thing is for certain; Tourism is an industry of growing complexity and within this complexity, niche tourism is relatively new form of tourism that is making a powerful impact on the tourism industry at a global level. One main reason is linked to the ethical values and increasing importance attached to sustainable development and making sure tourism contributes to the greater good: How do we optimize the positive aspects and minimize the negative impacts of tourism to help promote a sustainable industry for all to enjoy? The aim of this special issue is to help both researchers and practitioners to develop a critical understanding of niche tourism and green tourism strategies, policies, and practices from around the globe. The special issue brings together work from a range of disciplines and perspectives to explore how niche tourism and green tourism influence economic, social, cultural, environmental, technological, and ethical

sustainability from an international standpoint. The following seven articles provide a rich and diversified look at the niche tourism industry in development.

“Branding Prince Edward County as a Gastronomic Niche Tourism Destination: A Case Study” (Geneviève Brisson and Rocci Luppigini) explores the growing field of gastronomic tourism focused on wine tourism through the theoretical framework of destination branding theory. This insider study shows how key tourism industry players use processes of brand identity, product development, collaboration, support and communication to brand the region. Next, “Sustainability Criteria For Tourism Attractions: A Case Study Of Germany” (Michael Ottenbacher, Sina Schwebler, Daniel Metzler, Robert J. Harrington), uses empirical research via expert interviews to explore the implementation of government sponsored sustainability checks for tourism attractions. The study looks at attractions in Baden-Württemberg as a case to get the question: what are the key issues and

challenges that might arise when implementing a comprehensive sustainability check for different types of tourism attractions? ““Stepping on the heads of our Gods”: Community action and learning in response to tourism development in Manali, India” (Yangji Sherpa, A. John Sinclair, & Thomas Henley) focuses on the Himalayan region of India and its recent rapid development in tourism. It uses a qualitative case study of a proposed Himalayan Ski Village in Manali to explore the role of public participation in development decision-making processes. In “Green Tourism and the Ambiguities of Sustainability Discourse: The Case of New Orleans’s Lower Ninth Ward” (Kevin Fox Gotham & Joshua A. Lewis) explores the important relationships between green tourism and sustainability discourse in the post-Katrina rebuilding of the Lower Ninth Ward neighborhood in New Orleans. In a slightly different vein, “A supply-side stakeholder analysis of rural wine tourism development: The case of Lake Erie’s Southern Shore” (Donna Quadri-Felitti) looks at the common ground and friction among key supply-side stakeholder groups in the US Chautauqua-Lake Erie wine region,

pointing to the need for stakeholder collaboration as core for leveraging sustainable tourism development. Next, “Sport Tourism and the Discourse of Social Cohesion at the World Pond Hockey Championship Event” (Mark Lowes & Cory Awde) demonstrates how the notion of “social cohesion” acts as a unifying discourse and community builder of athletes, organizers and local residents involved in a sport-based tourism event, Canada’s World Pond Hockey Championship (WPHC). Finally, “Can Ecotourism in the Global South Develop the North?” (Daniel Newell McLane) shows how ecotourism can be, not only useful as a development tool for national economies but also as a means of promoting sustainability through use of biotic capital. Taken together, the collection covers makes a contribution to research and theory by show how international developments in niche tourism and ethical practices can leverage sustainable development of the tourism industry.

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