

Travel that is Experience-Based and Inclusive: The Role of Specialised Tourism

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Abstract

Specialised tourism is an important factor in inclusive and experience-oriented travelling in the contemporary tourism world. This imaginary paper explores how such niche tourist markets as wellness, medical, adventure, rural and cultural tourism, contribute to social and economic inclusion as well as enable the provision of diverse travel experiences. The paper examines how one-on-one services, communal participation and sustainability can enhance the development of a local as well as enjoyment by the visitors. The paper proposes a conceptual framework that incorporates the relationship between specialised tourism, experiential value, and inclusive growth by integrating theoretical perspectives and the present business trends. Also, it raises critical concerns influencing success of specialised tourist projects like affordability, accessibility, and infrastructural drawbacks. Findings emphasize the importance of the stakeholder collaboration and strategic planning in maximising the benefits of experience-based tourism. This study can be of great importance to policymakers, tourist planners and researchers who are interested in enhancing inclusive and sustainable development of tourism.

Keywords: Speciality Travel, All-inclusive Vacation, Travel Based on Experience, Sustainable Development of Tourism, Community Involvement

1. Introduction

From conventional mass travel methods to more varied and customised travel options, tourism tremendous has change. undergone Standardised packages, extensive infrastructure, and little interaction betweenvisitorsandhostcommunitieswerethemaindecades. However, alternative tourism models that prioritise authenticity, sustainability, and individual interaction have emerged as a result of shifting consumer choices, developments, consciousness. and technological rising social Hunziker and Krapf (1942) defined characteristics of tourism in previous tourism as "the sum of phenomena and relationships arising from the travel and Simultaneously, inclusive tourism has stay of non-residents, provided they do not lead to permanent residence and are not connected with any earning activity." According to this early definition, tourism is a social and economic activity that

involves transient travel and contact. The idea of specialised tourism has become more well-known as visitor demand has become more diverse. Specialised tourism is travel that is tailored to a particular traveler's interests, motivations, and lifestyle choices. Niche tourism, according to Novelli (2005), is "a set of specialised tourism products that cater to the specific needs of distinct market segments." In a similar vein, Robinson and Novelli (2005) highlighted that specialised tourism allows places to provide focused products including adventure, medical, wellness, rural, and heritage tourism. These forms strive to offer personalised experiences, tourism offerings, and going value-driven beyond basic become a significant paradigm for development. The focus of inclusive tourism is on benefit-sharing, accessibility, and equal involvement for all parties involved. The goal of inclusive tourism is "improving opportunities for marginalised groups to participate in and benefit from tourism development," according to Scheyvens and Biddulph (2018). It aims to incorporate underprivileged groups, rural communities, women, young people, and small business owners into tourism value chains. The concepts of social justice, community empowerment, and equitable growth are intimately related to inclusive tourism. Additionally, specialised tourism supports the goals of sustainable development. Sustainable tourism should "take full account of its current and future economic, even with its potential, specialised tourism has operational and structural difficulties. Inadequate funding, a lack of professional training, poor institutional coordination, and inadequate infrastructure frequently limit inclusive participation. Hall (2008) asserts that 1. To examine the notion and essential the results of tourism development can be compromised by fragmented policies and inefficient governance. Furthermore, if not appropriately managed, the over-commercialization of specialised experiences could result in environmental damage and cultural commodification. Specialised tourism has substantial prospects for regional development and poverty alleviation in developing economies. When local communities are actively involved in the development and execution of tourism, Ashley, Roe, and Goodwin (2001) contended that tourism can help reduce poverty. Niche tourism can be used to bolster local id entities and economic resilience in nations with abundant natural resources, cultural variety, and traditional expertise

2. Objectives

Examining contribution specialised to tourism's inclusive and experience-based travel is the primary goal of this conceptual study. The particular goals are as follows: aspects of specialised tourism in light of new niche travel markets. 2. To investigate how inclusive tourist development and specialised tourism are related, with an emphasis on community involvement and fair benefit distribution. 3. To investigate how experience-based travel might improve visitor happiness and destination competitiveness. 4. To investigate how experience-based travel might improve visitor happiness and destination competitiveness. 5. To determine the main obstacles and restrictions impeding the expansion of specialised tourism in emerging and developing nations. 6. To investigate how service innovation and stakeholder cooperation affect the success of specialised tourism projects. 7. To put out a conceptual framework that connects experiential value creation, inclusion, and specialised tourism. 8. To offer policy-focused suggestions for encouraging inclusive sustainable tourism practices

3. Literature Review

The emergence of specialized tourism has been closely associated with changing tourist preferences and market segmentation. Novelli (2005) introduced the concept of niche tourism as a response to mass tourism, focusing on specific interests and customized experiences. According to Novelli, niche tourism allows destinations to diversify their products and reduce dependency on traditional markets.

Robinson and Novelli (2005) further argued that specialized destinations tourism to target enables selective consumer groups such as medical tourists, adventure seekers, and cultural explorers. Novelli claims that niche tourism enables travel locations to lessen their reliance on traditional markets and diversify their offerings. Additionally, Robinson and Novelli (2005) contended that places might target certain consumer groups including adventure seekers, medical tourists, and cultural explorers thanks to specialised tourism.

According to Smith and Xiao's (2008) offerings. They pointed out that places that use niche methods frequently see increases in brand recognition and tourist loyalty. According to Weaver (2011), specialised tourism reduces seasonal and market-related risks, hence promoting destination resilience. The connection between tourism and poverty alleviation was investigated by Ashley, Roe, and Goodwin (2001). According to their research, integrating marginalised communities and small businesses into tourism supply chains can boost local livelihoods. In a similar vein, Scheyvens (2002) presented an empowerment paradigm that assesses the economic, social, psychological, and political effects of tourism. The idea of inclusive tourism was further developed by Scheyvens and Biddulph (2018), who focused on institutional support, equal access, and skill development. They maintained that governments, businesses, and civil society groups must work together to promote inclusive tourism.

Additionally, analysis of the structure of niche Hall (2008) emphasised the need of governance and policy frameworks in Jamal (2016) emphasised that the guaranteeing equitable distribution of the advantages of tourism. In their study of memorable travel experiences, Tung and Ritchie (2011) highlighted important factors such emotional participation, local culture, novelty, and personal relevance. According to their findings, visitor happiness and inclination to return are significantly influenced by the quality of the experience. This notion was cor... Neuhofer, Buhalis, and Ladkin (2014) brought attention to the use of smart technologies experiences contended tourism in improving travel more recently. They that experience-based depends on personalised offerings and interactive interaction, which are made possible by digital innovation.

In their analysis of sustainable tourist governance, Bramwell and Lane (2011) emphasised stakeholder the significance collaboration. of They maintained that long-term planning, monitoring methods, and community involvement are necessary for optimal integration of institutional support and local knowledge is essential to the success of sustainable tourism efforts. According to Prahalad and Ramaswamy (2004), customers actively contribute to value creation. In tourism settings, visitors participate, provide input, and share their experiences with others. Applying this idea to experience tourism, Campos et al. (2018) discovered that co creation increases destination loyalty and emotional attachment.

4. Methodology

4.1 Research Design

In order to investigate the function of specialised tourism in encouraging inclusive and experience-based travel, this study uses a conceptual and qualitative conceptual research method approach. A is deemed appropriate because the paper's goal is to improve theoretical understanding rather than to test hypotheses empirically. The study's main objectives are to provide an integrated framework that explains the connection between specialised tourism, inclusion, and sustainability. Additionally, Dangi and experiential value by synthesising repositories, and journals indexed by current evidence and interpreting theoretical viewpoints.

4.2 Sources of Data

All secondary data gathered from reputable academic and professional sources forms the basis of the study. These comprise:

- 4.1.1 Peer-reviewed publications about travel, hospitality, and development studies
- 4.1.2 Edited volumes and scholarly books
- 4.1.3 Proceedings of the conference
- 4.1.4 Publications from institutions like the UNWTO global
- 4.1.5 Official publications and policy papers
- 4.1.6 Reputable studies of the market and industry

4.3 Selection of Literature Procedure

To find pertinent studies, an organised method for choosing literature was used. We looked through scholarly resources including Google Scholar, institutional Scopus. Scholarly papers were retrieved using keywords such as “sustainable tourism,” “inclusive tourism,” “experience-based tourism,” travel,” “specialised “niche tourism,” “community participation.” and Only works released between 2000 and 2025 that were written in English were taken into account. Peer-reviewed and highly cited papers were given priority. To preserve quality, non-academic, duplicate, and out-of-date sources were eliminated

4.4 Analytical Structure

Thematic analysis was used to examine the collected literature. This approach entails finding recurrent themes, ideas, and arguments in previous research. Three steps were included in the analysis:

A : Recognising the main goals and focus of each chosen study.

B :Organising literature according to key themes such governance, sustainability, experience value, inclusion, and specialisation.

C: Analysing how themes Travellers are not all the same, as this relate to one another to create conceptual connections.

5. Conceptualframework

5.1 Traveler-Lived Experience (Central Phenomenon) The subjective, embodied, and emotional aspects of travel are represented by this. It contains: * A feeling of acceptance * Emotional interaction * Self-agency * Making memories * A cultural bond This design emphasises how travel is perceived, experienced, and remembered, particularly by travellers whose demands are frequently marginalised, in contrast to standard tourism models that concentrate on satisfaction or service quality.

5.2 (Foundational Traveller Diversity Individual Realities Input) and construct acknowledges. The broad definition of diversity includes: * Physical and perceptual capacities * Variations in Neurodiversity * Stage of life and age * Identity in terms of culture, language, and religion * Background in socioeconomics The concept presents variety as a starting condition that influences how travel is accessible and experienced rather than as a “challenge.”

5.3 Specialised Tourism Design: A Mechanismfor Transformation The term “specialised tourism” describes purposefully created travel experiences that address particular traveller realities. Included in this are, but not restricted to: * Easy access to travel * Local-based travel * Therapeutic travel and well-being * Cultural heritage travel * Slow and flexible travel According to the framework, specialist Specialised tourism generates benefits tourism “translates diversity into viable travel experiences” by matching the requirements and values of travellers with design, pacing, interpretation, and interaction.

5.4 Enablers of Inclusive Travel (Contextual moderators) The effectiveness of specialised tourism is influenced by the following structural and social factors:

- Transport and infrastructure that are adaptable
- Skilled and kind service personnel
- Adjustable rules and price structures
- Utilising technology digital and assistive
- Openness in the community and local involvement

The impact of specialised tourism on lived experience is amplified or constrained by these facilitators, rather than creating experience on their own.

5.5 Experience Results (Emergent Findings) that go beyond financial gain when it functions in supporting environments:

- Greater autonomy and self-assurance
- Inclusion and recognition in society
- Dignified cultural exchange
- A healthy emotional state
- Travel practices that are sustainable

These results support the notion that inclusive travel is mutually advantageous and socially productive rather than motivated by charity.

6. Future Work

Future studies on experience-based and inclusive travel will overcome conceptual debates by examining the systemic adjustments of specialist tourism to changing traveller expectations, social values and location realities. This study that results in standardised tourist models does not consider a number of promising directions.

Firstly, longitudinal studies are needed to understand the effects of inclusive traveling experiences on individuals in the long run. Forthcoming studies could also follow travellers months or even years following a visit to other destinations to evaluate the effects of specialised tours on mobility self-identity, decisions, and confidence, long-term involvement with travelling, as opposed to documenting perceptions immediately. This would raise the awareness of traveling as a long-term process of personal development rather than a short-term experience.

Second, the lack of under-represented traveller voices, that remain largely underrepresented in tourism research should be the subject of future research. A few of them are people with invisible disabilities, neurodivergent travellers, elderly people travelling alone, refugees in cultural tourism, and low-income travellers. With the investigation conducted based on the qualitative and interactive methods and analyzing their stories, one would be able to prevent making generalisations and pinpointing the nuanced barriers.

Another important issue that needs research is the role of host community in designing inclusive travelling experiences. The understanding of how dissimilar locals perceive, adapt to and even benefit the inclusive tourist endeavour has received minimal attention, despite the specialised tourism often being accompanied by the requirements of the travellers. Comparative studies between places might be able to examine how the local understanding, cultural expectations and the communal mood facilitate or hinder the creation of inclusive experience.

There are new research opportunities as well due to the technological advancements. By not making traveling more of a technological than a human interaction, a study could be based on the effects of assistive technologies, digital stories, and flexible traveling services on the quality of experiences. Further studies must be conducted in a rigorous manner to determine whether the

technology makes human connection better or unintentionally generates novel forms of exclusion.

Further studies may also focus on policy and governance systems that either promote or do not permit specialised travel. The scalability and stability of inclusive own speed are all a plus to inclusive travel practices can be affected by sources of finance, legal implications, and tourist legislations as they can be identified through cross-national evaluations. This field of study would come in handy when changing academic results into practical policy recommendations. Finally, the research of the future address the approach should employ methods with reference to the ideas of design thinking, cultural anthropology, psychology, and disability studies. Researchers would better evaluate the emotional, social, and sensory components of the travel experiences that are experienced through traditional tourism because this integration can provide better insights into these factors.

7. Conclusion

Travel can be more than just getting over space when the communities, service providers and destinations align their policies with the needs of the travellers. It is also an opportunity to communicate, express oneself as well as understand themselves. Also in conjunction with physical accessibility, emotional safety, cultural awareness, travel experiences. This study also outlines the importance of inclusive environments being supported in the establishment of inclusive experiences. There are the infrastructure, policy frameworks, training on services as well as attitudes of the community, which determine whether or not the specialised tourism can be used as a tool of promoting inclusion or not. Without these enabling conditions, even the well-intentioned programs risk creating in addition to lessening the exclusion. Ultimately, the lived experience of travel will require that the definition of tourist success is altered. Economic performance can not express the value of inclusive travel. Instead, the extent of success is decided on the ability of travel to make the people feel capable, respected and present in unusual locations. Diversity and flexibility support the interpretations of tourism This paper contributes to a somewhat human-centered view of tourism, viewing it as a homogenous product, suggesting that it encompasses diversity, embraces flexibility and the welcome to engage in any framing of specialised tourism as a primary aspect of experience. Experience travel based on experience overseas development. Smart, open and responsive decision support to organizational performance. It combines machine learning, predictive/prescriptive analytics, and explainable AI to deliver real-time recommendations, which are accurate and enable managers to comprehend why these recommendations were made. It focuses on human-AI cooperation where managers can govern and make decisions and AI assists in analysis, scenario, and risk evaluation. On-the-job training of staff and ethical governance as well as full-time learning are also proposed in the system in order to establish confidence and competency. Through faster, more accurate decision making, and strategizing, the system will improve productivity, innovativeness, and performance in the entire organization, minimizing performance bias, resistance, excessive reliance on automation.

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